

For immediate release  
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## Twist it, swipe it or stamp it! Add wow to your formula with ShapeUp Stick

*Quadpack's new refillable stick dispenses product in a personalised shape*



It's fun, it's surprising, it's wow! It's the ultimate interaction between pack, formula and consumer. ShapeUp Stick is the sensational new solution from Quadpack that takes brand personalisation to new heights. Thanks to a custom design plate, the 12.5ml stick dispenses high-viscosity formulas in just about any shape or form – a logo, a symbol or any geometric pattern that adds meaning and helps tell a story. ShapeUp Stick boosts brand equity and engages consumers like no other product. Using the pack becomes a mood-boosting journey in itself, tying in with 'beautytainment' and 'dopamine beauty' trends.

As an airtight solution for skincare and makeup formulas, it protects the product from drying out, keeping the experience fresh, every time. The bulk is actuated through a twist gesture in a personalised shape, which is then picked up with a swipe or stamping gesture – perfect for fun content on TikTok.

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ShapeUp Stick combines a great user experience with eco-designed convenience. It is easily refillable and recyclable and available with recycled content. The whole pack is monomaterial PP, while the cap and base can be made of PCR PP. Quadpack's PIP (positive-impact packaging) rating system, based on life-cycle assessments, puts ShapeUp at an 'Advanced Level' of sustainability.

It's versatile, too: ShapeUp Stick can be used for moisturiser, foundation, blush, highlighter and a host of other formulations.

Patent pending to be granted.

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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](http://www.quadpack.com)

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