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The refillable sun stick for everyday escape

Hei Poa finds the perfect packaging solution for its new sun stick in Quadpack's Infinite Panstick

French skincare brand Hei Poa offers products enriched with Monoi from Tahiti, evoking the Polynesian islands. For the brand's first facial stick product, it worked with international beauty packaging manufacturer and provider Quadpack to produce an aesthetically stunning pack, that minimised the amount of plastic and was easy to apply on the face. Launched in record time for the summer season, Stick Solaire Visage SPF50+ now comes beautifully packaged in Quadpack's refillable, 15g Infinite Panstick.

Hei Poa Product Manager Laura Emery recalled the search for the perfect stick: "We were looking for a sustainable pack for our new SPF50+ Sun Stick. Quadpack presented several solutions which inspired me. In the end, we were seduced by the Infinite Panstick, which brought together most of our criteria: refillable, recycled plastic, four-colour printing and an ideal diameter."

Infinite Panstick's 21.3mm diameter – smaller than the market standard – allows easy application to localised areas, such as the bridge of the nose, lips and ears. To reduce plastic content and facilitate recycling, Hei Poa opted for 50% post-consumer recycled (PCR) plastic to be added to the monomaterial PP pack. Moreover, it comes with a refill: Eco-recharge Stick Solaire Visage SPF50+ is available at a reduced cost, thereby encouraging refill habits.

As time to market was short, Quadpack started injecting the components while the artwork was being validated. Once approved, special attention was paid to the decoration. Heat transfer was used for the creative freedom it offered to apply Hei Poa's colourful graphics. The same care was taken with the decoration of the refill, so as not to be perceived as a lesser version of the full pack.

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Laura Emery commented: “For a brand like Hei Poa, aesthetics are crucial. We offer our consumers the experience of what we call ‘everyday escape’. The packaging is very satisfactory. The high-quality decoration meets our expectations and our consumers are loving it. The feedback we are getting is that it’s practical to use, very beautiful and more ecological. It’s really rewarding when you imagine a product and develop it in this way and, in the end, the consumer likes it for the same reasons we launched it.”

–ENDS–



About Quadpack

Established in 2003, Quadpack is an international manufacturer and provider of enhanced packaging solutions for beauty brand owners and contract fillers. With offices and production facilities in Europe, the Americas 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. Listed on Euronext Growth in Paris, Quadpack relies on a workforce of 600 people to build a more sustainable world. As a registered B Corp with EcoVadis Platinum certification, it works to ensure a positive impact on the planet and society and, through the Quadpack Foundation, on the communities in which it is present. For more information, please visit www.quadpack.com

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