

Premium, yet sustainable

The Perfumes, Cosmetics and Design (PCD) Congress will take place in Paris from 3–4 February, the focus being on sustainability

The decision-makers in the premium packaging industry are often criticised for having something of a Luddite attitude towards sustainability and environmental issues – just read Ian Webb's review of the Luxe Pack Monaco event (p.17). However, this year's PCD Congress is set to redress the balance.

Now in its fifth year, Oriex, the organiser, has lined up speakers representing some of the major cosmetics and perfume companies, including L'Oréal, Chanel and Unilever, who will explain how they are factoring sustainability concepts into their

designs. Oriex has also looked on the other side of the coin and invited a wide range of speakers, representing suppliers of plastics, cartonboard, glass, dispensing systems and much more.

Jonathan Ouziel of Oriex explained: "We are expecting 1,400 packaging, research and development and marketing managers to attend PCD, representing 40 countries, together with their main suppliers of packaging, technologies and services. The lectures are supported by an exhibition, and the idea of the entire event is to explain innovations that, more often than not, escape the notice of visitors strolling the aisles of trade fairs.



◀ The PCD congress will incorporate sustainability viewpoints from all sides of the luxury industry, ranging from materials suppliers through to brand owners



◀ A niche exhibition will support the congress

PCD ends with the Awards ceremony, rewarding packaging innovations launched to the European market." ■

CONTACT

PCD Congress

www.pcd-congress.com