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## The tube with the power to wow!

*Quadpack's ShapeUp family grows, with a new, monomaterial tube that dispenses creams in custom shapes*

Squeeze it, swipe it or stamp it! International beauty packaging manufacturer and provider Quadpack injects that wow factor into its latest packaging innovation: ShapeUp Tube. This fresh and fun pack dispenses formulas in a unique pattern: a sun, a flower, a logo or any geometric shape. Consumers are in control, squeezing the tube to reveal the formula in its special shape, which they apply by stamping or swiping it with their finger. Ideal for hand creams, sunscreen, hair styling wax or even blush, it's a cool new ritual that's just perfect for sharing on social media!

The brainchild of Quadpack's Creative Hub, ShapeUp Tube offers the ultimate in brand personalisation, but without the investment of a bespoke pack.

The way it works is deceptively simple. A customisable design plate snaps on to the head of the tube. When dispensed, the formula is extruded through the apertures of the plate. Sun and flower design plates are readily available, or Quadpack will produce a custom design to support a brand's storytelling.

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The 30mm diameter tube is available in different lengths, for capacities of 20-80ml. A monomaterial pack, ShapeUp Tube is made entirely of polyethylene (PE), with up to 50% post-consumer recycled (PCR) content. A five-layer version is also available, with an EVOH barrier for formula protection. The multilayer tube can incorporate up to 40% PCR PE. Tests with fillers show easy filling with no leakage, thanks to a liner in the cap, also in PE.

Brands can further make it their own with glossy, matte or soft-touch finishes and by playing with colours. Bold colouring of the design plate itself will draw attention to the pattern as the formula is dispensed, transforming its use into a multisensory experience.



The tube is the newest member of the ShapeUp family. ShapeUp Stick, launched a year ago, first opened the door to this new breed of personalised system.

As standard with Quadpack's portfolio, an Environmental Report can be downloaded, which details full impact data, based on life-cycle assessments.

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#### 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](http://www.quadpack.com)

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