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# Driving the debate on sustainability

Sustainability. Everyone is taking about it, but what does it really mean? There are many different interpretations and even more courses of action. So how can businesses best embrace it? As an active member of the beauty packaging industry, Quadpack has taken the debate to its clients, with a view to sharing knowledge and working together towards a common vision.

On 31 October 2018, Quadpack hosted its first Sustainability Conference at Mintel House in London. The event included a broad spectrum of speakers from Mintel, Terracycle, Sulapac, Neal's Yard, Oohoo and Quadpack, each presenting their own perspective on the subject.

Topics included the meaning of sustainability, rising consumer awareness, evolving industry actions, the waterless trend and the latest developments in sustainable packaging and materials. Representatives from 25 brands and contract fillers from the beauty industry attended the conference and took part in a lively question and answer session.
Sharon Cheng, Category Manager at Molton Brown and one of the attendees, said: “It was a very interesting series of talks and I learnt a lot. I will now share the content with my team to help further our learnings on sustainability and how Quadpack can help to support us on this journey.”
Following the success of the first event, Quadpack now plans to host the conference in Barcelona, Milan and Paris during the first half of 2019.

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***About Quadpack Industries SA***

*Quadpack Industries is an international manufacturer and a provider of enhanced packaging solutions for beauty brand owners and contract fillers. With offices and production facilities in Europe, North America, and the Asia Pacific region and a strategic network of manufacturing partners, Quadpack develops bespoke and customised packs for prestige, masstige and mass*

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