

Press Release

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Stepping up the sustainability game

Meet Eco-warrior, Quadpack's new recyclable and reusable packaging

Sustainability is a challenge that grows over time for packaging industries: as society evolves and demands cleaner and greener alternatives, the market pushes itself forward to launch products that bring positive innovation.

Quadpack's Eco-warrior is a new concept that responds to the winds of change – a full pack with the minimum amount of components where the bottle could be both reused and recycled. Aiming to be respectful to the environment, Eco-warrior is made of a slim glass bottle that makes the pack 13% lighter than a regular one, reducing carbon footprint in transportation while keeping resistance.

The screw neck ensures the pump can be easily separated from the bottle, making it simple to recycle and reuse both the aluminium and the glass components. The one-piece cap is made of cork, a flexible, natural material. Like the cork, collected from sustainable managed forests, all the materials from the pack are sourced and manufactured in Europe.

In order to limit the number of manipulations and enhance refilling at the right dosage, the Eco-warrior bottle can be directly engraved with the liquid capacity, avoiding the need of a sticker or another component to indicate volume.

Perfect for urban, environmentally-conscious consumers like Lauren, Quadpack's personality of the month, Eco-warrior is initially to be offered in 100ml bottles – other versions in 50ml and 30ml are under study.

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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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