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Press Release



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An expanding Aerosol Forum 2011!

Expert innovation meeting on aerosol & Dispensing technologies

WorldPressOnline First Call - The 5th edition of Aerosol Forum will be held on Tuesday 8th and Wednesday 9th March 2011 at the Cité des Sciences et de l'Industrie in Paris . Over 900 participants from some thirty countries representing leading international brands and their aerosol suppliers, « dispensing technologies » and services (forty exhibitors) are expected to attend. It is worth noting that the number of exhibitors and attendees has grown each year since the 1st edition.

This international gathering is a must for the leading players in aerosol packaging, « dispensing technologies » and services : Amcor Flexibles, Aptar Groupe, Boxal, Clayton Corporation, ColepCCL, Coster, Emulsia, Fareva, Hinterkopf, Inventec, Laboratoires Chemineau, Leading Edge Labels, Lindal, Nussbaum, Plasticum, Precision, Sarten, Simsek Ambalaj, Tubex, etc.

- Every year, these exhibitors emphasize how these two days, chaired by the best aerosol brand and dispensing technology experts, enable them to:
- Meet their clients and prospects without wasting time in a single, friendly area on a human scale;
 - Highlight their innovations during the lectures on different themes each year;
 - Optimize return on investment thanks to the « all-inclusive » package that comprises even parking, meals and access to the lectures.

The leading global brands are present !

Every year, we are pleased to welcome representatives from : 3M, Astra Zeneca, Bayer, Beiersdorf (Hansaplast, Nivea), Bourjois, Carrefour, Chanel, Coty (Adidas, Cerruti, Davidoff, Lancaster, Pierre Cardin), Danone, Ducros McCormick, Elle & Vire, Estée Lauder, GSK, Henkel, Johnson & Johnson, Juva Santé, Laboratoire Bioderma, L'Oréal (Armani, Biotherm, Diesel, Cacharel, Garnier, Helena Rubinstein, Kérastase, Lancôme, Shu Uemura, The Body Shop, Vichy, Yves Saint-Laurent), Nestlé, Pierre-Fabre, Reckitt Benckiser, Sara Lee, Total, Unilever and Yves Rocher. Read what they have to say about Aerosol Forum: <http://www.aerosol-forum.com/en/testimonials.php>

An Innovation Workshop to boost the development of new applications!

This 5th edition of Aerosol Forum will open on Tuesday 8th March 2011 with an Innovation Workshop. Michel Fontaine, President of the French Aerosols Committee (CFA) and the National Packaging Council (CNE), will chair this « Innovation Workshop » to enable leading experts in aerosol technologies and markets to work on the themes:

- Aerosol design for the food industry, moderated by :
 Jean-Paul Cornillou, Strate College Designers
 Jay Gouliard, Vice-President Global Packaging, Unilever
- Aerosols made of plastic materials : obstacles and opportunities, moderated by :
 Jean-Paul Cornillou, Strate College Designers
 Jay Gouliard, Vice-President Global Packaging, Unilever
- Aerosols made of plastic materials : obstacles and opportunities, moderated by :
 Véronique Liabeuf, Enjoy
 Charles Duclaux, Packaging and Environment Manager, DGO, L'Oréal, France
- Technical and niche applications, moderated by :
 Xavier Camidebach, Marketing Director Europe, Precision
 Jo Jackson, Corporate Marketing Manager, ColepCCL

Each group will then describe its avenues for innovation to the participants. Aerosol Forum is a concentrate of innovations for brands and their packaging suppliers.

A programme of lectures to share expert knowledge!

Lectures in the afternoon will be chaired by Nathalie Thys, Aerosol Production Manager, GSK. They will address aerosol technologies and spray techniques for health products.

On Wednesday morning, 9th March 2011, there will, for the very first time, be a session on the development of aerosols for the cosmetics sector. Lectures will be chaired by Isabelle Lepeltier, DGT, L'Oréal & Philippe Barnouin, Laboratory Manager Aerosols Research & Expertise Packaging Center, L'Oréal.

The Paris Aerosol Awards ceremony, peer recognition!

This session will be followed by the Paris Aerosol Awards ceremony, which will feature technical presentations from the packaging experts of Award-winning brands. Each year, this ceremony enshrines the rôle of packaging experts and the intelligent solutions found for the successful launch of new products.

This Paris Aerosol Awards ceremony is a key event attended by leading experts in the field. The Award-winning brands receive excellent press coverage throughout the world.

To see which brands have received a Paris Aerosol Award: <http://www.aerosol-forum.com/en/awards-winners.php>

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. This second day will end with a friendly cocktail party for all the participants: exhibitors, brands, speakers, attendees.

www.aerosol-forum.com

For further information, to submit an entry for the Paris Aerosol Awards (products placed on the European market in 2010), please send us samples with a fact sheet explaining the innovations by Friday 7th January 2011.

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