



## PCD 2008

### How innovations in packaging & dispensing systems enhance perfume & cosmetics brands

The 4th edition of PCD will be held on the 22nd and 23rd January 2008 at the «Cité des Sciences et de l'Industrie» in Paris. A two-day conference will run in parallel with the exhibition. This venue is a genuine “technological showcase” designed to highlight the most recent technological, packaging & dispensing systems innovations for the perfume and cosmetics industry.

The “Make-up” session of this 4th PCD edition will be chaired by Hervé Bouix, Corporate Vice President Packaging New Ventures & Special Projects, The Estée Lauder Companies Inc. (USA), who pointed out that:



*“PCD is first and foremost a forum focussed on innovation, thereby setting it apart from other packaging venues. Therefore, the companies participating in the conference will highlight innovations they have developed in their presentations.”*

Another distinctive feature of PCD is the fact that speakers making presentations in the Conference come from areas beyond the confines of cosmetics. This approach is consistent with one of the functions of PCD, which is to act as a bridge between the various industrial fields and the world of cosmetics. *“The goal is to identify and spread knowledge about technologies from others industries that offer a potential in terms of innovation and application to the cosmetic industry”* explained Herve Bouix.

The presentation will be an opportunity to discover the processes used to make products recently introduced on the Market and to initiate partnerships to foster access to often costly, complex technologies. They will also make it possible to pinpoint the trends that drive innovation. *“For example, the reduction in product development time and costs imposed by ever shorter product life span has led to the emergence of rapid prototyping and tooling, in the space of 8 to 10 weeks versus 4 to 6 months ten years ago”*, specified Herve Bouix, who went to spell out: *“with the exception of counterfeiting a reoccurring theme, all the issues addressed in the 2008 edition off PCD will concern new aspects of packaging innovation in the area of cosmetics”*



The “Make-up” session of PCD 2008 will comprise nine papers:

- **Roland TREUTLEIN**, Manager Market Development Packaging, EMS-CHEMIE GmbH (Deutschland), will address the chemical and shatter resistance and barrier properties of amorphous nylons compared with other polymers and glass. He will also emphasize I(S)BM mono- and multi-layer technologies together with the successful implementation of new applications.
- **Denis KELLER**, Global Project Manager Cosmetics Packaging, CIBA SPECIALITY CHEMICALS Inc (Switzerland) will develop the subject of transparency in the service of packaging attractiveness and design. His paper will focus on innovative technologies based on laser marking or nucleating agents and PP to improve transparency and the use of transparent and new effect pigments for paper and packaging.
- **Nicholas THORNE**, Director, Innovation & Development for ALCAN PACKAGING BEAUTY (France), will unveil the new process devised to develop a plastic mascara brush easily and quickly. Thanks to this process, just two weeks after the initial design, Alcan Packaging Beauty was able to provide its clients with a functional mock-up to carry out the first make-up tests.
- **Gérald MARTINES**, General Manager, RPC BEAUTE (France) will present the latest innovations in galvanoplasty, in particular the special effects obtained by combining dual injection and overmolding. He will discuss the advantages of galvanoplasty in terms of artwork techniques, competitiveness compared with other plastics decoration techniques and respect for the environment.
- **Jean-Michel PIRON**, Managing Director, TEXEN/CMSI, (France) will talk about the weight of packaging as a vector for innovation in luxury packaging, the innumerable possibilities afforded by this approach and its inclusion in the sustainable development strategy of brands.
- **Dan CARTER**, Senior Vice President of Sales, PORTOLA TECH (USA) will discuss the advantages of thermally applied graphics in terms of use and cost, in comparison with conventional heat transfer labels, silk screening and hot stamping on jars and caps. He will also address the fields of application for this process in addition to equipment start-up costs and the resulting impact on productivity.



- **Eric GOYER**, Sales and Marketing Director, DELVIEL TAIKI (France), will present the new developments and devices launched by his company. He will explain how wet tissues and impregnated masks, pads and gloves are all cosmetics devices in addition to being a cosmetic gesture.
- **Stanislas PÉRONNET**, CEO, COSFIBEL Creative Packaging (France), will describe the development of foldable solutions given the effects of nomadic globalisation, existing and future foldable solutions, their advantages, drawbacks and limits from a packaging & merchandising stance.
- **James THORPE**, Managing Director, HCT PACKAGING (UK), after presenting the business model adopted by HCT to adapt to the needs of the cosmetics industry, will discuss three of their recent developments: Too Faced Wrinkle Cream, Virgin Xmas Kit, Urban Decay Commando Pendant.

*“Ever since its creation in 2001, the great diversity, wealth and relevance of the presentation given, have made PCD a high level technological platform that welcomes leading companies in the sector together including Brands like, Estee Lauder, Chanel, Dior, Guerlain, L’Oreal ”* underscored Herve Bouix.

The exhibition that runs in parallel with the conferences is a genuine “technological showcase” that groups together the leading packaging suppliers: materials suppliers, processors, manufacturers, suppliers of dispensing systems, technologies and services with whom brands conduct their developments of new packaging.

The venue is a friendly meeting point on a human scale, where participants can attend lectures, meet exhibitors and enjoy a relaxing moment together (breaks, lunches, etc.), all in the same area.

As emphasized by Herve Bouix:

*“Packaging Development and Purchasing Managers receive a free invitation to the conference and exhibition.”*

Over 1,200 attendees from 22 countries are expected at this 4th edition, hosted in inner Paris.

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