Press Release For immediate release - 13/10/2015

Original Link: *https://www.quadpack.com/fragrance/latest-launches/11093061/en-aeropuertos-ediciÃ³n-especial-de-leau-dissey-pour-homme/*

At an airport near you: special edition of L'Eau d'Issey pour Homme

Technotraf Wood Packaging, part of Quadpack Group's Manufacturing Division, has produced a beech bottle for a new wooden edition of Issey Miyake's L'Eau d'Issey pour Homme, exclusively sold at duty free retail outlets.

This is the third edition that Technotraf has made of the wooden bottle. Each has featured the same basic design, but with its own finish for a radically different look. The first was made to resemble driftwood, the second was stained a rich brown colour, while the new edition has a natural beech finish.

While the first edition, launched in 2010 was groundbreaking in its design, its evolution sees it at the forefront of an enduring trend for natural packaging. What's more, the wood used is PEFC-certified, sourced from sustainable forests.

The wooden bottles have the same external dimensions as the perfume's glass editions, which they complement. However, they have been designed to contain the same quantity (100ml). Starting from a massive block of wood, the container is hollowed out to house a perfume pouch. CNC milling machines then carve the right geometry, after which it is stained and varnished – each piece being absolutely unique, with its singular characteristics, just like the person who wears the fragrance!

--- ENDS ---

About Quadpack Industries SA

Contact Details
Mariam Khan
Quadpack Group Press Office
Summit Media Services
Tel: +34 93 265 4463
E-mail: summit_media@compuserve.com

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 market customers. For more information, please visit www.quadpack.com.

Contact Details
Mariam Khan
Quadpack Group Press Office
Summit Media Services
Tel: +34 93 265 4463
E-mail: summit_media@compuserve.com

QUADPACK



Contact Details
Mariam Khan
Quadpack Group Press Office
Summit Media Services
Tel: +34 93 265 4463
E-mail: summit_media@compuserve.com

QUADPACK



Contact Details
Mariam Khan
Quadpack Group Press Office
Summit Media Services
Tel: +34 93 265 4463
E-mail: summit_media@compuserve.com

QUADPACK

Contact Details
Mariam Khan
Quadpack Group Press Office
Summit Media Services
Tel: +34 93 265 4463
E-mail: summit_media@compuserve.com