

Press Release

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Quadpack brings sophisticated beauty to eco friendly make-up packaging

Quadpack Group company, Technotraf Wood Packaging, has broken the mould once again with its new Wooden Compact. A stunning blend of sophistication and environmentally-friendly material, the compact is crafted from wood sourced from sustainable forests certified by the PEFC.

The Wooden Compact is expertly hewn from maple wood for an exceptionally smooth finish. Maple endows feminine elegance to the pack, with its unique texture that appeals to the senses.

Technotraf's expertise enables the slim, fine dimensions necessary to achieve the aesthetics required for premium make-up packaging, turning wood into a must-have material for luxury beauty brands.

Technotraf has decorated the pack using a new technique – called Groove – engraving a fully customisable geometric design deep into the top surface. The surprising design achieved using this technique can be enhanced by silk screening, laser etching and hot stamping for infinite creative potential.

A magnetic closure connects the two halves of the compact. Each half is studded with tiny round magnets set flush into the wood. When they are held close together, the pack is pulled shut in a gesture that is entirely intuitive.

With its smooth feel, textured decoration, special closure and a grain pattern that is unique to each and every single item, the Wooden Compact engages users on multiple levels.

Added to this sensory assault are its environmental credentials, giving consumers everything they could want to feel good about owning a precious piece of nature itself.

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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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