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Isabelle de Maistre to head up Quadpack's Perfumery Division

Fragrance packaging specialist Isabelle de Maistre has joined Quadpack Group as Category Manager of its Perfumery Division. The appointment signals the start of major growth plans, as the company aims to increase its market penetration in this area.

A graduate of Art Centre College of Design (Europe) and a 20-year veteran in perfumery, Isabelle brings significant expertise to the company.

"My background allows me to have a 360° view of the project development cycle and to advise customers of the technical and legal complexities of a perfume product", she says.

Her background includes positions at a design agency, as a freelance packaging designer, as creative and marketing director on the 'customer side' and, most recently, as general manager of a bespoke perfumery packaging company.

"Quadpack Group is perfectly positioned to evolve its perfumery offering," she continues. "It is very well known for its skin care and make-up offer and the time is right to further develop fragrance to similar levels. The acquisition of Technotraf Wood Packaging, with its unique know-how in wooden components, gives Quadpack a strong differential value in the field of fragrance. I look forward to building on the strengths of the company and the team to develop this division into a market reference in perfumery packaging solutions."

In the short term, the division will continue to help clients from conception to production of fragrance packs. Longer term, her goal is to reinforce the production structure through integration or set-up of partnerships with the major actors of the supply chain such as fillers, pump manufacturers and glass makers. She also aims to include secondary packaging in Quadpack's portfolio.

CEO Tim Eaves comments: "Isabelle joining us is a crucial step in the development of our fragrance division. She has a thorough understanding of the peculiarities of the development of a perfume product and is perfectly aligned with our mission to helping beauty brands perform. Her experience, her strategic acumen and her positive influence will no doubt be felt internally, as well as externally, by our clients and the market as a whole."

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QUADPACK

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

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