

Expert Innovation Meeting on Aerosol & Dispensing Technologies

Aerosol Forum 2011 in Progress!



The following edition of the 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.

Year after year, according to the participants, Aerosol Forum is a concentrate of innovation for brands and their packaging suppliers. They mention that the Aerosol Forum is the main international platform to exchange with the experts.

Just before the 5th edition, the main aerosol players find the number of exhibitors and attendees has kept growing since the 1st edition.

An Innovation Workshop to boost the Development of New Applications!

Tuesday 8th March 2011, the Aerosol Forum will open on with an Innovation Workshop chaired by Michel Fontaine, President of the French Aerosols Committee (CFA) and the National Packaging Council (CNE). This Innovation Workshop will 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

1. Tomorrow's fridge
2. Aerosol, a benefit tool for culinary creativity
3. Consumer benefits.



Aerosols made of plastic materials: self-restraints and opportunities,

moderated by Véronique Liabeuf, Enjoy & Charles Duclaux, Packaging and Environment Manager, DGO, L'Oréal, France

1. The state of the art
2. Regulatory framework
3. What are the advantages for the consumer?

Technical and niche applications,

moderated by Xavier Camidebach, Marketing Director Europe, Precision & Jo Jackson, Corporate Marketing Manager, ColepCCL

1. Application fields
2. How to broaden the use of aerosol technology?
3. Future Prospects.

Each group will then describe its comments and avenues for innovation to the participants in order to boost the development of new applications for the aerosol industry.

The previous session of the Innovation Workshop in 2010 was a real success for aerosol suppliers and the brand owners; that is why for the 2011 edition, this work gathering the experts of the field will allow them to present new innovation tracks for the aerosol & dispensing system industries.



Participants were unanimous in expressing satisfaction and keen interest in this experience. 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: This "Innovation Workshop" was thus an excellent initiative and a compelling experience for participants.

Most of the leading global brands for aerosol & dispensing technologies will attend the Innovation Workshop. We can mention 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, etc. ■