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Quadpack and Sulapac join forces for sustainable cosmetics packaging

- Quadpack becomes the ‘Preferred Global Cosmetics Packaging Partner’ in Sulapac’s partner programme, which agrees the best possible way to develop, promote and sell Sulapac’s microplastic-free material solutions within Quadpack’s extensive beauty packaging product range.
- It places Quadpack in a leadership position in sustainable cosmetics packaging manufacturing, thanks to Sulapac®’s synergy with Quadpack’s extensive fibre injection experience, bi-injection and bi-injection blow moulding technology.
- The partnership provides Sulapac’s existing and new cosmetics clients access to a wider range of sustainable packaging solutions and ensures a larger production scope.
- The long-term agreement is a clear example of how sustainable innovation can be achieved through collaboration in favour of a better world.

International beauty packaging manufacturer and provider Quadpack and Sulapac, a pioneer in development and manufacturing of sustainable microplastic-free materials, have entered into a preferred partnership agreement to provide microplastic-free packaging for cosmetics customers worldwide.

The partnership places Quadpack among the leaders in sustainable innovation in beauty packaging, adding capabilities to its bi-injection blow moulding technology, which allows using two materials in one step, in a perfect synergy with Sulapac’s microplastic-free material and barrier. As a result of the partnership, Quadpack will launch the new Sulapac Nordic Collection in Spring 2020, which includes 15ml, 30ml and 50ml jars. New packaging types are also expected to be introduced to complement the portfolio soon.

“We’ve got thousands of enquiries from cosmetics customers all over the world about our Nordic Collection and it has been sold out already in August 2019. The partnership with Quadpack, one of the top 10 European providers of cosmetics packaging, ensures we can more effectively serve a wider customer base,” says Sulapac’s Head of Sales Ami Rubinstein.

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The Sulapac material is organically recyclable and made primarily from renewable raw materials. With its patented material innovation that combines premium look and feel with sustainability, Sulapac has won numerous awards in the beauty industry. Becoming Sulapac's Preferred Partner for Cosmetics is a step further in Quadpack's sustainable product development strategy.

"Besides placing Quadpack among the most innovative and competitive cosmetics packaging providers worldwide, the partnership means that beauty brands will have access to truly sustainable packaging solutions, with the best microplastic-free, biodegradable material that is currently available in the market," says Jeremy Garrard, Director of Design and Advanced Technologies and Co-Founder of Quadpack.

The partnership ensures that both Sulapac's existing and new clients will be served more efficiently, having access to a wider range of innovative products, a larger production scope and a broader capacity for customisation in beauty packaging provided by Quadpack.

"Partnering with Quadpack supports our strategic desire to become the number one sustainable material replacing plastic and support forerunner brands in launching the new microplastic-free material to their customers," says Rubinstein.

"The agreement resonates with Quadpack's product development strategy, which is focused on recycling, replacing, reusing and reducing packaging. It's a clear example of how we can achieve sustainable innovation through collaboration in favour of a better world," concludes Garrard.

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About Quadpack

Quadpack is an international manufacturer and provider of enhanced packaging solutions for beauty brand owners and contract fillers. With offices and production facilities in Europe, the US 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. Listed on Euronext Growth in Paris since October 2019, Quadpack relies on a workforce of 600 people to build a more sustainable world. For more information, please visit www.quadpack.com

About Sulapac

Sulapac is a wood-based material innovation inspired by Nordic nature. It is a lot like plastic, yet it biodegrades fully leaving no microplastics behind. As a premium material that is safe and circular by design, Sulapac® is the perfect fit for quality driven brands with genuine commitment to sustainability. Plastic product manufacturers can use Sulapac® with their existing machinery making sustainability an easy choice. The company was founded in 2016 by Suvi Haimi and Laura Tirkkonen-Rajasalo and is based in Helsinki, Finland. Sulapac has been ranked one of the 100 hottest startups in Europe by WIRED UK both in 2018 and 2019. Join our mission to save the world from plastic waste! www.sulapac.com

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