Press Release For immediate release - 24/06/2013

Original Link: *https://www.quadpack.com/make-up/latest-launches/11033591/sheer-luxury-guerlains-terra-ora-compact-for-summer-2013/*

Sheer luxury - Guerlain's Terra Ora compact for summer 2013

Guerlain is known for introducing unique packaging concepts. Its Terracotta collection of bronzing powders is launched every season in a new luxury compact that sets new standards in presentation. This summer's edition, Terra Ora, comes in an exquisite wooden mirror case developed and produced by Technotraf.

The compact created for Terra Ora Powder Bronzer is made of beech wood which has been stained a rich dark brown. The ultra-smooth and silky finish reinforces the products' luxury and femininity. The case features a magnetic closure that satisfyingly snaps shut. The brand name is hot-stamped onto the material in gold lettering.

Technotraf also developed last year's edition. Guerlain's Terra Azzurra by Emilio Pucci was presented in a beautifully finished case that paid tribute to the panelling of a Riva yacht. The compact has the 'Emilio Pucci' logo laser engraved, giving a debossed effect.

As with all products created by Technotraf, the wood used for both compacts comes from sustainable, PEFC-certified sources.

Technotraf Wood Packaging is a Quadpack company.

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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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