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Skincare for everyday people

Australian brand Bondi Sands partners with Quadpack to launch a new environmentally-conscious range

Bondi Sands self-tan and suncare products are globally known by consumers and beauty experts for their high quality, environmentally conscious formulas and packaging. Since last November, the Australian-based brand is also venturing into the promising skincare market and chose Quadpack to develop the packaging for its new Everyday Skincare Range.

“Everyday Skincare is a natural progression for Bondi Sands; first evolving from self-tan to suncare, through to body and now skincare – which completes our skin health story,” says Bondi Sands CEO and co-founder Blair James.

The challenge during product development was to ensure optimal customer experience by offering innovative, creative and environmentally-friendly packaging, without compromising formula and functionality. “We wanted bespoke packaging that sets us apart from any other skincare brand in the market whilst staying true to our brand value and look and feel. Quadpack offers hybrid and innovative packaging solutions and pushes the boundaries in what can be achieved in packaging,” says James.

The range has bottles and caps in PP, and five-layer tubes with PCR content. The decoration techniques used are silk-screening and hot stamping. Blair James is happy about the result and celebrates the partnership with Quadpack: “Besides having similar values to Bondi Sands, Quadpack allowed us to deliver a comprehensive range, without compromising our timelines.”

Bondi Sands Everyday Skincare Range is available online worldwide at bondisands.com and instore exclusively at Chemist Warehouse, Priceline, Farmers and Boots.

Contact Details

Mariam Khan

Quadpack Group Press Office

Summit Media Services

Tel: +34 93 265 4463

E-mail:

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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.



Contact Details
Mariam Khan
Quadpack Group Press Office
Summit Media Services
Tel: +34 93 265 4463
E-mail: