

Press Release

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Soft, smooth wood for luxury baby skin care range made by Technotraf Wood Packaging

When Gudrun Wurm looked for the ultimate natural skin care for her baby son, it remained elusive. So she decided to create it. That's the story of Little Butterfly London, the first luxury organic range developed for the delicate skin of babies. The wooden caps made by Technotraf Wood Packaging help reinforce the brand's natural credentials, which include ECO-CERT certification.

The decision to incorporate wood was taken after Wurm visited Technotraf's stand at a trade fair in New York.

"I never would have considered wood before, but Technotraf explained just how perfectly it could complement our packaging", she explains. "When I discovered that it could also be coloured, I was convinced. And I'm glad with my decision - the caps look absolutely stunning!"

The caps have been crafted from PEFC-certified ash and stained the soft pastel green that distinguishes the brand. Their finish is silky smooth to the touch, adding sensory appeal. While looking the same from the outside, the caps fit three different types of bottle with varying neck heights. A wider cap has been made to fit on to the jar containing the 'Soft As Moonlight' nappy change cream.

Wurm concludes:

"Little Butterfly London shares the sky-high standards that parents have for their little ones... they deserve a range which is absolutely safe – combining organic purity with beautiful design. The wooden caps reflect both characteristics."

The Little Butterfly range is sold in selected retail outlets in the UK and Ireland and via the online store at www.littlebutterflyorganic.com.

Technotraf Wood Packaging is a Quadpack Group company.

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QUADPACK

About Quadpack Industries SA

Quadpack Industries is an international manufacturer and a provider of enhanced packaging solutions for beauty brand owners and contract fillers. With offices and production facilities in Europe, North America, 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. For more information, please visit www.quadpack.com.



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