

## Aerosol Forum 2011, a growing technological platform

**The fifth Aerosol Forum will be held at Paris's Cité des Sciences et de l'Industrie on Tuesday 8 and Wednesday 9 March 2011. Over 900 participants from some thirty countries representing leading international brands, aerosol suppliers, dispensing technologies and services (forty exhibitors) are expected to attend.**

The forum is an unmissable international event for the main players in aerosol packaging, dispensing technologies and services. Every year, the two-day event, which is chaired by top aerosol brand and dispensing technology experts, offers exhibitors an exceptional platform. It provides an opportunity to meet current and future clients in a welcoming environment and to showcase the latest innovations at lectures, which explore different topics every year.



The fifth forum will open with an Innovation Workshop. It will be chaired by Michel Fontaine, Chairman of the French Aerosols Committee (CFA) and the French National Packaging Council (CNE), and will enable top experts in aerosol technologies and markets to address relevant themes. The programme includes a workshop on "Aerosol design for the food industry", which is to be moderated by Jean-Paul Cornillou, Strate College Designers, and Jay Gouliard, Vice-President Global Packaging with Unilever. Another workshop, "Aerosols made of plastic: obstacles and opportunities", will be moderated by Véronique Liabeuf from Enjoy and Charles Duclaux, Packaging and Environment Manager, DGO, L'Oréal, France. Finally, the subject of "Technical and niche applications" will be explored by Xavier Camidebach, Marketing Director Europe with Precision, and Jo Jackson, Corporate Marketing Manager with Colep CCL. Each group will then present prospective innovations to the participants.

Lectures will once again be organised in the afternoon. They will be chaired by Nathalie Thys, Aerosol Production Manager with GSK, and examine aerosol technologies and spray techniques for healthcare products. They will be followed by contributions from Clermont-Ferrand Faculty of Pharmacy, pharmAccel Consulting, West Pharmaceutical Services, SGS Life Science Services, Aptar Pharma and Rexam Healthcare.

On Wednesday 9 March 2011, there will be a session on the development of aerosols for the cosmetics sector for the first time. Lectures will be chaired by Isabelle Lepeltier, DGL'Oréal, and Philippe Barnouin, Laboratory Manager Aerosols Research & Expertise Packaging Center, L'Oréal, with contributions from Fareva, Precision, Lindal, Colep CCL, Mall+Herlan, Tubex, Stork Prints Austria, Boxal and Enjoy.

The session will be followed by the Paris Aerosol Awards ceremony, which will recognise the technical performances of brand packaging experts. Every year, the ceremony highlights the role of packaging experts and the intelligent solutions used to ensure new product launches are a success.

Finally, the session on the specificities and prospects of propellants will close the forum's second day. Edoardo Ruga from Polenghi-Coltivia France will chair this part of the programme, followed by contributions by Clayton Corporation, Graham Packaging Company, Inventec, Air Liquide, Honeywell and Ukrainian Aerosols.

The second day will end with an informal cocktail party for all participants: exhibitors, brands, speakers and attendees.

For more information, please visit the event's official website: [www.aerosol-forum.com](http://www.aerosol-forum.com).

To submit an entry for the Paris Aerosol Awards, which are open to products marketed in Europe in 2010, please send samples with a factsheet explaining the innovation to Jonathan Ouziel +33 1 48 91 89 89 by Friday 7 January 2011.

