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# Quadpack's seductive, luxury fragrance cases

Premium brands know just how much time, effort and passion go into launching a new luxury fragrance. The challenge is to make it as special to consumers as it is to its creators. Presenting it in its own, precious box is an effective way to achieve this. To this end, Quadpack Group's secondary packaging team has developed a beautiful bespoke concept which shows how a fragrance can be showcased in the most irresistibly tempting manner.

The case is a source of inspiration for brands seeking custom-designed collection cases, discovery packs, special editions or gift sets. Featuring an exquisite design, it uses an interesting mix of materials including wood, leather and metal, coupled with premium decoration and a hidden magnetic closure.

Two variants have been created, designed to present a single dropper and a three-part collection. Both are bespoke wooden boxes, one coated with a gloss lacquer, the other covered with PU leather. A gold metal plate covers the top, the intricate pattern expertly laser cut into its surface.

The interior of one box is lined with PU leather, the other has a black flocked tray to hold the droppers. The boxes open on gold ball hinges, while a hidden magnet keeps them closed offering an engaging yet intuitive gesture.

The luxury dropper cases have been created to show the capabilities of Quadpack's bespoke design service. The Fragrance Division, working with the design and secondary packaging teams, offers unique solutions for fragrance brands, from design, all the way to delivery, taking care of all aspects in the process. Contact your nearest Quadpack office for more details.

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

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