

Environment is the star at PCD's packaging congress

By Katie Bird, 05-Dec-2008

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All things green will take centre stage at the 2009 Perfumes, Cosmetics and Design packaging congress.

The exhibition – which opens at the Cité des Sciences et de l'Industrie, Paris, 3 February – will be accompanied by a set of lectures to draw attention to the most innovative designs showcased.

In addition, a number of industry experts will present ways perfume and cosmetics manufacturers can reduce environmental impact through their packaging choice.

Tuesday's session will be opened by Mrs Nathalie Kosciusko-Morizet, the French secretary of state for ecology, and the morning session will focus on sustainable and responsible development.

Speakers include representatives from Henkel, BASF and Unilever, with highlights including a presentation from Sappi Fine Paper's Antoine de Forton who will discuss sustainable development policies in papermaking as a way of reducing carbon emissions.

Reducing the impact of perfume packaging

Attendees of the afternoon session will see a collection of presentations focusing on perfume packaging and how to reduce its carbon footprint.

Nicolas Le Jeune from Heinz Glass France will discuss new innovations in tampoprinting that can help reduce environmental impact. François Berney, from Iggesund paper board, will add his views on producing paperboard without fossil carbon dioxide emissions and being self sufficient in terms of thermal and electrical energy.

The final presentation of the day will focus on sustainable development an intellectual property from Christain Derambure, a European patent, trademark and design attorney.

Fragrance is replaced by colour cosmetics for Wednesday's focus and key topics include how to combine luxury and sustainability led by Alcan Packaging's Nicholas Thorne.

France-based company Cosmogen will also present concrete solutions on how to reduce the carbon footprint of a product, particularly focusing on refillable products.

Wednesday will also see the PCD 2009 awards ceremony which are designed to honour the best of the packaging innovations in products placed on the market in 2008.