



Breaking News on Cosmetics Formulation & Packaging in Europe

## PCD Congress 2011 to focus on innovation and sustainability

By Simon Pitman , 10-Dec-2010

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**Sustainability and innovation, the two trends that will permeate the conferences, awards and show floor at the PCD Congress 2011, mirror the key trends facing the packaging industry right now.**

PCD 2011 will open its doors February 8 – 9 at the Cité des Sciences et de l'Industrie, in Paris, where around 1,400 participants from approximately 30 countries are expected to attend.

The show will take the same format as in previous years, being divided up into a two day conference programme that will culminate in an awards ceremony on the final day, together with a show floor featuring 60 exhibitors.

Last year the show took place in the same location at the end of February and attracted approximately 1,200 visitors over the two days, representing both cosmetics brands and packaging suppliers.

### Four key conference segments

The comprehensive conference programme will be broken up into four key segments: a cosmetic packaging innovation workshop and a segment on perfume packaging on the first day, while the second day will feature packaging for personal care and make-up and a segment on luxury packaging and the development of new technologies for this area.

On February 8th, the conferencing will start with the cosmetics innovation workshop, which will feature four classes, including focuses on sample packaging, sustainable development and issues concerning preservative-free products.

### Perfume packaging

The next segment of the day – perfume packaging – will feature presentations about environmental impact, project management, glass packaging, eco-design, plastics packaging and finishes.

On February 9th the conferencing will start with the segment on personal care and make-up, which will include presentations on make-up packaging solutions, eco airless dispensers, injected tubes and decorations.

The final segment will commence after lunch and will focus on the potential in the luxury and the latest technologies for this category, including presentations on rigid boxes as well as a key presentation highlighting how innovations such as nanotechnology are helping shape the category.

The conference programme will be brought to an end by the PCD award, which will be concentrated on most innovative packaging to be launched in the course of the year, with respect to both design, market impact and materials.

For further information about the conference programme, the awards and to find out about the exhibitors that will be present at the show, please consult the PCD Congress website by clicking here. <http://www.pcd-congress.com/en/index.php>

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