

For immediate release
28 February 2023

Quadpack extends sustainable decoration

Full-cover hotfoil stamping is a high-end, lower-impact alternative to metallisation

Full-cover hotfoil stamping has now been incorporated into the decoration portfolio of international beauty manufacturer and provider Quadpack. Following the acquisition of decoration specialist Stefan Wicklein Kunststoffveredelung GmbH, the company has become one of the few expert providers worldwide of this complex technique. It endows packaging solutions with a glossy, premium finish through the seamless application of foil to cover a complete pack, offering a low-emission, solvent-free, more sustainable alternative to metallisation.



While metallisation has many benefits, full-cover hotfoil stamping uses less energy and no solvents. The PET carrier foil can also be produced using PCR material and Quadpack is developing a process to recycle it. Material usage in general is minimised thanks to low reject rates, facilitated by the know-how of Quadpack's decoration specialists. What's more, typically accounting for less than 5% of the full packaging solution's material, it does not affect recyclability.

Aesthetically, full-cover hotfoil stamping adds lustre to a pack and offers a variety of creative finishes. Brushed aluminium, wood and hologram effects can be applied, in matt or gloss, in monochrome or a multitude of colours, alone or in combination. Foils and foiling tools can be standard or bespoke, to match pack designs, budgets and launch plans. Branding and lettering can be incorporated into custom foils, allowing for single-step decoration, accelerating time to market, while optimising cost and boosting sustainability.

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Full-cover hotfoil stamping is suitable for regular shapes, including concave surfaces. It is ideal for eco-conscious brands looking for a high-end, luxury finish for their product.

Quadpack currently has six production lines for caps and closures and two dedicated to cylindrical packs including airless, each capable of decorating millions of pieces a year. Plans are to add another line at the purpose-built decoration centre in Kierspe, Germany, by the end of 2023.

Quadpack Chief Operating Officer Fabrice Revert says: "Along with manufacture, we offer decoration and assembly, to provide complete 'Made in Europe' solutions. In this way, we reduce leadtimes, for a faster time to market for any brands worldwide. By integrating this sustainable decoration technique into our workflow, we are helping our clients further along their journey towards 'positive-impact packaging'. This is a key point of Quadpack's operational strategy for the future."

Quadpack's decoration portfolio includes screen printing, hotfoil stamping, pad printing, colour matching, spray coating, metallisation, laser engraving, digital printing, embossing/debossing and, now, full-cover hotfoil stamping.

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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 800 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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