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Smart packaging: reinventing the Dual-Ended Stick

Quadpack's new Dual-Ended Stick ticks all the boxes. It offers a two-in-one make-up solution, it's portable, refillable, customisable and perfect for the current trend of face contouring.

The Dual-Ended Stick makes effortless make-up application a reality, even on the go. Its sleek design enables precise application also in narrow areas. Unlike other models, the ends can be detached from the central connector and carried in small vanity or handbags. Brands can offer the possibility to select colours or formulas individually, depending on the need or occasion – a fun and playful way of combining your own duo.

The stick is suitable for any lip, eye and face product and is perfect for contouring, combining highlighter and contour, which is now so trendy.

Made with an ABS cap, body and connector, each part is easy to decorate using silk screening, hot stamping, heat transfer, coating and metallisation. The snap-on cap is also available in crystal clear material and has a removable twist end to enable individual use. The ring on the body can be colour-matched to the bulk, making consumer choice easy and convenient.

The Dual-Ended Stick will appeal to mass and masstige brands, as well as more premium brands when suitably dressed.

The Dual-Ended Stick is coming soon to Quadpack's Make-Up Division range.

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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
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