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Woodacity® answers Shiseido's dream for its new fragrance collection

Challenged by the brand, Quadpack broke boundaries and developed a 100% wood bespoke cap for the fragrance range

When there's a will, there's a way. The old saying applies perfectly to the collaboration between international beauty packaging manufacturer and provider Quadpack and Shiseido for the Woodacity® cap that dresses the new fragrances 'L'Eau d'Issey Eau & Magnolia' and 'L'Eau d'Issey pour



Homme Eau & Cedre'. The unique 100% wood bespoke caps were a result of intensive research and development, motivated by its desire to answer Shiseido's dream: to have monomaterial, biobased caps for its fragrance collection.

Two years later, Quadpack's design and engineering teams brought to life Woodacity®, a 100% wood solution that doesn't have plastic inserts, and, thanks to its unique 'Solo Push' rib pattern, can provide a tight closing system to protect the formula. Besides being functional and sustainable, the caps' design have unparalleled aesthetics.

Both the female fragrance bottle, topped with an elongated cap, and the male version, with a cap resembling a chunk of cedar wood, have a minimalist design, representing a 'return to essentials' and echoing the raw nature by which it's inspired. "We are very proud of the Woodacity® caps we developed for Shiseido. Thanks to our long-term partnership with the brand, who challenged Quadpack to bring this innovation to life, we now have one of our most groundbreaking wooden systems," says Denisa Stircea, Quadpack's Wood Category Lead.

Both caps are made in Europe, and their wood is sourced from sustainably-managed European forests.

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About Quadpack

Established in 2003, 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 Americas 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, Quadpack relies on a workforce of more than 600 people to build a more sustainable world. As a registered B Corp, it works to ensure a positive impact on the planet and society and, through the Quadpack Foundation, on the communities in which it is present. For more information, please visit www.quadpack.com

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