

Innovation in packaging will be focus of next PCD show

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Innovation in packaging will be focus of next PCD show

By Simon Pitman, 29-Jun-2010

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The 7th edition of the PCD show will open its doors in Paris next February with a focus on how packaging innovation can enhance perfume and cosmetic brands.

An innovation workshop will serve to highlight this focus, which will be organised in conjunction with leading cosmetic companies to shine more light on exactly how innovation is being used to enhance brand image.

The two-day event will take place at the Cité des Sciences et de l'Industrie in Paris on February 8 2011 with a morning innovation workshop chaired by Alain Béthune and Charles Duclaux, both of L'Oreal.

Sustainable development

The themes included in the workshop will include issues relating to preservative-free products, packaging functionality, sample packaging and how innovation can be used to ensure sustainable development.

In the afternoon another workshop will be chaired by Michel Dupuis and Pascale Marciniak-Davoult from Chanel, who will chair a session on perfume packaging that will also focus on sustainable design.

Day two of the event, Wednesday February 9 2011, will include a morning session chaired by Hervé Bouix of Estée Lauder that will due into the latest trends in make-up packaging.

Invitations for the PCD Awards and technical presentations

The afternoon will feature the annual PCD Awards, highlighting some of the most innovative cosmetic packaging designs of 2010, backed up by technical presentations from the award winners.

The organisers are now appealing for both technical presentations for the award ceremonies as well as entries to the awards from any companies that are planning on launching innovative packaging designs in Europe during the course of 2010.

Companies interested in making a [technical presentation](#) are asked to submit a ten-line summary together with speaker bio, while PCD Awards entries are asked to submit a fact sheet explaining all about the entry to the event organisers no later than 5th November 2010.

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