



Expert Innovation meeting on Aerosol & Dispensing Technologies!

The 4th edition of Aerosol Forum, a congress dedicated to innovation in aerosol packaging and dispensing technologies, was held on the 9th & 10th March 2010 in Paris, at the Cité des Sciences et de l'Industrie. Greatly appreciated by the leading players in the sector, this meeting expands each year in terms of the number of both participants and exhibitors. The 5th edition is scheduled for the 8th and 9th March 2011.

In March 2010, the exhibition brought together over 600 participants from some thirty countries. They represented the leading international brands and their aerosol suppliers (about forty exhibitors). Profile: Packaging (R&D, Innovation, Development, Purchases), Design, Marketing, General Management.

Everyone stressed 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. As for Patrick Heskins, Aerosol Innovation Manager for Reckitt Benckiser, «This is my second visit to Aerosol Forum and it is a great opportunity to meet our suppliers and colleagues. I am pleased to discover so many innovations ! ».

A rewarding programme focussed on major themes

According to participants, the conference and exhibition programme was particularly rewarding this year.



Michel Fontaine, l'Oréal Packaging Director, chaired the morning of Tuesday, 9th March 2010, devoted to an « Innovation Workshop : Aerosol 2020 », which enabled the leading experts in technologies and aerosol markets to work on the following themes :

- A world without aerosol,

- Green aerosols ,
- «Let's eat aerosols!» Prospects for food market development.

Two working groups per theme shared expert knowledge on challenges and prospects for the aerosol industry.

As stressed by Michel Fontaine, « Innovation creates value, it is multi-faceted, it is a frame of mind. To innovate, it is necessary to have resources, that is, time and in-depth knowledge of the field; one has to be an expert and always take account of the views of consumers in order to meet their expectations ».

Participants were unanimous in expressing satisfaction and keen interest in this experience. Thus, according to Thomas Kyriaco, Regional Marketing Manager, Danone «This Innovation Workshop was a rewarding experience as it gave us ideas for future work and study». Charles Duclaux, Packaging Environment Manager, L'Oréal, pointed out: «The theme of this morning's workshops, «a world without aerosols» and «green aerosols», showed us the increasing importance of the environment in our professional circles and the place of aerosols in our daily lives. This «Innovation Workshop» was thus an excellent initiative and a compelling experience for participants»

This session was followed by the « Paris Aerosol Restaurant » where Pierre Dominique Cecillon, Académie Cinq sens, illustrated the state of the art and prospects for food and catering through any number of delicious recipes. A real feast! «I love working with aerosols. One can do everything, or nearly everything, in an inventive, delicious way: smoked foie gras mousse, French-style pea mousse with cream and bacon, poached cod with balsamic vinegar mousse, champagne mousse, etc. » confessed this great Chef.



Christian Saclier, Packaging Science & Environment Group Leader, Nestlé, deemed the Paris Aerosol Restaurant initiative excellent and stressed: « Personally speaking, this demonstration proved most enlightening, both in terms of the foie gras mousse and the French-style pea mousse. We need to adapt this to our product portfolio. » Georges Bouille, Aptar Pharma, stated: « At the Paris Aerosol Restaurant, my taste buds were transported, it was wonderful ! It is a total change from what we are accustomed to and a pleasure for the palate: rediscover new tastes expressed by an aerosol foie gras mousse. »

The Paris Aerosol Restaurant enabled participants, packaging and technology suppliers to demonstrate the potential of aerosols on the food and catering market. As underscored by Xavier Camidebach, Directeur Marketing Europe, Precision: « All it takes is a major player to launch into the

area for the aerosol food market to take off. »

The afternoon lectures on the theme of design and sustainable development were chaired by Charles Duclaux, Packaging & Environment Manager, L'Oréal. The state of the art was covered in papers by ITW Spraytec, Mall+Herlan GmbH, Tubex GmbH, Impress Research & Development, Plasticum & Soppec.

Wednesday, 10 March, 2010, Nathalie Thys, in charge of Aerosol Production, GSK, chaired the session on future prospects for aerosols in health. She explained: « Aerosol and health go hand in hand. To treat asthma and chronic bronchitis, aerosols make it possible to reach the lungs directly thanks to the size of the particles; the spray enables the molecule to reach the alveoli. » Her speech was followed by papers by the Clermont-Ferrand Faculty of Pharmacy, EP Systems SA (APTAR Pharma now), PharmAccel Consulting, Sandvik SAS, Inventec, Aerofarm (Fareva group), Rexam Pharma and the Pfeiffer group.

Paris Aerosol Awards 2010: a wealth of products !

A highlight of the second day, the Paris Aerosol Awards Ceremony which singled out the best aerosol & dispensing systems innovations placed on the market in 2009. These prizes were awarded by an independent jury of aerosol experts representing brand owners, packaging manufacturers and the media.

Paris Aerosol Awards 2010



➤ FRANCISCO ARAGON, « Espuma » range of polish represented by Mr. Pablo López Cremades, R&D Director, Aragon SL



➤ ELLE & VIRE, « Crème Légère Ferme & Gourmande » represented by Mrs. Armelle Bertrand, Head of Creams & Culinary Preparation Group / Elle & Vire dairy products



➤ VICHY, « Liftactiv Retinol HA » comprehensive wrinkle renovating care represented by Mrs. Laura Wax, Vichy Face Marketing Director and Mr. Philippe Briand, Packaging Manager of the division



- L'OREAL PROFESSIONNEL, « Play Ball » Hairstyling Spray represented by Mrs. Anne Debauge, Packaging Manager, L'Oréal Professionnel, Monica Buendia, Development Engineer, l'Oréal Professionnel and Ségolène Thibault, L'Oréal Professionne



- MTK FRANCE, « MTK A 2000 » compressed air toilet unblocker

Special jury distinction



- LA CHEVRE DES ALPES, « La Blanche », Traditional Alpine Beverage represented by Olivier Marmet, La Chèvre des Alpes.



- TUBEX represented by Léopold Werdich for its ongoing efforts in aesthetics and innovation

To close the 4th edition of aerosol Forum, the session on « the art of spray » was chaired by Pierre Goffinet, IRFAQ. His talk was followed by papers from Polenghi-Coltiviva, ColepCCL, Lindal and Boxal. The afternoon lectures truly proved that the food market for the aerosol sector has a promising future.

Aerosol Forum 5th edition, Tuesday 8th and Wednesday 9th March, 2011 !

Following its upward trend, Aerosol Forum 2011 will be welcoming some 800 participants from about thirty countries. The conference programme, focussed on « Innovation & Sustainable Development », will deal in particular with the food and catering, cosmetics, health products, technical products and niche markets. Do not hesitate to send us your proposals for papers by the 1st October 2010.

To submit an entry for the Paris Aerosol Awards, your products placed on the European market in 2010 must reach Oriex Communication by Friday, 7th January 2011.

www.aerosol-forum.com

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