

PCD unveils combined packaging and dispensing conference programme

By Simon Pitman, 20-Dec-2011

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The PCD 2012 Congress will open its doors in Paris on February 8th with a conference programme that will combine presentations for both packaging and aerosol dispensing for the first time.

This year the PCD event has been combined with the Aerosol Forum, to bring a one-stop shop conference programme for packaging and dispensing systems, while having an added emphasis on the latest developments in aerosol technology.

The conference programme covers some of the most striking and important developments in the packaging segment, but has a particular focus on technology, and area that is being driven by devices such as smartphones and tablet computers that are shaping demand for consumers goods and the packaging.

Trademark and design workshop

The two-day event will begin with a morning innovation workshop that will look into the best ways to patent a new packaging design innovation or technology.

This workshop will include presentations from Christian Dermbure, a trademark and design attorney, which will be followed by a panel discussion, together with another presentation by Benoit Lejeune, patent engineer and European agent for chanel.

The second morning session will look at how electronics are playing an increasingly important part in cosmetics, which will consider topics such as ways to measure the results of cosmetics formulations, as well as how electronics can be used to catch the attention of consumers.

This session will feature presentations from Nicolas Duru, electronic lab manager at L'Oreal, who will moderate work on movement technologies that enhance communication interactivity, as well as Professor Phillippe Humbert, from the Bescançon teaching hospital, who will consider the technological offerings to assess cosmetic formulations.

On the afternoon of February 8th, Michel Dupuis, managing director of packaging purchases and development at Chanel, and his colleague, Pascale Marciniak-Davault, packaging research and innovation director, will chair a session concerning innovations in fragrance packaging.

Packaging innovation and the PCD Awards

On February 9th, the morning session will start off with a presentation focused on packaging for beauty and make-up products, stressing the most recent advances in this category.

This presentation will be led by be Hervé Bouix, senior vice president for packaging new ventures and special projects at Estée Lauder Companies USA, who will focus on how electronics and cosmetics are increasingly converging.

Rounding off the Congress, the afternoon will be dominated by the PCD Awards, which will be chaired by Alain Bethune and Pierre Ducastin, of L'Oréal, who will be presenting awards, singling out both packaging innovations and the compatibility of formulations with specific packaging designs. The jury for the awards will comprise both journalists and packaging experts.

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