

For immediate release
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Woodacity® Hidden: The secret lies within

The interior structure of Quadpack's 100% wooden fragrance cap allows it to function with zero plastic, but is hidden from view for a luxury look

All wood. All luxury. International beauty packaging manufacturer and provider Quadpack takes its monomaterial wooden cap to the next level, with Woodacity® Hidden. It features the patented Woodacity® closure system that functions just like plastic, but using only wood from sustainably-managed forests. Aimed squarely at the luxury market, the two-piece cap and ring combo hides the internal rib pattern, for a sleek, minimalist look. To further minimise impact, water-based, biodegradable glue is used to seamlessly join the pieces.

Designed and manufactured at the Quadpack Wood factory in Spain, Woodacity® Hidden can be decorated with a host of luxury finishes, without affecting its impact. Custom outer shapes can also be created to align with unique brand identities.



Crafted from maple or ash, all wood comes from controlled sources. In addition, Quadpack offers FSC®-certified wood to create a chain of custody of the raw material. At the end of its life, consumers can simply discard it – no need to separate! Sustainably and effortlessly chic, it's the closure eco-conscious luxury brands have been waiting for.

Woodacity® Hidden will be available with a click or friction fit for various pump systems, from late autumn 2024.

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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. Part of PSB Industries since 2024, 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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