

ADF2012 : A STATE-OF-THE-ART INNOVATION WORKSHOP ON DISPENSING TECHNOLOGIES

The growing interest in dispensing systems, which make it possible to dispense even highly viscous, homogeneous compositions in the form of a spray, liquid, foam or powder, while reducing VOCs and preservatives, is reflected in any number of research works, developments and patents.

The Innovation Workshop chaired by Michel Fontaine, President of the CNE (National Packaging Council), will enable participants to take stock of :

a) « Electronic spray formation systems » : Which techniques for which applications ? The place of aerosol and complementarities, possibilities for hybridization; Obstacles to development. Moderated by Nicolas Duru, Electronic Lab. Manager, l'Oréal, and Jay Gouliard, Vice President Global Strategy and Innovation materials & labels business, Avery Dennison

b) « Which airless systems for which uses » : Fields of application ; Production ; Prospects. Moderated by : Dr Christine Lafforgue, Dermopharmacology & Cosmetology Unit, Pharmaceutical Faculty, Université Paris Sud 11 ; Dr Pascale Gauthier, Pharmacist, Clermont-Ferrand Pharmaceutical Faculty; Osnat Lustig, VP Packaging Development, COTY EUROPE BEAUTY SA, France.

c) « Triggers » : Ergonomics ; Trigger systems for aerosols: what are the advantages ? Refills / Safety. Moderated by Xavier Camidebach, European Sales & Marketing Director, Precision, and Michel Fontaine, President of the CNE.

We look forward to a broad attendance on Thursday, 9th February, 2012, at 9 a.m. Espace Champerret, Porte de Champerret, Paris. Leading up to this most interesting venue are the views of Gérard Perrin on Airless and Luis Mondragon on TRIGGERS.

AIRLESS technologies, viewed by Gérard Perrin, QUADPACK

In our consumer society, stimulated by innovation, AIRLESS technology has developed rapidly since 2005 to meet the needs of high viscosity product protection, dosing and dispensing.

This packaging is particularly suitable for the sophisticated formulae developed by brands. It is possible to reduce the amount of preservatives as the formula is protected against oxidation (oxygen in the air) and bacterial contamination. Indeed, this is a consumer demand, It also holds out new technical possibilities to take account of an evolving regulatory framework. Restitution of over 95% of the product packaged is one of the aspects particularly appreciated by users.

A number of applications for cosmetics have been singled out in particular : anti-ageing, antiwrinkle, sun lotions, foundation, hair products, hygiene. One of the most rapidly developing areas is cosmetics for men.

Currently, AIRLESS bottles and tubes in pharmacies have mainly been developed for OTC products. Food products are another vast field of application for this technology. Indeed, there are any number of promising projects and developments.

For Brands, the choice of an AIRLESS technology hinges on the requirements of each product in terms of protection from oxygen and external bacteriological contamination. Depending on the constraints laid down in the brand's specifications, a choice will be made between « pouch » and « piston » technology, sterile formula production, sterilised packaging and packaging in a sterile environment.

In our daily environment, we have seen the emergence since 1950 of aerosol valves, followed, between 1975 and 1980, by pumps thanks to the development of plastic materials. As of 1998, AIRLESS technologies have been introduced. Developments in this area have accelerated strongly since 2005. An innovation that breaks new ground is the current challenge for the main players. We foresee the advent of « simplified » design products, which will meet the needs for

protection, dosing and dispensing on the high viscosity, sophisticated formula product market.

For further information: <http://www.airlesspackaging.net/>

Triggers, viewed by Luis Mondragon, Global New Business Development Director for the Home and Garden Strategic Business Unit at MeadWestvaco Corp. (MWV).

While packaging can help your product stand out on the shelf, it can just as easily lead to brand abandonment if the packaging fails to deliver to the differentiation promise that led the consumer to choose your package among others on the shelf. Delivering to this promise incorporate performance factors as comfort, ease of use, intuitive design and the right spray pattern. The right package design can ensure positive brand impressions. During the innovation workshop and lecture, Luis will share insights on trigger sprayers and a perspective on aesthetics and comfort trends in the aerosol industry, as well as future outlook for this industry.

www.aerosol-forum.com

If you have any questions, do not hesitate to contact Jonathan Ouziel & Elsa Duperrier :
+33 1 48 91 89 89 « jouziel@oriex.fr » et « eduperrier@oriex.fr »