



www.aerosol-forum.com  
11<sup>TH</sup> EDITION



www.pcd-congress.com  
13<sup>TH</sup> EDITION

Press Release  
November 2016  
SPECIAL CONFERENCES

# Join us at the heart of innovation for the 11<sup>th</sup> edition of ADF and the 13<sup>th</sup> edition of PCD

ADF & PCD, organized by EASYFAIRS ORIEX, have attained new heights !

ADF & PCD are undoubtedly the trade fairs that unveil the innovations of the future and constitute ideal platforms for launching new concepts or new products.

❖ A new date and a new venue :

*18 and 19 January 2017  
Hall 6 , Porte de Versailles - Paris.*

❖ A programme with exclusive lectures and increasingly comprehensive, enlightening debates with leading experts in the sector.

❖ The ADF & PCD Awards, announced once again in the course of the exhibition, to reward the most outstanding innovations of the year.



**11000** M<sup>2</sup>  
EXHIBITION AREA

nearly  
**420**  
EXHIBITORS,  
(including over one hundred new exhibitors)

**6500**  
VISITORS  
(Packaging Innovation, R & D, Development, Purchases and Marketing Directors, Advisors, ...)

from  
**70**  
COUNTRIES



**For PCD :** Hygiène, Capillaire, Skincare, Personal care, Hair products, Skincare, Sunscreen products, Make-up, Perfumes (men and women), e@PC



**For ADF :** Personal care – Household products - Pharmaceutical & Veterinary products - Food – Industrial and Technical Applications, etc.



Nearly 100 lectures at this 2017 edition !

*“ It is the premier international event at the start of the year in Paris which brings together the best cosmetics packaging, aerosol and dispensing systems experts. ADF & PCD enable you to source a host of innovations and inspirations for the development of future products in just two days, and make it easy to meet the leading suppliers in the sector ” stresses **Christelle ANYA, Director of ADF & PCD Paris and New-York.***

Organised in 7 sessions for ADF and 3 sessions for PCD, the conferences are moderated by prestigious chairmen representing leading brands. An exceptional programme to learn about cosmetics, aerosol and dispensing innovations through short, insightful presentations by industry suppliers and experts.



Registration for the ADF (Aerosol & Dispensing Forum) conference also provides access to the MCB (The Metal Can & Bottle Packaging Forum) lectures on metal packagings, in addition to the PCD (Packaging of Perfume Cosmetics & Design) conference, and enables you to visit the exhibition on both days.

On-line registration - **up until 17 janvier 2017** - gives you free access to the ADF & PCD exhibition  
**(On-site registration costs 25 € TTC).**

[www.aerosol-forum.com](http://www.aerosol-forum.com)

[www.pcd-congress.com](http://www.pcd-congress.com)

# STAR ADF LECTURES ARE ORGANIZED INTO 7 SESSIONS :

## Wed January 18, 2017

### AEROSOL TECHNOLOGIES PRODUCTION: TECHNICAL ADVANCES AND INNOVATIONS

*Chairmen :* **Nathalie Thys, GSK**  
**Jean Blottière, Ball, Vice-president CFA**

The session on the 1st morning, moderated by **Nathalie Thys**, Laboratoire GlaxoSmithKline, and **Jean Blottière**, Ball, Vice-Président CFA, will cover advances in aerosol production technologies. The lectures will take stock of recent developments in the **application of DWI (Draw and Wall Ironing) technology** (Moravia Can, US), **Valspar's valPure next generation coating technology, aerosol can sealing opportunity for a new future** (Aerion Packaging & Conseil), **new dosing valve technologies** (Lindal), **aerosol can shot weight tests** (GSK, Mikron Automotion), not to mention **next generation graphic technologies** (Ball Aerocan).

### DON'T MISS :

HOW TO USE THE «BEST PRACTICES» OF  
AUTOMOTIVE FOR THE AEROSOL INDUSTRY

*By* **Jean-François Wimmer, Precision Sealing Systems**  
*Packaging Global Sales Manager, Hutchinson .*

### FEA\* : POINT SUR LES AVANÇÉES RÉGLEMENTAIRES EUROPÉENNES

*\*European Aerosols Federation*

*Chairman :* **Alain D'Haese, Secretary General FEA**

A statement on the latest developments in European aerosols regulations

### CSPA\* : U.S. FEDERAL AND STATE LEGISLATIVE THREATS AND OPPORTUNITIES – CSPA UPDATE

*\*Consumer Specialty Products Association*

*Chairman :* **Kristin Power, Vice President, State Affairs and**  
*Aerosol Products Division, CSPA*

A lecture that will take stock of American aerosols regulations

### ECO-DESIGN AND SUSTAINABLE DEVELOPMENT: CHALLENGES AND PROSPECTS

*Chairman :* **Peter Lamboy, Director Packaging**  
*Development, Kao Europe Research*  
*Laboratories, Germany*

This conference will deal with the packaging of cosmetics, eco-design and sustainable development. Cosmetic packaging is industrially manufactured with multiple material assemblies, but most of these materials cannot be recycled in the recycling streams. Presentations will discuss how brand cosmetics packaging can evolve in order to be truly useful and sustainable, the history of plastic aerosols in the 50s, 2.0 digital printing, and the life-cycle assessment of aerosols using different dispensing technologies.

### DON'T MISS :

PLASTIC HAS A POSSIBILITY TO DESIGN AEROSOL  
CANS

*By* **Nora Schienman, Consultant working for**  
*Technopolis Group on the evaluation of the current*  
*European Aerosol Dispensers Directive and Product*  
*Manager Personal Care and Home Care, TER*  
*CHEMICALS Distribution Group, Germany*

DIGITAL PRINTING 2.0 RESOURCE EFFICIENT AND  
ENVIRONMENTALLY FRIENDLY DECORATION OF  
AEROSOL CANS

*By* **Alexander Hinterkopf, Managing Director, Hinterkopf**  
*GmbH*

## Thu January 19, 2017

### AEROSOLS & DISPENSING TECHNOLOGIES : NEW OPPORTUNITIES

*Chairman :* **Bernhard Felten, Front End Innovation**  
*Packaging, BEIERSDORF AG, GERMANY*

his session, chaired by Bernhard FELTEN, will take stock of technical advances and innovations in aerosols & dispensing : development, adjustment and assessment of new antibacterial packagings using a test protocol, results; new anti-bacterial developments for packaging and formulations; new techniques and processes for making new generation packaging and formulations with anti-bacterial active ingredients; protocol to assess the anti-bacterial activity of protective packaging; presentation of new packagings due for launch in 2017

### DON'T MISS :

TURNING THE DIP TUBE ON ITS HEAD

*By* **Michael W. Pritchard, MBE, CEO, Pritchard Spray**  
*Technology Ltd, UK.*

Revolutionary innovation in the aerosol and dispensing industry is rare. And yet, when it comes to satisfying customer needs, there are still three fundamental problems yet to be solved. How to use products in all orientations, remove 100% of the product and remove VOC's as propellants. Spray dip tubes are truly revolutionary. They solve all three problems for all three dispenser types. This conference will take you through the physics of this groundbreaking technology showing you, with practical examples, how and why it works, the many consumer, environmental and manufacturing benefits and advantages the technology offers and how you could consider using the technology in your products.

## Thu January 19, 2017

### DON'T MISS EITHER :

HOW CAN PHARMA INHALER NOZZLES CREATE  
BENEFITS FOR COSMETIC APPLICATIONS?

*By* **Anne Mechteld Osman, Account Manager,**  
**Wilbur de Kruijf, inhalation device expert, Medspray,**  
*The Netherlands*

Medspray has been developing nozzles for pharmaceutical inhalers since 2002 to provide for drug delivery to the lungs. The Medspray devices have been in clinical trials since 2006. The first Medspray inhaler, delivering antibiotics for Cystic Fibrosis, was presented earlier this year and will be on the market in 2019.

Since the inhaler devices have entered the public domain, these nozzles also have caught the attention of the cosmetics industry, as the requirements of a spray for the pharmaceutical industry also apply to the cosmetics industry: long actuation time (multiple seconds), narrow particle size distribution, tuneable spray cone and propellant free operation. Discover the technologies shared by these 2 sectors !



### EUROPEAN METAL PACKAGING INDUSTRY : UPDATE

*Chairman :* **Ellen Wauters**

Ellen Wauters (Senior Communications & Industry Manager, European Metal Packaging Industry) will report on European regulations in the metal industry and discuss sustainable development.

### NEW : MCB - THE METAL CAN & BOTTLE FORUM : A SPECIAL SERIES OF LECTURES DEDICATED TO TECHNOLOGIES LINKED TO METAL PACKAGING

This session will encompass metal packaging. Indeed, as in other sectors, metal can and aluminum bottle industries are experiencing tremendous change: consumer expectations are posing big challenges for suppliers. To ensure long-term success, companies have to provide their target markets with ever changing and innovative designs and offerings.

# STAR PCD LECTURES ARE ORGANISED INTO 3 SESSIONS :

## Wed January 18, 2017

## Thu January 19, 2017

### BEAUTY AND MAKE-UP ENHANCEMENT

*Chairman : Hervé BOUIX, Senior Vice President Corporate Packaging Innovation, THE ESTÉE LAUDER COMPANIES Inc., USA*

What do consumers want out of their luxury facial skincare experiences? The results of a study conducted in both Europe, an established luxury market and in China, an exploding luxury market, will be discussed.

#### DON'T MISS :

AGE LOC ME™: SMART, SIMPLE CUSTOMIZABLE SKIN CARE

*Isabelle Orhan, Marketing and Innovation Director, RPC Bramlage Division, France*

*Thierry Sorhaïtz, Opportunity Innovation Director, Nu Skin International, USA*

NECESSITY FOR CHILD RESISTANT PACKAGING IN COSMETIC PRODUCTS – REQUIREMENTS, TUBES SOLUTIONS AND MARKETED CASE STUDY

Mandatory in certain pharmaceutical applications for many years, child resistant packaging (CRP) is becoming increasingly important and may even become a necessity in certain cosmetic applications. For cosmetic products, an example requiring CRP as a result of regulatory requirements and/or risk assessments is highly concentrated solutions involving mixing steps performed by the end consumer himself, as such solutions could be toxicologically dangerous if children gain accidental access.

#### DON'T MISS EITHER :

DIGITAL BUSINESS DEVELOPMENT TOOLS FOR PACKAGERS

*Anne Aime, AIMECONSEIL, France*

### FRAGRANCE, WHAT'S NEXT ? FRAGRANCE AND PERFUME SUBLIMATION

*Chairman : Pascale Marciniak-Davout, Director Packaging Research and Innovation, CHANEL*

By way of introduction to this session, students at ESEPAC (Ecole Supérieure de Packaging) and ESP (Ecole Supérieure de Parfum) will present the fruit of their joint work to answer the Chanel brief, which asked the following questions :

- Perfume : Luxury and modernity ?
- Olfactory discovery at the heart of purchasing experience ?

Speakers will then describe consumer experiences : the advent of new consumers who put on perfume several times during the day, examples of the broad trend towards lifestyles on the move and changing patterns of consumption. Consumers are looking for small volumes, with sturdy packaging compatible with all formulations, even the most sensitive. They want recyclable materials, which comply nonetheless with luxury standards.

#### THERE WILL ALSO BE NOTEWORTHY PRESENTATIONS ON :

TESTING/SAMPLING : NEW CONCEPTS TO ENRICH CLIENT EXPERIENCE

*Agnion Mpiere, Saabelis, France*

PERFUMES 3.0 : HOW PRODUCT DIGITALIZATION CAN MAKE PERFUMES MORE INTIMATE, MORE EXCLUSIVE, MORE ENJOYABLE

*Patrick Eischen, CEO, Selinko, Belgium*

### MAGNIFYING "CONSUMER" PACKAGING, NEW SERVICES

*Chairmen : Pierre DUCASTIN, Director Packaging Innovation, L'OREAL, France*

*Olivier de LATAULADE, Finishing Techniques & Printing Expertise, Glass Expertise, L'OREAL, France*

This session will focus on developments in secondary packaging and digital tools, or how to anticipate customer needs with connected, customized packaging.

#### DON'T MISS :

DIGITALIZATION : HOW TO BUILD THE FUTURE OF PACKAGING FOR LUXURY BRANDS

*Anne-Laure Bulliffon, Packaging Innovation Leader at Profil'Pack Inc. (Canada) and Alpes Packaging (France)*

ANTICIPATE CUSTOMERS' NEEDS WITH CONNECTED AND CUSTOMIZED PACKAGING

*Antoine Tesquier Tedeschi, Brand Manager MYPACK CONNECT*

NEW BUYERS AND MASS PERSONALIZATION DRIVE FURTHER AUTOMATION

*Marc Schillemans, VP & GM of Landa Digital Printing EMEA, Israel et Jean Baptiste Bardinet, Regional business Manager, France*



The full ADF & PCD conference programme is available on our site, by downloading the link below or on request :

<https://goo.gl/dr4QC7>