

Woodacity®: Quadpack Brings Sustainability and Innovation to Beauty Packaging

Quadpack Americas, LLC, a leading provider of enhanced packaging solutions for the beauty industry, is proud to announce the launch of Woodacity® - the first full-wood caps in the industry. Wood has long been considered a technically challenging material due to its elasticity and water permeability, making it difficult to use in packaging without a plastic insert. However, after years of research and expertise in wood components, Quadpack has achieved the impossible by introducing a patented solution that marries sustainability with innovation.

The Woodacity® family is the result of a comprehensive process, starting with storage under controlled conditions, followed by drying, shaping, and lacquering, to give it the functional properties and stability of plastic. The first members of the family include the Solo Snap, a globally patented snap-on cap with a unique pattern of interior ribs, the Solo Push, a friction fit cap with a similar pattern, and the Solo Turn, a full-wood thread cap with no plastic insert. All are made in Europe with wood sourced from sustainably-managed forests.

"Woodacity® is a project that seemed impossible a few years ago, but it's now a reality," says Pierre-Antoine Henry, Quadpack's Head of Categories. "It's a full-wood innovation that brings sustainable added-value to beauty brands."

Quadpack's commitment to sustainability doesn't stop with Woodacity®. The company's goal is to have its wood products be either monomaterial, refillable, or easily disassembled, and new developments, including full-wood versions of Quadpack's Q-line products, are on the way.

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Discover the benefits of using Woodacity® in your beauty packaging. Contact your sales representatives to enquire about this innovative solution and all its full-wood components.

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About Quadpack

Quadpack is an international manufacturer and provider of innovative packaging solutions for beauty brand owners and contract fillers. With offices and production facilities in Europe, North America, and the Asia Pacific region, as well as 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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