

For immediate release
10 October 2023

It clicks! Aptar Beauty and Quadpack revamp refillable lipstick encased in wood

Iconic Woodacity® 2.0 is released with new wood finishes and new intuitive gesture



The successful collaboration between global leader in dispensing systems Aptar Beauty and international beauty packaging manufacturer and provider Quadpack continues, with Iconic Woodacity® 2.0. Launched one year ago, the refillable lipstick is designed for increased sustainability and an engaging consumer experience, bringing together the two companies' expertise in lipsticks and wooden componentry. Iconic Woodacity® features Aptar's Iconic mechanism, wrapped in a custom monomaterial wooden casing from Quadpack. The new edition refines the concept with more choice in wood types and finishes and a new, patented closure system called 'Solo Snap'.

Iconic Woodacity® 2.0 is not just a lipstick; it's a jewel. It comes with a beautiful casing made of 100% ash or maple wood, sourced from European, sustainably-managed forests, with PEFC and FSC® certifications* on demand. It is a canvas for brands, as they can make it their own by applying a wide array of designs and decoration techniques.

[.../more](#)

.../continued

Denisa Stircea, Senior Category Lead at Quadpack, explained: "Wood is all about emotions. Ash is a light-coloured wood with a straight grain. Maple can be very smooth and shiny. Decoration can either highlight the unique grain patterns or give the product a premium look-and-feel – in that sense, it can also cater to brands looking for sustainable packaging without wood's natural aesthetics."

The Solo Snap system has been developed to provide a classic, timeless lipstick gesture. Quadpack's wood experts have created a click closure, thanks to a new, patented interior structure that works without inserts, plastic or otherwise. Consumers simply pull the cap off and push it back on until it clicks. What's more, it works perfectly with standard filling lines.

"The opening experience is perfectly adapted to this lipstick, while keeping the monomaterial and refillable features of the product," said Patrick Bousquel, Marketing Director Beauty EMEA, Aptar Beauty.

The casing houses Aptar Beauty's market-leading Iconic mechanism. POM-free, glue-free and lubricant-free, it offers a smooth actuation of the bullet. Refills are easily replaced by pulling out the used mechanism and snapping in the new one.

With the mechanisms manufactured at Aptar Beauty's Chavanod facility in France and the casing made at Quadpack Wood in Catalonia, Spain, Iconic Woodacity 2.0 is entirely 'Made in Europe'.

—ENDS—

*Quadpack Wood licence codes: PEFC/14-38-00005 and FSC-C126413

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

About Aptar Beauty

Aptar Beauty is part of AptarGroup, a global leader in drug and consumer product dosing, dispensing and protection technologies. Aptar serves a number of attractive end markets including pharmaceutical, beauty, food, beverage, personal care and home care. Using market expertise, proprietary design, engineering and science to create innovative solutions for many of the world's leading brands, Aptar in turn makes a meaningful difference in the lives, looks, health and homes of millions of patients and consumers around the world. Aptar is headquartered in Crystal Lake, Illinois and has 13,500 dedicated employees in 20 countries. For more information, visit www.aptar.com.

Contact details

Mariam Khan
Quadpack press office
Summit Media Services
mariam@summitmediaservices.com
Tel: +34 93 265 4463

Laetitia Nely
Aptar Beauty media relations agency
Press For You
l.nely@press4u.fr

Vanessa Miremont
Brand Communications Senior Manager
Aptar Beauty
vanessa.miremont@aptar.com

Legal notice

This document contains forward-looking statements about Quadpack's business, financial data, and events related to the company's prospects. These forecasts can be identified by the use of words such as 'estimated', 'plan', 'expectation' or words with a similar meaning. Quadpack may also make projections in other reports, presentations and press releases. Furthermore, the company's representatives may occasionally make forward-looking statements. These projections are based on current expectations and on certain hypotheses, many of which are beyond the company's control and subject to a series of risks and uncertainties. In the event that any of these risks or uncertainties should materialise or the underlying expectations are not fulfilled, the results or performance of Quadpack may differ (either positively or negatively) from those explicitly or implicitly forecast. Quadpack assumes no obligation to update or revise any forward-looking statements made previously.