



Aerosol Forum
Oriex Communication 25, rue André Joineau
93310 Le Pré Saint-Gervais
France
tel : +33 1 48 91 89 89 fax : +33 1 48 43 49 94

Expert Innovation meeting on Aerosol & Dispensing Technologies!

WorldPressOnline First Call - The 5th edition of **Aerosol Forum**, a congress-exhibition dedicated to aerosol packaging and dispensing technology innovation, will be held on Tuesday 8th and Wednesday 9th March 2011 in Paris, at the Cité des Sciences et de l'Industrie.

Over 800 participants from some thirty countries representing leading international brands and their aerosol suppliers (about forty exhibitors) - participants' profile : Packaging (R&D, Innovation, Development, Purchases), Design, Marketing, General Management - are expected to attend.

The themes of the conference, focused on « Innovation & Sustainable Development », will deal in particular with the food and catering, cosmetics, health products, technical products and niche markets.

Greatly appreciated by the key players in the sector, this meeting grows from year to year both in terms of the number of participants and exhibitors. Everyone stresses that this event in Paris is easy to access for brand owners and conducive to exchanges to boost innovation in a friendly setting on a human scale.

« This is the 4th time I have attended Aerosol Forum. This venue is a must in order to meet all our suppliers at the same time and to discover new innovations » commented **Isabelle Lepeltier**, General and Operations Management, L'Oréal, at the 2010 edition.

Patrick Heskins, Aerosol Innovation Manager for Reckitt Benckiser, pointed out : « This is the second time I have attended Aerosol Forum; it is a wonderful opportunity to meet both our suppliers and colleagues. I am thrilled to discover so many innovations ! ».

On Tuesday, 8th March, to open **Aerosol Forum 2011**, **Michel Fontaine**, President of the French Aerosols Committee (CFA) and the National Packaging Council (CNE), will chair an « **Innovation Workshop** » to enable leading experts in aerosol technologies and markets to work on the following themes :

- Aerosol design for the food industry
- Aerosols made of plastic materials : obstacles and opportunities
- Technical and niche applications

The theme-based working groups will share their expert knowledge on the challenges and prospects of the aerosol industry on their markets.

For the first time, a session in the afternoon will be devoted to the theme of aerosol development for cosmetics. Lectures will be chaired by **Isabelle Lepeltier**, DGT, L'Oréal.

This first day will finish with a cocktail party for exhibitors, participants and speakers, a friendly time for exchanges.

Wednesday, 9th March, 2011, **Nathalie Thys**, Aerosol Production Manager, GSK, will chair the session on health products and spray techniques for the aerosol industry, delving deeper into the points covered at the preceding edition.

This session will be followed by the yearly **Paris Aerosol Awards** ceremony, which will single out innovative aerosol products placed on the market between the 1st January and the 31st December 2010.

Finally, the session on the specificities and prospects for propellants will close this second day of the exhibition. **Pierre Goffinet**, Irfaq France, will chair this session.

Next stages:

- Do not hesitate to send us your proposals for papers no later than **Friday 1st October 2010**.
- To enter the **Paris Aerosol Awards**, please send Oriex Communication samples of your products together with a ten-line fact sheet describing the main innovations by **Friday, 7th January, 2011**.

www.aerosol-forum.com

For further information : Jonathan Ouziel +33 1 48 91 89 89 <aerosol@aerosol-forum.com>
Sylviane Robinet + 33 1 77 62 88 12 <s.robinet@businesswise-com.fr>
