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YouWood airtight pot blends glass and wood

The YouWood range recently launched by Quadpack's Make-Up Division has a small but powerful new member: an airtight glass pot. Designed for 24-hour products such as gel eyeliner, lip colour or creamy eye shadow, this attractive 4ml jar boasts some special features.

A narrow neck crowns the product for pick-up using fingertips or applicator. Its airtight closure keeps the formula from drying out, having passed standard leakage tests at Quadpack's laboratory.

The pot supports long-lasting claims through the use of materials that offer high compatibility with water-based formulas. Its pressed glass container is complemented by a PP cap insert, both of which have high resistance to this kind of long-lasting product. The outer cap is crafted at the Quadpack Wood factory using the range's signature material: sustainably-sourced wood.

Besides make-up, the pot's properties and transversal look-and-feel also make it suitable for lip treatment scrub, eye contour and solid/gel fragrance. Whatever the formula, the pack's combination of wood and glass creates a natural pack using noble materials that consumers will feel good about using. The glass pot can be frosted, silk screened, hot stamped and spray coated, while wood offers infinite decoration possibilities.

YouWood range is a ready-to-go range featuring PEFC- and FSC-certified wood, with a raw finish to heighten its sensory appeal. New formats are being released throughout the year.

Check out the YouWood range in our online catalogue.

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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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