

# Forum on innovation and sustainability



The leading lights of the perfume and cosmetics industries will convene in Paris next February for the 8th edition of the PCD Congress. Plans are already gathering pace

**W**ith a focus very much on innovation, the 2-day PCD Congress provides a forum for manufacturers and service providers for perfumes and cosmetics packaging to meet and exchange ideas with experts among industry specifiers, research and scientific laboratories and co-packers.

Organiser Oriex describes the event as a “technological showcase designed on a human scale, to foster exchanges among participants” – allowing exhibitors to meet existing clients and prospects in the most time-efficient way possible. The 2012 event will run alongside the 6th Aerosol & Dispensing Forum, at the same venue on the same dates.

The 7th PCD (perfumes, cosmetics and design) event held in February this year attracted 1,400 participants from more than 30 countries, and for the 2012 event, Oriex is predicting attendance to reach 1,500 from about 40 countries. Visitors will be able to visit the stands of 90 exhibitors representing many of the most prominent packaging suppliers to the industry.

With the theme of ‘How innovations in packaging and dispensing systems enhance perfumes and cosmetics brands’, the underlying thread of the conferences and exhibition programme will be sustainability – and the programme is already looking busy.

## Day one, February 8

Following the event’s official opening at 08:30, the 8th PCD will begin with an ‘innovation workshop’ to be chaired by L’Oréal’s research packaging director Alain Béthune and packaging development manager Pierre Ducastin, who will present the goals of the morning’s work.

The workshops are designed to bring together packaging suppliers and brand owners to discuss key drivers for

innovation. In groups of eight to 10, together with their team leaders, they will reflect on the following themes:

### ■ e@PCD: The convergence between electronics and cosmetics

Moderated by Nicolas Duru, electronic lab manager, L’Oréal; and Dr Christine Lafforgue, unité de dermatopharmacologie and cosmetology at the faculty of pharmacy, Université Paris Sud 11.

The aim of this workshop is to take stock of the potential of electronics in cosmetics, including: communication and interaction; mechanical movements and vibrations; light and heat; evaluation, security and regulatory frame.

### ■ How to efficiently draft a patent, while taking into account your goals

Moderated by Michel Fontaine, président du Conseil National de l’Emballage; and Christian Derambure, European patent, trademark and design attorney

In the afternoon, a programme of lectures on ‘perfume packaging and dispensing technologies’ will be chaired by Chanel’s packaging development and purchasing strategy director Michel Dupuis, and Chanel packaging innovation and research director Pascale Marciniak-Davout.

Papers addressing innovation and sustainable development will be presented by Rexam Personal Care, Heinz Glas, SGD, Verreries Brosse, Pochet du Courval, Bormioli Rocco & Figlio, Printing International Group, Graphocolor, API Laminates, Seram Europe, Massilly and Stora Enso Packaging.

## Day two, February 9

In the morning, Estée Lauder senior VP packaging new ventures and special projects Hervé Bouix will chair the session on ‘prospects for care and make-up products’ Taking part will be: MWV, Dieter Bakic Group, GEKA, DuPont Natrafil,



A forum for manufacturers and service providers

DuPont Cosmetic Solutions, Neopac, Promens, Coradin, Techneis, Weener Plastic Packaging Group and Strate College.

After lunch and to close the second day, the PCD Awards – overseen by an independent jury comprising industry journalists and packaging experts – will feature technical presentations from the packaging experts of award-winning brands. Each year, this ceremony enshrines the role of packaging experts in the successful launch of new products and solutions.

Alain Béthune and Pierre Ducastin, L’Oréal, will chair the ceremony. Daria Myers of Estée Lauder will open with a lecture on ‘green prestige packaging’.

This day will end with a cocktail party for all participants. ■

## PCD essentials

Dates: Feb 8, 09:00-18:00; Feb 9, 09:00-17:00

Venue: Espace Champerret, 6 rue Jean Oestreicher, 75017 Paris

Metro: Line 3, Porte de Champerret

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