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## PCD exhibition hall to continue sustainability theme

By Katie Nichol, 20-Jan-2010

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**Key to this year's PCD Congress being held in Paris on 26 and 27 January 2010 is the showcasing of new innovations by various players in the perfume and cosmetics packaging industry.**

With approximately 60 exhibitors, the exhibition hall will feature suppliers of raw materials, packaging manufacturers, and those involved in the customization process.

### Big name stalwarts mix with first-time exhibitors

Some of the biggest names in packaging regularly exhibit at the event, and this year is no exception, with Rexam Personal Care, Alcan Beauty Packaging and MWV all presenting their latest product developments.

Exhibiting for the first time this year are Knoll Packaging, Sweden-based Korsnas, and PolyOne Corporation, a provider of specialty polymer-based materials.

According to Ouziel, although the number of exhibitors at the 2010 edition remains the same as last year's event, this year has seen a number in the increase of people registering to attend the show.

He also highlighted the fact that PCD is truly becoming an international show, with this year's exhibitors coming from diverse locations across Europe, the US and the Asia-Pacific region.

Speaking of a previous edition of the show, Charles Duclaux from L'Oréal said: "PCD is the platform for innovation! In a human scaled convivial space, it's one of the rare exhibitions where one can talk about technology; it's a place for discussion and sharing".

### PCD rewards innovation

A highlight of the show is the packaging awards ceremony, where a jury comprised of packaging experts and industry journalists will select the most innovative products.

In 2009 Yves St Laurent and Chanel were amongst the brands to scoop awards for their make-up packaging.

For more information about the event, please visit the PCD-Congress website

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