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Quadpack ramps up US activity with new appointment, new distributor

Quadpack has made two key moves designed to increase its penetration into the US market. The company has appointed Anthony Le Minoux as head of its US operations. At the same time, it has named East Hill Industries as the official distributor of its Q-Line range of products in the United States.

Anthony Le Minoux has a wealth of experience in the industry, having worked for Rexam and CTL/Tuboplast, where he held the position of Global Sales & Marketing Director. As Managing Director of Quadpack America, Anthony's mission will be to spearhead Quadpack's strategy in North America, while also consolidating the company's presence in South America.

East Hill is an established provider of packaging to the beauty industry. With many in-stock packaging options and an in-house decoration facility, East Hill excels in short lead times, providing an efficient turnaround for both small and large orders.

While Quadpack will continue to deliver high-end, customised and bespoke solutions to its US client base, East Hill will now exclusively provide Quadpack's Q-Line family of beauty packaging solutions in the region. These include wooden components manufactured by Quadpack Wood (Technotraf) and acrylic and double-wall jars produced by Quadpack Plastics, both part of Quadpack's European Manufacturing Division.

"Quadpack has operated in the US since its inception and is recognised and respected there, particularly on the East Coast. However, 2018 will be the year in which we extend our reach cross country and cross continent," commented Quadpack CEO Tim Eaves. "With Anthony at the helm and East Hill taking our Q-Line portfolio across a wider market, I am confident that Quadpack's presence in the US will soon match our presence in Europe.

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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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