Join us at the heart of innovation for the 11th edition oh ADF and the 13th 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.

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.
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. 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.

Press Release
November 2016
SPECIAL CONFERENCES

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).

**Wed January 18, 2017**

**AEROSOL TECHNOLOGIES PRODUCTION: TECHNICAL ADVANCES AND INNOVATIONS**

*Chairman: Nathalie Thys, GSK*

*Jean Blottière, Ball, Vice-President CPA*

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 (Lindell), aerosol can shot weight tests (GSK, Mikron Automation), 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, Hatchinson*

**CSA*: U.S. FEDERAL AND STATE LEGISLATIVE THREATS AND OPPORTUNITIES – CSIPA UPDATE**

*Chairman: Alain D’Haese, Secretary-General FEA*

A lecture that will take stock of American aerosols regulations

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

*Chairman: Peter Lambroy, 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.

**Thu January 19, 2017**

**AEROSOLS & DISPENSING TECHNOLOGIES: NEW OPPORTUNITIES**

*Chairman: Bernhard Feltten, Front End Innovation Packaging, BEERSDORF AG, GERMANY*

This 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.

**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 AND 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 aluminium 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.
BEAUTY AND MAKE-UP ENHANCEMENT
Chairman : Hervé BOUIX, Senior Vice President Corporate Packaging Innovation, THE ESTEE 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

DON'T MISS EITHER :
DIGITAL BUSINESS DEVELOPMENT TOOLS FOR PACKAGERS
Anne Aime, AIMECONSEIL, France

THURSDAY, JANUARY 19, 2017
FRAGRANCE, WHAT'S NEXT ? FRAGRANCE AND PERFUMES SUBLIMATION
Chairman : Pascale Marciniak-Davoult, Director Packaging Research and Innovation, CHANEL
By way of introduction to this session, students at ESEPAC (École Supérieure de Packaging) and ESP (École 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.

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

THERE WILL ALSO BE NOTEWORTHY PRESENTATIONS ON :
TESTING/SAMPLING : NEW CONCEPTS TO ENRICH CLIENT EXPERIENCE
Agnion Mpierre, Saabelis, France
PERFUMES 3.0 : HOW PRODUCT DIGITALIZATION CAN MAKE PERFUMES MORE INTIMATE, MORE EXCLUSIVE, MORE ENJOYABLE
Patrick Eischen, CEO, Selinko, Belgium

DON'T MISS EITHER :
DIGITAL BUSINESS DEVELOPMENT TOOLS FOR PACKAGERS
Anne Aime, AIMECONSEIL, France

The full ADF & PCD conference programme is available on our site, by downloading the link below or on request :
https://goo.gl/dr4QC7