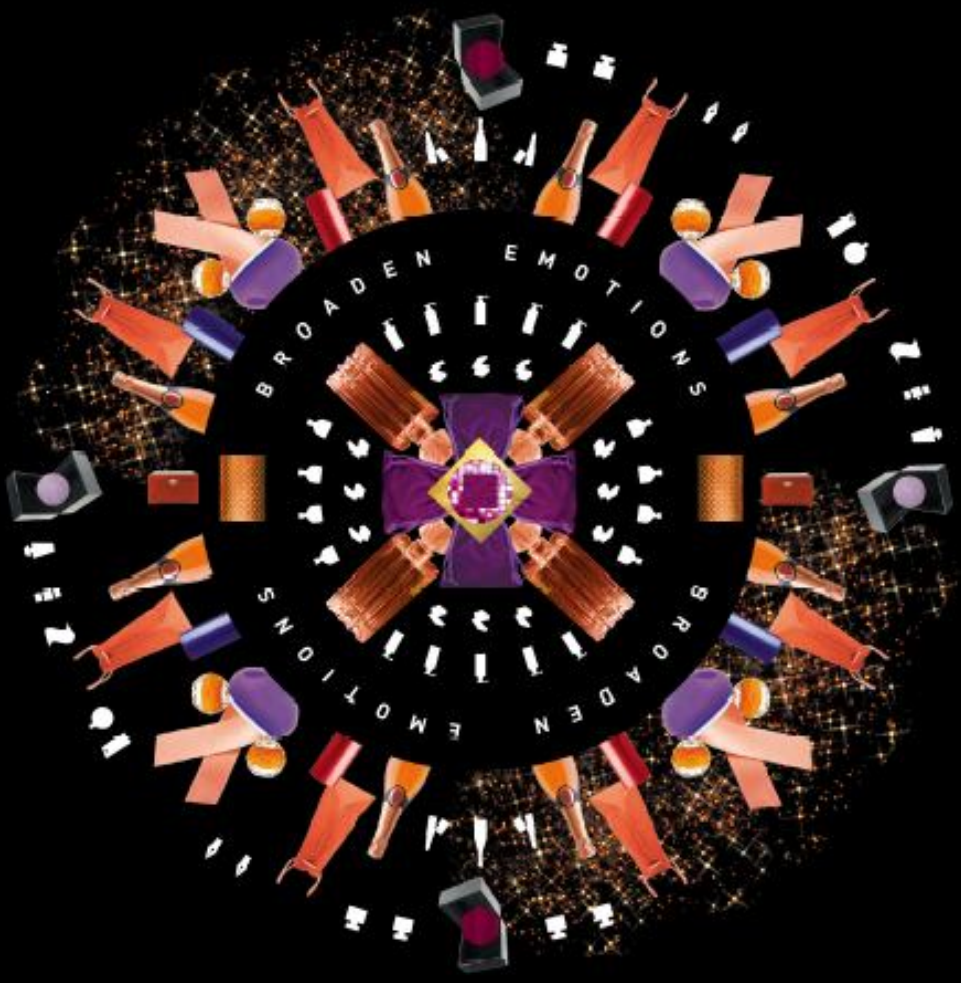
LUXE PACK MONACO

Grimaldi Forum
MONACO
www.luxepack.com

24 . 25 . 26 OCTOBRE 2012

PRESS KIT
July 20th, 2012



Press Contact : Maryvonne LANTERI
mlanteri@idice.mc - 00 377 97 77 85 60

PRESS KIT LUXE PACK MONACO 2012

SYNOPSIS

1. General and practical Information ……. p.3

2. 2012 Edition ……... p.5

3. Guest Designer: Mary LEWIS …….. p.6

4. Complete programme of conferences ……. p.9
   a. Focus LUXE PACK *trend observer*…….....p.13
   b. Focus Eco-design round table ……. p.15
   c. Focus CEW round table …….. p.17
   d. Focus round table on anti-counterfeiting innovations …….. p.18

5. LUXE PACK *forum innovation* ……. p.19

6. LUXE PACK *in green* : Space, trophy and Award……. p.20

7. Dedicated area: the senses at the service of luxury ……... p.23

8. Special Exhibition from ESEPAC - BROBY GRAFISKA schools……. p.24

9. The exhibitors ……. p.26

10. The LUXE PACK Monaco 2011 visitors …….. p.30

11. List of exhibitors as of July 16th, 2012…….. p.32

ANNEXES

The LUXE PACK Monaco 2012 speakers ……. p.36

LUXE PACK MONACO

Grimaldi Forum MONACO www.luxepack.com 24.25.26 OCTOBRE 2012

THE PREMIER SHOW FOR CREATIVE PACKAGING

25ème Edition of LUXE PACK MONACO 2012

The premier show for creative packaging for 25 years

A record number of 370 exhibitors, world leaders in their fields,
But also small and medium firms with sharp skills;

Of which 50 are exhibiting for the 1st time

More than 6300 visitors, of which 52% were international

For more information, visit our web site:

www.luxepack.com

Press Contact :

Maryvonne Lanteri

mlanteri@idice.mc

00 377 97 77 85 60

LUXE PACK SHANGHAI: APRIL 23-24, 2013 SHANGHAI INTL CONVENTION CENTER

LUXE PACK NEW YORK: MAY 15-16, 2013 NEW YORK METROPOLITAN PAVILION

PRACTICAL INFORMATIONS

LUXE PACK MONACO 2012 - The premier show for creative packaging

Dates	From Wednesday October 24th thru Friday October 26th, 2012
Schedule	From 9.00am to 6.00pm
Venue	Grimaldi Forum - 10, avenue Princesse Grace - Monaco
Press Accreditation	Request for accreditation on www.luxepackmonaco.com/Press
Press Center located in Verrière	**Strictly dedicated to accredited journalists** (off advertising teams) fair and exhibitors press materials, internet access...
Exhibitors	370 exhibitors
Activities	All presentation packaging; closures and cappers ; packaging raw material; bottles ; labels ; bags, pouches ; samples ; Phials and mono doses ; ribbons, braid; pumps and valves; design engineering ; decoration; POS, displays; finishing, decoration; jars; tubes ; others…
Visitors	More than 6300 visitors expected
Information	+ 377 97 77 85 60 - info@idice.mc
Press Contact	Maryvonne Lanteri - mlanteri@idice.mc - 06 .73.67.17.91
Web Site	www.luxepack.com

LUXE PACK MONACO - EDITION 2012

The 25th edition of LUXE PACK MONACO will be held on the 24th to 26th of October 2012 at the Grimaldi Forum.

Quality Completeness and relevance

As we already know, the premier show for creative packaging will be a useful place to meet and share knowledge with fellow professionals from the world of packaging. Its main advantage is to be comprehensive in providing packaging: glass, plastic, cardboard, metal ...

How is it that this ever-growing event has become the golden ticket for the packaging sector?

Of course, the quality and know-how of those exhibiting is a major draw to this fair that has always held true to its promise of absolute quality and absolute relevance.

Faithful to this vocation of a exclusive show dedicated to packaging professionals, the fair will have a record 370 exhibitors. More than ever, it will be an essential, exclusive event for anyone looking for the latest from the world of packaging.

As a leading international meeting, talent and expertise of leading packaging manufacturers worldwide gather at LUXE PACK MONACO.

Meanwhile, LUXE PACK MONACO continues to be a real attraction: exclusive conferences and original exhibitions will again this year seduce brands of all sectors in search of creativity, innovation and trends.

LUXE PACK MONACO 2012 is looking forward to seeing you in the coming weeks, to discover the full list of exhibitors in 2012, and the full program of speeches and roundtable sessions that will take place during the 3 day fair, which will combine the expertise of speakers with the relevance of the topics addressed.

For more information, please visit our website: www.luxepack.com



LUXE PACK MONACO

GUEST DESIGNER: MARY LEWIS

LUXE PACK MONACO 2012: Guest of Honour for the 25th edition announced as designer Mary Lewis

Co-founder and Creative Director of the Lewis Moberly agency, Mary Lewis re-invented the wheel when it came to packaging design. Admired and respected by other industry professionals, Mary Lewis has received numerous awards during her career. Amongst them she counts Grand Prix Award from the Design Business Association for design effectiveness. She also holds the Pentawards honorary award for her exceptional creations and creative design. Lewis Moberly is the only agency to have simultaneously held first prize for excellence of design as well as first prize for effective design.

Her agency works with a large range of clients from the world of luxury goods: Moët & Chandon, Diageo, La Grande Epicerie de Paris, Selfridges, Jaeger, Duchy Originals, Jasper Conran, Hyatt…

The guest of honour will be the famous English designer, Mary Lewis.

Drawing on her many achievements in the world of luxury design, she will give a keynote speech at the conference on Wednesday 24th at 2.00pm on the theme:

“First win the eye... then the heart... then the mind...”

An invitation to discover the changing face of luxury, the importance of being grounded, searching for sleeping equities, new codes and democracy.

“Beauty is not only in the eye of the beholder. It is rooted in truth and comes from within.”





Some examples of Mary Lewis creations





Some of her awards…



Johnnie Walker Limited Edition

PROGRAMME OF CONFERENCES AND ROUND TABLES

WEDNESDAY 24 OCTOBER

10:00am - 10:45am: "Ribbons and textile ornaments, not so accessory!
For a strategic view on using textiles in brands"

Speakers:
Marine FORLINI-CROUZET, Founder - LES BELLES CHOSES, company specialised in strategic and creative brand management
Christelle LAVAURE, General Manager – PAPILLON RIBBON AND BOW FRANCE

Luxury packaging is fond of textile ornamentation which has strong symbolic wealth and that since the dawn of time. Ribbons, bows, and accessories are blossoming. There is continual renewal of form but without deeper questioning of what fabric means for the brand while a wide field of thought is available to use this as a real lever for brand differentiation and strengthening Consumer relationship and experience.
This conference demonstrates the relevance and potential of a serious textile strategy, provides the key to thinking, and illustrates strategies through creations to inspire marketing decision-maker reflection.

11:00am- 11:45am: "Luxury cosmetics for men: What packaging trends are likely to influence sales?"

Speakers: ESEPAC (France) and BROBY GRAFISKA (Sweden) Schools' students

The new generation of men's cosmetics consumers has specific requirements regarding packaging: materials, types of packaging, ideal capacity, frequency and method of use, forms, colour codes, texture, and conscious of sustainable development issues.
A hundred students from the ESEPAC (France) and Broby GRAFISKA (Sweden) analyse striking attitudes towards packaging on the Scandinavian and French markets to find answers.
New perspectives will be highlighted to inspire you and to help you develop a more effective approach to a male clientele.

2.00pm- 2.45pm: "First win the eye ...then the heart ... then the mind ... "

DESIGNER GUEST STAR: MARY LEWIS, founding partner and creative director of LEWIS MOBERLY agency

Mary will share her experience as a designer who is well versed in luxury brands.
She will explain the changing face of luxury, the importance of being grounded, searching for sleeping equities, new codes and democracy.

3:00 - 3:45 pm: "Does packaging have a strategic role in luxury e-commerce?"

Speaker: Alexandre MURAT, President and Founder of ADAMENCE.COM and Co-author of the book Luxe et Développement Durable, la nouvelle alliance (*Luxury and Sustainable Development: the new alliance*) (Ed. Eyrolles).

Online purchases of jewellery or luxury goods in general is a small leap of faith for every user. It gains in practicality, price, and speed, but it does not have "the feel" or "the ritual" of purchasing in a shop. Packaging is a major physical element that reassures the user. E-merchants must pay special attention to it. What are the rules for choosing packaging for online sales? Should it be specific? How can it be valorised and how can it become a distinguishing feature?

4:00pm - 5:30pm "Luxury packaging and sustainable development: the new alliance?"
Moderated by Cécile LOCHARD, Director - CITIZEN LUXURY, Luxury & Sustainable Development and Philanthropy consulting firm and Co-author of the book Luxe et Développement durable, la nouvelle alliance (*Luxury and Sustainable Development: the new alliance*)

Speakers:
Mrs Alice AUDOIN, Sustainable Development Director - HAVAS MEDIA and author of the book La communication responsable (*responsible communication*).
Mr Alexandre CAPELLI, Environment Department - LVMH
Mr Michel DUPUIS, Senior V.P Purchasing and Package Development - CHANEL PARFUMS BEAUTE
Mr Sylvain LAMBERT, Associate - PRICE WATERHOUSE COOPER for the Sustainable Development Department
Mr Alexandre MURAT, President Founder - ADAMENCE.COM and Co-author of the book Luxe et Développement durable (*Luxury and Sustainable Development*)
Mrs Sandrine SOMMER, Sustainable Development Manager – GUERLAIN

Great quality, example, enhancement of skills and respect for workmanship, and the quest for long-life products against ephemeral consumer frenzy: real luxury provides a nearly optimal and natural framework for sustainable development. Discretely but thoroughly implemented in the luxury sector, sustainability issue awareness is at work often without customers being aware of it.
An overview of current issues and existing CSR practices (corporate social and environmental responsibility) and especially eco-design in luxury homes reveal a wealth of tools and best practices that are sources of inspiration for innovation

5:30 pm: The 2012 LUXE PACK *in green* 2012 Award Ceremony, attended by the jury members

Mr Michel DUPUIS, Senior V.P Purchasing and Package Development - CHANEL PARFUMS BEAUTE
Mr Michel FONTAINE, President - CONSEIL NATIONAL DE L'EMBALLAGE (CNE)
Mrs Cécile LOCHARD, Director - CITIZEN LUXURY
Mrs Ute VON BUCH, Editor in Chief - CREATIV VERPACKEN
Mrs Sandrine SOMMER, Sustainable Development Manager - GUERLAIN

And with **Mike O'RINEL**, Communication and Marketing Manager ANHA Design agency.
In the conference room (Hall Atrium, level -2)

LUXE PACK MONACO

THURSDAY 25 OCTOBER

9:15am - 10:45 am: CEW ROUND TABLE Discussion "The new 2013 European cosmetics regulations 2013 - Issues and Perspectives"

Pre-registration required and payment sent to the CEW -
40€ for CEW members - 60€ for non members
Registration and payment on line at: www.cew.asso.fr ; payment on site will be possible.
CEW Contact: Natacha PASTRE: natacha@cew.asso.fr

Moderated by **Mr Charles LAROCHE**, Director Founder – LAROCHE CONSEIL, Counsellor for the IFRA (International Fragrance Association), former member of COSMETICS Europe's board

With the exceptional attendance of:
Mrs Sabine LECRENIER, Head of Unit for « Health Technology and Cosmetics » in Directorate General Health & Consumers;
Mr Bertil HEERINK, President - COSMECTICS EUROPE

And with:
Mrs Aline WEBER, Regulatory Affairs Manager - COSMED
Mr Hubert VARLET, Member of the Supervisory Committee - POCHET SAS and FEVE Representative
Mr Benoit LEFEBVRE, Head of Regulatory Affairs - ELIPSO
Mme Dominique BOUVIER, President CED association (European center for Dermocosmetology) and President and CEO STRAND COSMETICS EUROPE

The new European cosmetics regulations must be applied by the 10th July 2013. What was the legislator's aim in its promulgation in 2009? What is its purpose?
"Relevant characteristics of product packaging material including purity and stability": a few words that could cause significant change in the sector....
How do cosmetic brands currently perceive and implement this? What are the expected implications on packaging and its trades? What perspectives can be considered?
Personalities closely involved at European level and the representatives of cosmetic industry companies and suppliers will be present to answer these questions and many others.
This round table aims to decipher these regulations generally and more specifically regarding packaging and provide you with the tools and methodology to understand them in a more relaxed manner.
This round table will be held in favour of the association CEW, which works daily to provide free cosmetic care to hospitalized women. All registration fees will go towards it.

11:00am - 11:45 am:" Social mobility in Brazil and luxury icons - *Three Brazilian personalities talk about their respective experiences*"

Moderated by Mr. Luiz Bozzolo, editor of H&C – Household & Cosmetics Magazine.
Conference in Portuguese, translated into English.

With the exceptional attendance of:
Mr. Joel PONTE, founding president of PURAINOVA
Ms. Isabella CAVALCANTI WANDERLEY, Marketing Director O 'BOTICARIO
Ms. Valéria GROSSMANN, who is the CENT DEGRES director in Brazil.

Brazil, the 10th world economy is a stable economic power today. Boosted by strong growth in domestic demand, it is the fourth largest country with the best business potential. With a widespread hedonistic culture and a record number of millionaires, the luxury market is euphoric. But how can we capture this so special market? Joel Ponte, has extensive experience with L'oreal and Natura and is the founder of PURAINOVA brand. Ms. Isabella Cavalcanti Wanderley, marketing director O'Boticario, the largest franchise network of cosmetics in the world and Ms. Valéria Grossmann, who is the Centdegres director in Brazil.
They will describe their experiences; the Brazilian social evolution, expectations and constraints of this market. It will be a concrete and rich debate not to be missed!

1:30pm - 2:15 pm: "Sensorial Approach: perception of the French luxury as a differentiating factor"

Speaker: **Mrs Régine CHARVET-PELLO**, Director - Agence RCP (Design and communication, creative strategy consultancy agency) and Co-Founder of CERTESENS.

The scientific and technological platform CERTESENS allows sensorial technology to be used as a differentiation tool in its own right on ultra-competitive globalised markets. This talk will begin by illustrating the desire for a multidisciplinary and multi-sector approach through a presentation of CERTESENS objectives, skills, and tools. Then it will discuss the platform's main activities presenting the VALOSENS project (Valuation of French SME luxury and high-end expertise by the senses). Régine Charvet-Pello will comment the work carried out on defining French luxury by the senses, by combining the activities of companies in the world of packaging, labelling, high-end textiles and cosmetics.

2:30pm - 4:00 pm: "Curb Appeal: Creating Products/Packaging that are eye catching for impulse purchasing, online"

Panel discussion created and moderated by Marc Rosen, Designer/President, Marc Rosen Associates with leaders from luxury brands marketing, packaging development and e-commerce

In today's world, shopping online has become a way of life for busy consumers. In cosmetics, many online purchases are for refills for a product originally purchased in-store. As time becomes more and more of a luxury, shopping online for original purchases is becoming more prevalent.

Whether for masstige or luxury, creating products and packaging that will "speak to you" online is in many ways more difficult than creating for the in-store environment where the consumer can hold the package in her hand and sample the product for instant gratification.

4:15pm - 6:00 pm: **"FROM THE VISIBLE TO THE INVISIBLE - *The latest product security and traceability technology"***

Organised by **Mr Gilles GAUTHIER**, R&D / Design Manager - MATERIAUTECH/ ALLIZE Plasturgie

Speakers:
Mr Hervé CARN, Director of Brand Protection - ARJOWIGGINS SECURITY
Mr Xavier COSTET, CEO - COSTET DECORATION SAS
Mr William BRANCHUT, Account Manager Printing, Plastics & Security - MERCK CHIMIE
Mr Sébastien MAUEL, Head of Product Security - MERCK SERONO
Mr Nicolas KERBELLEC – President, OLNICA
Mr Aurélien DIF - Commercial Development Manager - OLNICA

When the molecular DNA of an invisible formula rescues manufacturers and becomes irrefutable proof
When identical products are able to create their own unfalsifiable digital ID,
When internal burning can generate a miniaturised DataMatrix on transparent materials,
When you incorporate anti-counterfeiting pigments combined with infra red tracers,
You enter the world of high technology solutions to fight against illicit markets, with the companies OLNICA, ARJOWIGGINS SECURITY, COSTET, MERCK.

FRIDAY 26 OCTOBER

10:00 - 11:00 am**: 2012 LUXE PACK MONACO *trends observer***: round table reviewing packaging creation trends decoded by LUXE PACK *trends observer* experts, organised by the editorial staff of the Formes de Luxe magazine.
On pre-registration only at nmorel@idice.fr

Attended by members of the expert panel:
Mrs Béatrice MARIOTTI, Vice-president – CARRE NOIR
Mr Jean-Paul CORNILLOU, Design Packaging and Retail Department Manager – STRATE COLLEGE
Mrs Isabelle MUSNIK, Content and Editorial Manager - INfluencia
Mr Fabrice PELTIER, President – FABRICE PELTIER CREATION
Mrs Lan VU, Founder of BEAUTYSTREALS
Mr Rémy OUDGHIRI, Director of the Corporate Study and Trends & Prospectives Departments – IPSOS PUBLIC AFFAIRS
Mr Patrice DUCHEMIN, Sociologist

The objective of this roundtable is to restore the work of decoding the launches of the year by this committee of experts, to identify areas of future development. For that purpose, LUXE PACK MONACO brought together a panel of experts in packaging design and creation, and to complete this analysis, are joined this year by a sociologist and an expert in market research and forecasting.

11h15 - 12h00**: « Retail expectations »**
Moderated by **Mr Alexandre MEERSON,** Founder - LA BOUTIQUE DE LUXE Agency

Speakers:
M. Cyril de MONTESQUIEU, Purchasing Director - NOCIBE
M. Stephane LEFRANC, Marketing and Purchasing Manager - NICOLAS

1:30pm - 2:15 pm: «Pack, how can the exceptional be created? »

Moderated by **Mrs Sabine DURAND**, Editor in chief - FORMES DE LUXE,

Speakers:
Mrs Julie CARRY, Marketing Director – LALIQUE Parfums
Mr Jean-Pascal MARTIN-FESTA, Purchasing Director PERNOD RICARD
Mr Cédric RAGOT, Designer – Cédric RAGOT DESIGN STUDIO V2.0

As markets toughen, competition increases, never has the need to differentiate and re-enchant consumers been so vital. How does the pack contribute to this? What added value does it bring to the story? How does it transform itself into an exceptional product whatever the starting price...?

2:30 - 3:15 pm: "How can a luxury brand be positioned in emerging markets: China, India, and Brazil?"

Speakers: **Jonas HOFFMANN** and **Ivan COSTE-MANIERE**, Teachers - SKEMA BUSINESS SCHOOL and Co-Authors of Luxury strategy in action
Mr Christophe PRADERE, Founder – BETC DESIGN

How should a luxury brand position itself in an emerging market? Should it change its name? Should it choose local faces? Regarding products, should it develop products tailored to local market or should it have a standard offer?
More generally, this round table will explore the branding practices in three so-called emerging markets: China, India, and Brazil.
Initially, we will characterise the luxury customer in each country and then present several examples of "best practices" in terms of brand positioning in each market.

ROUND TABLE LUXE PACK *trends observer*

Friday October 26th - 10.00am

On pre-registration only at nmorel@idice.fr

Rendezvous of the show for several years, LUXE PACK *trends observed* is the key tool to identify the design direction of packaging professionals.
Deciphering the launches to highlight future trends, analyzing them to provide creative lines of work: these are the missions of LUXE PACK *trends observer*.

Thus, LUXE PACK MONACO brought together design professionals and creative packaging, but also the contributions of a sociologist and an expert in market research and forecasting. To learn more about this, this analysis of the packaging of luxury products will be enhanced this year with a double lighting, two creative fields often mentioned and revealing, for an even more detailed analysis:

- The expertise of a specialist in **graphic design**, who will bring his accurate vision of decoration, drawings and calligraphy in the packaging, allowing a more thorough analysis;

- The provision of authoritative personality in **colour trends**. With an experience of over 20 years in the fashion industry, she will show the color and its trends in packaging design.

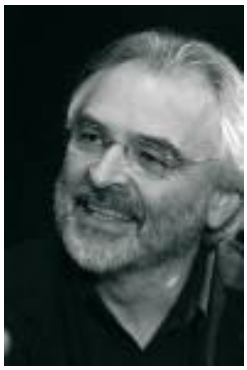
The round table session, led by Formes de Luxe magazine with the expert panel invited by LUXE PACK, will run through packaging design trends as illustrated by examples of new products.

Their findings will be presented in displays throughout the show (right when getting out of Esplanade hall).

2012 *trends observer* Members, experts in packaging, design, colors, communication and sociology are:



➢ Beatrice Mariotti, Vice-President, Carré Noir



➢ Jean-Paul Cornillou, Packaging and Retail Department Manager, Strate Collège



➢ Isabelle Musnik, Contents and editorial Manager, INfluencia

LUXE PACK
trends observer



⮜Lan VU, founder Beautystreams

Fabrice PELTIER, President Fabrice Peltier Créations ➢





⮜ Patrice DUCHEMIN, sociologist

Rémy OUDGHIRI, Director of Departments ➢ Corporate Strategy and Trends & Future studies Ipsos Public Affairs



And with Sabine Durand, editor in chief and Eloise Cohen, Deputy editor in chief Formes de Luxe.

The round table to reveal these trends will require pre-registration and take place in the conference room, in the presence of all experts, moderated by the Formes de luxe Magazine editor.

The round table « **LUXE PACK MONACO *trends observer* 2012** » will take place

On Friday October 26th, from 10.00am to 11.00am, in the conference room (Atrium level)

Free access on pre-registration only at nmorel@idice.fr – Tel: +33 474 73 16 90

Limited number of seats available

A press lunch will be held in the presence of all the experts at the Press Center from 12.00am, on Friday October 26th, 2012. We thank you to confirm your attendance at mlanteri@idice.mc.

The conclusions of *trends observer* experts 2012 will be staged throughout the show in dedicated displays, located when getting out of Hall Esplanade.

LUXE PACK MONACO

ROUND TABLE ON ECO- DESIGN
Wednesday October 24th - 4.00pm to 5.30pm

"Luxury Packaging and sustainable development: the new alliance?"



Moderated by Cécile LOCHARD, CITIZEN LUXURY founder, luxury & sustainable and philanthropy development consultancy and co-author of "Luxury and Sustainable Development".

Speakers:

Alice AUDOIN, Sustainable Development Director Havas Media and author of « the responsible communication".

Alexandre CAPELLI, LVMH Environnement Management;

Michel DUPUIS, Senior V.P. Purchasing & Package Development, CHANEL PARFUMS BEAUTE;

Sylvain LAMBERT, Partner Price WaterHouse Cooper for the sustainable Development Department;

Alexandre MURAT, President and founder of Adamence.com and co-author of et co-auteur du livre «Luxury and Sustainable Development»;

Sandrine SOMMER, Sustainable Development Director GUERLAIN

Great quality, example, enhancement of skills and respect for workmanship, and the quest for long-life products against ephemeral consumer frenzy: real luxury provides a nearly optimal and natural framework for sustainable development. Discretely but thoroughly implemented in the luxury sector, sustainability issue awareness is at work often without customers being aware of it.
An overview of current issues and existing CSR practices (corporate social and environmental responsibility) and especially eco-design in luxury homes reveal a wealth of tools and best practices that are sources of inspiration for innovation

CEW PANEL DISCUSSION - Thursday 25 October, from 9:15am to 10:45am

THE NEW 2013 EUROPEAN COSMETICS REGULATION - ISSUES AND PERSPECTIVES

Pre-registration and payment required -
40€ for CEW members - 60€ for non members
Registration and payment on line at: www.cew.asso.fr ; payment on site will be possible.
CEW Contact: Natacha PASTRE: natacha@cew.asso.fr

Moderated by **Mr Charles LAROCHE**, Director Founder – LAROCHE CONSEIL, Counsellor for the IFRA (International Fragrance Association), former member of COSMETICS EUROPE's board

With the exceptional attendance of:
Mrs Sabine LECRENIER, "Health and Cosmetic Technology" Department Manager at the European Commission's Directorate-General for Health and Consumer Affairs;
Mr Bertil HEERINK, President - COSMECTICS EUROPE

And with:
Mrs Aline WEBER, Regulatory Affairs Manager - COSMED
Mr Hubert VARLET, Member of the Supervisory Committee - POCHET SAS and FEVE Representative
Mr Benoit LEFEBVRE, Head of Regulatory Affairs - ELIPSO
Mme Dominique BOUVIER, President CED association (European Center for Dermocosmetology) and President and CEO STRAND COSMETICS EUROPE

The new European cosmetics regulations must be applied by the 10th July 2013. What was the legislator's aim in its promulgation in 2009? What is its purpose?
"Relevant characteristics of product packaging material including purity and stability": a few words that could cause significant change in the sector....
How do cosmetic brands currently perceive and implement this? What are the expected implications on packaging and its trades? What perspectives can be considered?
Personalities closely involved at European level and the representatives of cosmetic industry companies and suppliers will be present to answer these questions and many others.
This round table aims to decipher these regulations generally and more specifically regarding packaging and provide you with the tools and methodology to understand them in a more relaxed manner.
This round table will be held in favour of the association CEW, which works to provide cosmetic care to women with cancer daily. All registration fees will go towards it.

ROUND TABLE ON ANTI-COUNTERFEITING INNOVATIONS:

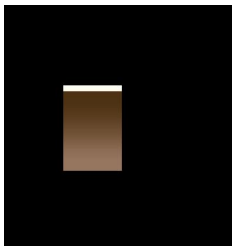
Thursday October 25th - 4.15pm - 6.00pm

« From VISIBLE to INVISIBLE - The latest technologies for security and traceability of your products"

Moderated by **Gilles Gauthier**, Manager R & D / Design ECO PLASTIC DESIGN CENTER

When DNA molecular invisible formulation rescues the industrial and becomes irrefutable proof,
When identical products are able to create their own digital ID unfalsifiable,
When internal engraving can generate DataMatrix miniaturized on transparent materials,
When you incorporate anti-counterfeiting pigments in combination with infrared tracers,
You enter the world of high technology solutions to fight against the illicit market, with companies OLNICA, ARJOWIGGINS SECURITY, COSTET, MERCK.

Speakers :



Herlé CARN, Director of Brand Protection - ARJOWIGGINS SECURITY;

Xavier COSTET, CEO - COSTET DECORATION SAS;

William BRANCHUT, Account Manager Printing, Plastics & Security MERCK Chimie and **Sébastien MAUEL**, Head of Product Security MERCK Serono;

Nicolas KERBELLEC, President OLNICA and
Aurélien DIF - Business Development Manager - OLNICA.

LUXE PACK MONACO 2012, the world's leading luxury packaging event will take place from 24-26 October at the Grimaldi Forum in Monaco and will renew « LUXE PACK f*orum innovation* », which will unveil the exhibitors' innovative solutions.

LUXE PACK MONACO 2012 renews the forum innovation, which showcases exhibitors' innovative solutions.
Nearly three quarters of exhibitors unveil every year their new products at LUXE PACK MONACO; that is the reason why LUXE PACK MONACO 2012 creates a unique place to promote these new products or new applications: the LUXE PACK *forum innovation,* thus allowing all participants to get a complete and global view of the latest packaging developments.

First in a dedicated area located in Atrium presenting exhibitors' new products and innovative solutions which may at times feature the use of highly specialised technology.

Then, by invitations sent by exhibitors to come and attend their short oral presentations, not exceeding 15 to 20 minutes each, to unveil their latest developments.
These sessions will take place throughout the 3-day event in a meeting room located in Atrium.

Today innovation is the key concept that may help your business stand out in a competitive economy. The LUXE PACK *forum innovation* is responding to the high expectations of luxury brands. It provides a concrete and operative solution for visitors and an exceptional showcase for exhibitors.

Several lines of innovation will certainly stand out from 2012 product launches; innovations integrating sustainable development constraints will result in a special showroom: LUXE PACK *in green*, and its price: the 2012 LUXE PACK *in green* Award.

Find the *forum innovation* displays and oral presentations in Atrium (level -2)



Price and Space LUXE PACK *in green* 2012 or how to understand the best innovations in sustainability

Environmental issues are now at the heart of luxury brands concerns, which are aware of sustainable development and eco-design.
LUXE PACK MONACO 2012 participates in the debate on this subject by a panel discussion giving voice to experts but also by giving operators a unique opportunity to showcase their innovations in this field.

LUXE PACK *in green* Showcases

Thus, the space "LUXE PACK *in green*" highlights the new proposals of exhibitors integrating sustainable development criteria; the proven value for luxury brands decision makers for these ecoconceived solutions have ensured the attendance success of the area and flow to the stands of exhibitors participating. Luxury brands find there a range of new features that meet the sustainability criteria, and allowing them to grasp in one place, all the advanced options provided by the manufacturers.
LUXE PACK *in green* 2012 confirms this profusion of solutions, the dynamism of LUXE PACK MONACO exhibitors in this direction to answer this expectation.
A charter is submitted to exhibitors, on the selection criteria, certificates and information to be transmitted.

The LUXE PACK *in green* Award

LUXE PACK MONACO 2012 completes this process by organizing the LUXE PACK *in green* Award. This prize will be awarded to the best innovative product, including one or more criteria of sustainable development.

The award ceremony of LUXE PACK *in green* 2012 is scheduled on
Wednesday, October 24th at 5.30pm, in the conference room in hall Atrium,
in the presence of the jury.

The LUXE PACK *in green* 2012 trophy

The trophy is an original creation especially designed for the event by ANHA, a design agency that will be exhibiting at LUXE PACK MONACO exhibition.

M. Mike O'RINEL, Communication and Marketing Manager ANHA Design agency will give the trophy to the winner.

"The trophy will be made entirely of porcelain. We will glaze only the outer parts to leave a matte finish inside, in the idea that the porcelain comes from the earth.
The interior of the higher forms will remain untreated to remind the rawness and soul of matter.
The general form is the bark of the tree washed by the sun, as the protective skin of our planet as a symbolic and prone to pangs of humanity. "
"Before man there was the forest, after the man there is desert." Chateaubriand

The LUXE PACK *in green* 2012 jury

The jury members are sustainable development professionals who work for institutions, luxury brands and media partners:



➢ **Michel FONTAINE**, President of the French Packaging Council;



Cécile LOCHARD, founder CITIZEN LUXURY,➢ luxury and sustainable & philanthropy development consultancy



➢ **Michel DUPUIS**, Senior V.P. Purchasing & Package Development, CHANEL PARFUMS BEAUTE



Sandrine SOMMER, Sustainable Development ➢ Director GUERLAIN



➢ **Ute VON BUCH**, Editor in chief of CREATIV VERPACKEN magazine

LUXE PACK *in green*



Interview de Michel DUPUIS, Senior V.P. Purchasing & Package Development, CHANEL PARFUMS BEAUTE and LUXE PACK *in green* 2012 jury member

1/- LPMC: Why did you agree to participate in LUXE PACK *in green* 2012 jury?

MD: The environment is now a central concept of all debates.
The public is increasingly aware and feels concerned in the actions of everyday life.

2/- LPMC: What is your vision of luxury and eco-design?
What actions are conducted daily in your group?

MD: The concepts of luxury and eco-design were sometimes conflicting.
All that was luxury was to be heavy, imposing, massive.
In fact, eco-design opens up new avenues of innovation.
Taking these ideas as constraints is a mistake. These are new opportunities available to us.
We have created eco-design software for the Perfumes - Cosmetics sector. This software was open to all, colleagues, suppliers through a web link that provides a free license to use this software.
Today, more than 250 professionals use it, including schools.

3/- LPMC: What does LUXE PACK MONACO represent for you?

M.D: To me, LUXE PACK Monaco is the best showcase of our professions.
This is the true benchmark of our business.

DEDICATED SPACE «THE SENSES AT THE FRENCH LUXURY SERVICE »

On ultra-competitive globalised markets, sensorial technology can be used as a differentiation tool in its own right. LUXE PACK MONACO 2012 offers you a journey into the senses.

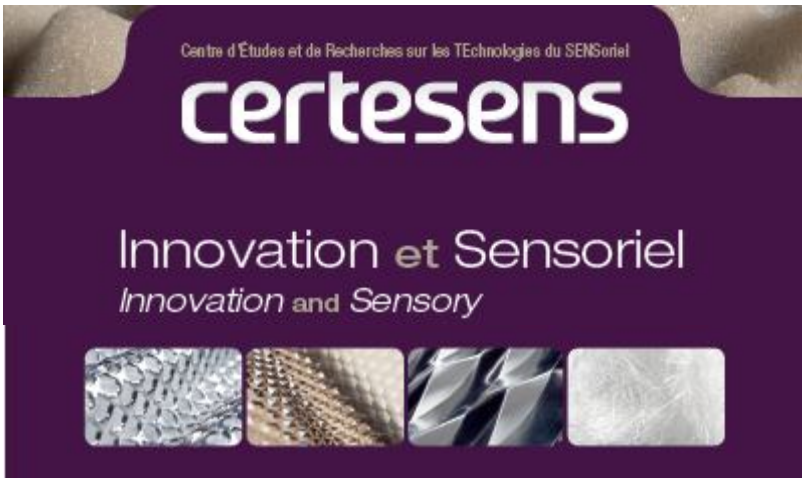
Thus, first with the SENSOLAB, discover an experimentation space on the description of various kinds of materials, with different layouts (powder, wire, tube, object). You will discover sensorial characterization sheets, to become familiar with this type of approach.



Then, by the VALO-SENSE project presentation, Valuation of French SME luxury and high-end expertise by the senses (funded by the French General Direction of Competitiveness, Industry and Services).

The VALO-SENSE program is a collective multi-sector approach (cosmetic, industry, food) integrating sensoriality as differentiation, innovation and competitiveness leverage, for French companies (especially SMEs) of luxury and upscale. It is built on the technological platform CERTESENS.

This project aims to support SMEs involved in the valuation of their own expertise, to benefit from the sensorial contribution to characterize and promote the qualities perceived by users.
And so ultimately, to assist and protect the activities of creation and innovation of SMEs, and support the development of French players in the export and facing competition.



LUXE PACK MONACO

EXHIBITION AND CONFERENCE: NORTHERN EUROPEAN COUNTRIES AND FRANCE: WHAT DIFFERENCES in MEN COSMETICS PACKAGING PERCEPTION

By the EUROPEAN SUPERIOR SCHOOL OF PACKAGING

Associated with BROBY GRAFISKA School

ESEPAC and BROBY GRAFISKA schools look quite similar on their spirit, size, realistic environment, industrial equipments and way of managing students. Both aim to deliver “ready to use” Packaging professionals.
A hundred students from ESEPAC, France and Broby Grafiska, Sweden conducted a joint study program on consumer perceptions of packaging of cosmetics for men. They have analyzed the key packaging attitude within the Scandinavian and French markets to find answers. They will deliver the lessons and conclusions of this survey, conducted in spring 2012, with French and Scandinavian consumers, during **the conference on Wednesday October 24th, at 11.00am**.

A trendy prototypes exhibition designed by students will show you inventive solutions also meeting with the specifications identified through their consumer survey.
You can explore these models in **the windows installed in the entrance hall Ravel.**

New perspectives will be highlighted to give you inspiration for your next cosmetic packaging developments and to allow you approaching more efficiently male customers.





Examples of cosmetic for men packaging prototypes made by students

European Superior School of Packaging - ESEPAC

Located near Le Puy-en-Velay, ESEPAC was created in 1991 to answer the recruitment demands of plastics processing industries.

ESEPAC now offers two training programs: license in Packaging Technology (3 years after A'levels) And Master in Packaging Engineering (5 years after A'levels), with 3 specialties: Graphic management, Technical management and Packaging management.

These courses of studies offer a very interesting level of technical and management job opportunities, mostly with brand owners and, in a smaller proportion, with packaging manufacturers.



Serge German – Headmaster
Contact: Dominique Béraud – International and Apprenticeship Coordinator
Phone Nr +33 471 02 01 39 –
d.beraud@esepac.com
www.esepac.com

BROBY GRAFISKA

Broby Grafiska was created in 1994 in Sunne, Sweden with the demand of Flexography printing when Tetra Pak established in Sunne.

The school offers a range of programmes in graphic production, packaging design, media, web design, photography, scriptwriting and Health/Wellness therapist, at various educational levels. The diversity of education programmes and competencies also creates a unique opportunity for the exchange of ideas and interdisciplinary joint projects.



Berit Westergren – Headmaster
Contact: Laurence Autard de Bragard – International and Internship Coordinator and Study adviser
Phone Nr +46 70 190 35 32 – Laurence@brobygrafiska.se
www.brobygrafiska.se

LUXE PACK MONACO 2012 EXHIBITORS: a rich and renewed exhibitors' offer

The Grimaldi Forum space has been optimized to accommodate additional booths, and there will be 370 exhibitors, a figure never reached before, that will showcase their products and know-how on the occasion of the 25th edition of LUXE PACK MONACO 2012.

A record number of exhibitors offering original know-how

For its 25th edition, LUXE PACK MONACO 2012 **shows a record number of 370 exhibitors, including 50 new,** thus 15%. Like every year, the premier show for creative packaging is looking for new knowledge and new materials that can meet the demands of luxury brands and benefit from cross inspiration.

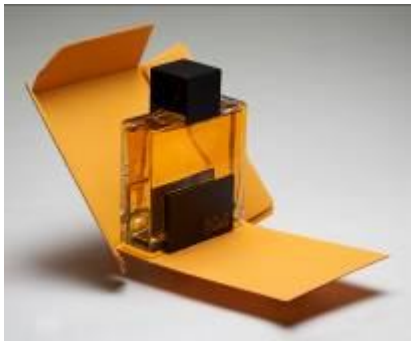
LUXE PACK MONACO 2012 visitors will find new sources of inspiration among the new exhibitors, mostly located in the Atrium lobby.
We can quote for example:

IZT ZAMAK INJECTION: as its name suggests, specializes in zamak injection offering high-end achievements, applicable to many sectors;



SALAMANDER BONDED LEATHER, offering leather material;

CARTONES ONDULADOS ESPECIALES SA (COESA), inset cardboard specialist as an alternative to foam or other cushioning material;



ARELEC SA, magnet closure;



NINGBO RAINBOW INTERNATIONAL: Finishing and dressing of glass bottle for high-end products;

SCHEKOLIN AG, for its lacquers and varnishes;

ARTORIA working Porcelain of Limoges, offering boxes and bottles of high quality in a unique raw material at LUXE PACK Monaco;



DELTA COMPONENTS, decoration by micro perforating and trimming, exceptional and rare craftsmanship;

ELIE BLEU, toymaker and its luxurious wooden boxes;



And many others.

You will find the complete list of new exhibitors page 29.

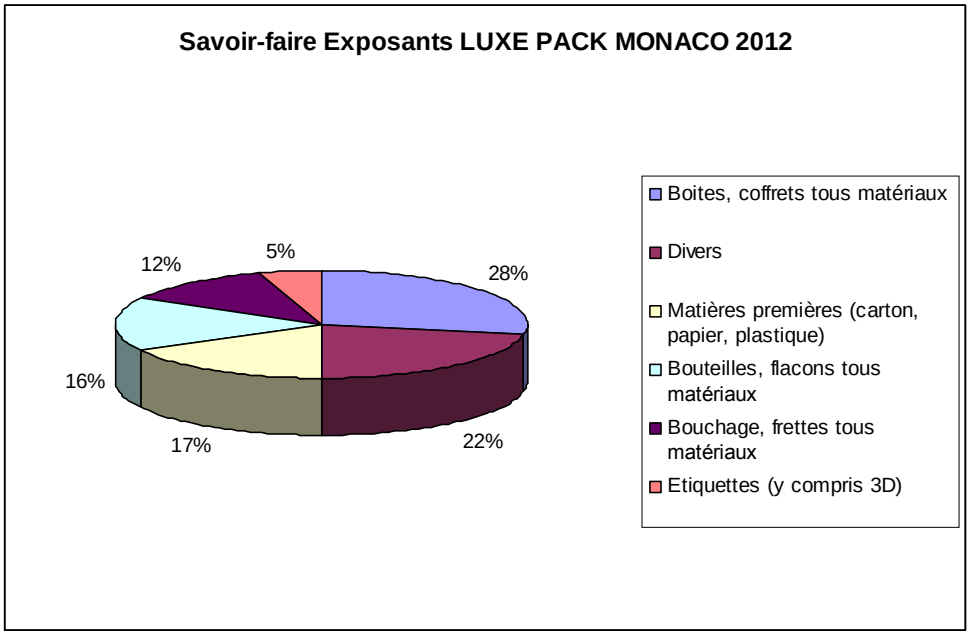
And of course, a great majority of the past years' exhibitors have renewed their presence and ensure a large range of creative packaging solutions.

For more information, visit our website www.luxepack.com

LUXE PACK MONACO 2012 EXIHBITORS

- A wide range of products, materials and know-how

The exhibitors' range of products, materials and expertise is still very wide this year.
Thus, the 360 exhibitors are divided as follows:
Boxes, cases, containers all materials: 28%
Raw materials (cardboard, paper, plastic): 17%
Bottles all materials: 16%
Plugging, frets all materials: 12%
Labels (including 3D): 5%
And pouches, bags, samples, tape trimmings, pumps valves, POS displays, decorative finishing, plastic tubes ...
Not to mention companies offering formulation, safety, traceability, brushes, layout, foam, ...
It should be noted that exhibitors meet all sectors of applicants visiting the show: perfumes and cosmetics, wines & spirits, fine food, watchmaker, tobacco, writing instruments, accessories, fashion, health, pharmacy, ...



- Geographical origin

26 countries represented, as follows :

FRANCE	44%
EUROPE	45%
OUT OF EUROPE	11%

- The new exhibitors

Each year, LUXE PACK MONACO welcomes new exhibitors. In 2012, fifty companies, nearly 15% of total exhibitors will unveil their know-how for the first time.
37% of these newcomers are French, 49% are European and 15% are outside Europe (USA, Asia).

List of LUXE PACK Monaco 2012 new exhibitors as of July 20th:

ALLIED GLASS CONTAINERS
ALLSTATE PAPER BOX COMPANY
ARCA SPA
ARELEC SA
ARTORIA
ATS DEVELOPPEMENT
BAKANLAR MEDYA
BOTTLEMATE TAIWAN INC
CARTONES ONDULADOS ESPECIALES SA (COESA)
CLONDALKIN GROUP
CM CARTOTECNICA MODERNA SRL
COSFIBEL GROUP - MANDALAY DESIGN / GRUMBE
COSTET DECORATION
DELTA COMPOSANTS
DEUX PONT MANUFACTURE D'HISTOIRE
DMT EMEA GMBH
DONGGUAN MINGFENG PACKAGING MANUFACTURER CO LTD
ELIE BLEU
GRUPPO CORDENONS
INTEGRATED ALUMINIUM COMPONENTS LTD
IZT INJECTION ZAMAK
LECUYER ETS
LEO PAPER
MATTHIEU MERCIER DESIGN STUDIO
MCLEAN PACKAGING
MNC STRIBBONS UK LTD
MOLPACK
MR CARTONNAGE NUMERIQUE
NINGBO RAINBOW INTERNATIONAL
PARFUM DE France
PIRLO PACKAGING
PLASTIVALOIRE BEAUTE - PVL B
RATHGEBER GMBH & CO KG
SALAMANDER BONDED LEATHER
SAMHWA PLASTIC CO LTD
SCA PACKAGING NICOLLET
SCATOLIFICIO GIORGI SRL
SCHEKOLIN AG
SERDIPLAST
SERMAR SRL
SIGNASCRIPT
SMURFIT KAPPA
STUDIO DAEDALUS
STUDIO PI DESIGN
TECHNIPLAST
TOPLINE PRIMAPACK
VACUMETAL
VIROSPACK SLU
WRAPOLOGY
ZFOAM

LUXE PACK MONACO 2011 VISITORS

REPARTITION GEOGRAPHIQUE / GEOGRAPHICAL DISPATCH

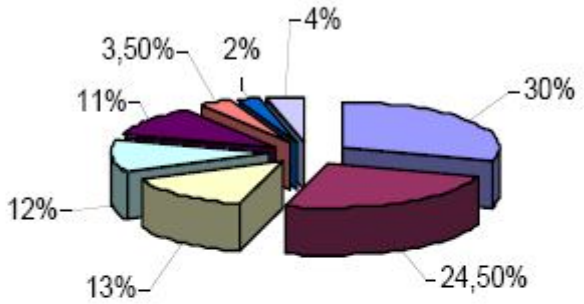
	2011
FRANCE	3050
FOREIGN COUNTRIES	3305
TOTAL	6355 (+11%)

VISITEURS INTERNATIONAUX / FOREIGN VISITORS

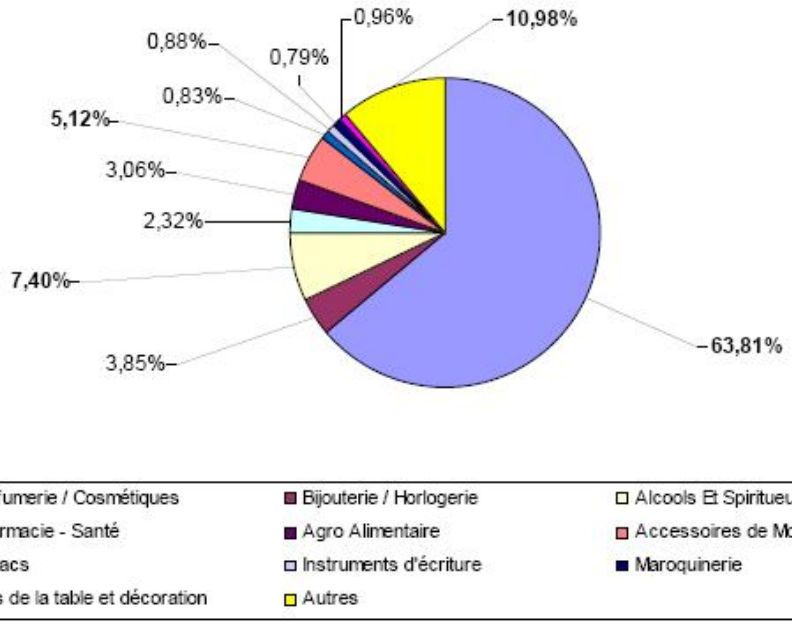
	2011
FRANCE	48.00%
ITALIE ITALY	18.00%
AUTRES PAYS D'EUROPE OTHER EUORPEAN COUNTRIES	27.00%
GRAND EXPORT REST OF THE WORLD	7.00%

LUXE PACK MONACO

VISITEURS PAR FONCTION / DISPACTH BY VISITOR'S POSITION



REPARTITION PAR MARCHE DU LUXE / DISPATCH BY LUXURY MARKET



LUXE PACK MONACO EXHIBITORS as of July 16th

A / AARTS PLASTICS BV
ACE PARACHEVEMENT
AIROLUX AG
AIV
ALBEA
ALLIAGE SA
ALLIED GLASS CONTAINERS
ALLSTATE PAPER BOX COMPANY
ANDREAS BECHEM
ANHA CREATION
API LAMINATES
APP
APPLIC'ETAINS
APTAR BEAUTY + HOME
ARCA SPA
ARELEC SA
ARJOWIGGINS CREATIVE PAPERS
ARTHUS - BERTRAND
ARTORIA
ARVATO TOPAC GMBH RECHNUNGSPRÜFUNG
ATELIER FUER SIEBDRUCK LORENZ BOEGLI
ATS DEVELOPPEMENT
AWANTYS GMBH

B / BAKANLAR MEDYA REKLAMCILIK YAYINEVI MAT. BAACILIK VE INS.SAN LTD STI
BARALAN INTERNATIONAL SPA
BENARD
BOMO TRENDLINE INNOVATIVE COSMETIC GMBH
BORMIOLI LUIGI SPA
BORRELLO & CO SRL
BOTTLEMATE TAIWAN INC.
BOUGIE ET SENTEUR
BÜTTENPAPIERFABRIK GMUND

C / C+N POLSKA SP ZOO
CAMEO METAL PRODUCTS
CARTONAGEM TRINDADE INDUSTRIA SA
CARTONES ONDULADOS ESPECIALES SA
CARTONNAGES GUILLAUME (GROUPE VERPACK)
CARTOTECNICA GOLDPRINT SPA
CCI PRODUCTIONS PARFUMS ET COSMETIQUES
CD CARTONDRUCK AG
CD PAPER PRODUCTS SA
CELLUTEC
CENTURY BOX
CER FOILS
CERVE SPA
CFC EUROPE GMBH - AN ITW COMPANY
CH. DAHLINGER GMBH & CO KG
CHIC
CHIMICOLOR SAS
CLARIFOIL
CLAS
CLONDALKIN PHARMA & HEALTCARE (CORK)
CLP PACKAGING (GROUPE VERPACK)
CM CARTOTECNICA MODERNA SRL
CODIPLAS
COFATECH
COFIMA
COMUNICANDO
COSFIBEL GROUP - MANDALAY DESIGN / GRUMBE
COSMETIQUEMAG
COSMOGEN
COSTAMAGNA SPECIAL GLASS SRL
COSTET DECORATION
COVERPLA
COVIT SL
CSI SARL
CTL TH PACKAGING

D / D&C SRL DABRAZZI PACKAGING
DB TECHNIQUE SAS
D-CARTE
DDC SA
DEKORGLASS DZIALDOWO SA
DELTA COMPOSANTS
DERPROSA FILM SL
DEUX PONTS MANUFACTURE D'HISTOIRES
DIETER BAKIC ENTERPRISES GMBH
DIMONTONATE FLOCCATI
DIRECT SOURCE PACKAGING
DMT EMEA GMBH
DO INTERNATIONAL - DAPY
DONGGUAN CITY JINGLI CAN (FACTORY) CO. LTD.
DONGGUAN MINGFENG PACKAGING MANUFACTURER CO. LTD
DORO
DRUK MARKUSZEWSCY SP. Z O.O.
DSD
DUPONT AGENCIES
DUPONT DE NEMOURS INTERNATIONAL SARL

E/ ECOLOGICAL FIBERS INC.
EDELMANN
EGISA

E / ELBA FRANCE
ELCOS CO. LTD
ELIE BLEU
EMBALLAGES MAGAZINE
EMIL BÜHLER GMBH & CO.KG
EMIRATES PRINTING PRESS
ENVASES METALICOS EUROBOX SL
EOS
ETNA PACK
ETS. G. PIVAUDRAN
EURO PACKAGING LUXURY DIVISION
EUROTEXTILE
EUROVETROCAP SRL
EUSCHER GMBH & CO. KG

F / FACA EXPORT SL
FAVINI SRL
FEDERICO FERRER SLU
FEDRIGONI SPA
FERRA
FIFIELD INC.
FIORINI INTERNATIONAL SPA
FLACOPHARM
FONTANA GRAFICA SRL
FORMES DE LUXE
FUSION PACKAGING

G / G. CANDIANI SRL
GAINERIE 91
GEKA GMBH
GERRESHEIMER AG
GPS BAGS SPA
GROUPE AUTAJON
GROUPE DE LA SEINE
GROUPE VERPACK
GRUPPO CORDENONS SPA

H / H+M FRANCE
HCP PACKAGING
HEINZ GLAS
HERMANN KOCH GMBH
HERTUS
HIP LIK PACKAGING PRODUCTS FTY. LTD.
HOFFMANN NEOPAC AG

I / I.C.M.A. SRL
IGGESUND PAPERBOARD
ILEOS
INCA SRL
INDUPLAST SPA
INDUSTRIALBOX SRL US
INEOTEK
INTEGRATED ALUMINIUM COMPONENTS LTD
INTERESTING SOURCING
INTERNATIONAL DIRECT PACKAGING LTD
IPACK
ISEM SRL
ITW SPECIALITY FILMS FRANCE
IZT INJECTION ZAMAK ET TRAITEMENT

J / JACKEL FRANCE
JAMES CROPPER SPECIALTY PAPERS LTD
JANVIER SAS
JUNG DESIGN JUNG VERPACKUNGEN GMBH

K / KEENPAC
KERDAINO GROUPE SA
KLOCKE
KNOLL PRESTIGE PACKAGING
KORSNÄS AB
KREKELBERG FLOCK PRODUCTS BV
KURZ FRANCE

L / LA FACTORY
LA GLASS VALLEE
LASER PAINT SARL
LCE SA
LECA GRAPHICS
LECUYER ETS
LEO PAPER PRODUCTS (EUROPE) BVA
LESER GMBH
LITOGRAFIA JOSE LOPEZ
LIVCER
LOMB ART AG
LOUVRETTE GMBH DESIGN & PACKAGING
LUMSON

M / MAESA
MANIFATTURA DEL SEVESO SPA
MARS PUBLICATION
MASSILLY
MATTHIEU MERCIER DESIGN STUDIO SAS
MAX SAUER SAS - RAPHAEL PARIS
MBF PLASTIQUES
MC LINE DELUXE PACKAGING
MCLEAN PACKAGING
MEGAPLAST GMBH
MERCK
METAPACK SAS
METSÄ BOARD
MICRO NATURAL SL
MMB MAQUETTES ET MODELES DE LA BRESLE
MNC STRIBBONS UK LTD
MODA CONNECTION

M / MODEL KRAMP GMBH
MOLPACK SL
MR CARTONNAGE NUMERIQUE
MW CREATIVE LTD
MWV

N / NEENAH PAPER
NEYRET RUBANS
NINGBO RAINBOW INTERNATIONAL
NORLINE SAS
NORTIER EMBALLAGES - INE KELLER

O / OBJETS DE CONVOITISES
OEKABEAUTY- DIVISION OF OEKAMETALL
ORIOL & FONTANEL / CHALEYER & CANET
OSKAR KARLA

P / PACIFICGLAS
PAK 2000
PAPETERIE ZUBER RIEDER
PAPILLON RIBBON & BOW
PARCOME
PEPTIMIST CO. LTD
PIBIPLAST SPA
PIJAPLAST
PINARD EMBALLAGES
PIRAMAL GLASS LTD
PIRLO PACKAGING
POCHET DU COURVAL
POLITECH SP ZOO
PRAD
PREMI SPA
PRESTIGE PACKAGING INDUSTRIES
PRIMAL
PRINTMODEL
PROCOS GMBH
PROMENS
PROOFTAG
PUJOLASOS WOODWORKING
PULVOREX
PUSTERLA 1880 SPA

Q / QUADPACK
QUALIPAC

R / RAMON CLEMENTE SA
RATHGEBER GMBH & CO KG
RENE KARLA INNOVATIONS GES.M.B.H
REXAM PERSONAL CARE
RISSMANN GMBH
RIVERPACK
ROLLING OPTICS AB
RPC BEAUTE
RR PLASTIQUES
RUSI COSMETIC GMBH & CO KG

S / SAF
SALAMANDER BONDED LEATHER GMBH & CO KG
SAMHWA PLASTIC CO. LTD
SANDDEC
SAPRONIT
SATIMAT SAS
SAVERGLASS
SCA PACKAGING NICOLLET
SCATOLIFICIO CARTOTECNICA GIORGI SRL
SCHEKOLIN AG
SEAMAN PAPER ASIA CO. LTD
SEGEDE
SEIDEL GMBH + CO. KG
SEJAC
SELECTIVE LINE
SERAM
SERDIPLAST
SERILABEL DI FACCHINETTI SRL
SERMAR SRL
SGD SA
SIMP
SIN REJAC
SINCOPLAS SAS
SINWA CORPORATION
SLEEVER INTERNATIONAL
SMURFIT KAPPA FRANCE
SOCIETE DE MARQUAGE INDUSTRIEL
SOLEV
SONDEREGGER AG
SOUPLETUBE SA
SOVERPLAST
SPINNLER CARTONNAGES
STARLITE DEVELOPMENT INTERNATIONAL LIMITED
STORA ENSO PACKAGING
STUDIO DAEDALUS
STUDIO PI DESIGN
SUN CREATIVE GMBH & CO KG
SWAROVSKI FRANCE SAS
SYLVIE DE FRANCE DESIGNER
SYNEO GROUPE SUPRATEC
SYNT3 SPA

T / TABLE & CADEAU
TAE SUNG CO. LTD
TECHNEW SA
TECHNICAPS LUXURY CLOSURES
TECHNIPLAST
TECHNOTRAF SLU
TECNIQUES D'ESTAMPACIO I EMBUTICIO DE METALLS SA (TESEM)
TEXEN SERVICES
TEXIDO SA
TEXTURES / SAVEURS
TOLY EUROPE SA
TOPLINE PRIMAPACK
TPS (EXPOSANT GPK)
TULLIS RUSSELL PAPERMAKERS LTD

U / UNIFLOCKAGE
UNI-PRESIDENT GLASS INDUSTRIAL CO. LTD
UNISTO SA

V / VACUMETAL BV
VAL LAQUAGE VT
VENETA DECALCOGOMME
VENK OFSET LTD
VERRERIES DE MASNIERES - BORMIOLI ROCCO
VETIVER
VETRERIE RIUNITE SPA
VETRONAVIGLIO SRL
VIROJANGLOR
VIROSPACK SLU
VPI
VRIJDAG PREMIUM PRINTING

W / WALTERSPERGER
WAUTERS ET FILS
WEBPACKAGING
WICKELS PAPIERVEREDELUNGS-WERKE
WINTER & COMPANY AG
WOERNER + CIE GMBH
WRAPOLOGY LTD (T/A WRAPOLOGY)

ANNEXES – SOME OF THE LUXE PACK MONACO 2012 SPEAKERS

Conference on Wednesday October 24th, 10.00am



Christelle LAVAURE - PAPILLON -

For 25 years, Papillon Ribbon & Bow weaves, prints and shapes textile ribbons and ornaments for the North American, European and Asian markets. Christelle Lavaure created the French subsidiary in 2001, and has developed and installed the Papillon Ribbon & Bow offer among great names of lingerie, perfume, cosmetics and spirits: group LVMH, L'Oreal, Shiseido, Chantelle, Aubade ... Carrying a unique vision in the world of luxury packaging, she wants to bring innovation and creativity to serve the brands, their identity and difference, and just started thinking strategically with partners and key players in the sector.



Marine FORLINI-CROUZET - LES BELLES CHOSES is creative marketing consulting and brand development manager. Trained to brand marketing (MBA in Brand Management), it is within Raison Pure Design Group in Paris where she was Deputy Managing Director until 2009, that she forged 15 years of expertise in brand identity for the big names in the food industry, cosmetics and luxury goods in France and abroad (Nestle, Unilever, Pernod-Ricard, Martell Mumm Perrier-Jouët, Kanebo ...) and strategic management of creative projects.

In 2010, she created “Les Belles Choses” (the Beautiful Things) - Strategic & Creative Management - with the ambition to bring the creative strategy at the heart of brands discussions. Brands, offers or venues concepts, aesthetic and brand style, art and identity direction... Marine Forlini-Crouzet seeks to restore the keys of inspiration and direction to marketing developments, to advise and design, accurately and culture of fine workmanship.

Conference on Wednesday October, 24th, 3.00pm



Alexandre MURAT - ADAMENCE.COM
Founding President



Round table on Wednesday October 24th, 4.00pm

Cécile LOCHARD, CITIZEN LUXURY / Luxury & sustainable Development and Philantropy consulting agency

Having served as Chief Marketing Officer of a HSBC subsidiary, specialized in Asset Management and Socially Responsible Investment, Cecile Lochard joined for 7 years WWF France General Management, the first environmental organization in the world: she has been responsible for strategic partnerships with companies and then

Philanthropy and Major Private Donors Manager.
In 2010 she created Citizen Luxury, consulting structure in philanthropy and responsible luxury. She co-authored with Alexandre Murat the first book in France on "Luxury and sustainable development: the new alliance" released in late 2011.
Meanwhile, she was appointed General Delegate of the Humus Fund for Biodiversity, private philanthropic initiative that works with NGOs.
Cecile Lochard leads and participates in the curriculum of courses and conferences on responsible luxury and is a member of numerous boards including ethics committees of JEM (the first jewelery house ethics) and 1618 (Exhibition of luxury and sustainable development).



⩤**Michel DUPUIS**, Senior V.P. Purchasing & Package Development CHANEL PARFUMS BEAUTE



Sylvain LAMBERT, Price Water House Cooper, ➢
Partner in charge of PwC's Sustainable Development Department. After beginning his career in financial auditing, Sylvain founded in 1994 with an associate, one of the leading consultancy in sustainable development in Europe. He has developed audit methodologies in the field and he quickly assisted many groups in their strategic thinking on the subject. For over 10 years, he has advised on these issues numerous companies, of which many are in the luxury sector. Sylvain graduated from the Faculty of Economic Sciences, Grenoble and ESCP.



⩤**Alice AUDOIN**, Sustainable Development Manager HAVAS Média
Specialist in "sustainable development"
-responsible for the sustainable development of Havas Media France
-author of the novel "Ecolocash" and "the responsible communication" (Eyrolles)
-co-founder and president of the association COAL on contemporary art and sustainable development (www.projetcoal.org)
-associate lecturer at the University of Cergy-Pontoise, "Communication and the Environment"

Sandrine SOMMER, Sustainable Development Manager GUERLAIN



Round table on Thursday October 25th, 11.00am



Isabella CAVALCANTI WANDERLEY, Marketing Director
O' BOTICARIO

Valeria GROSSMANN, General Manager CENT DEGRES Brazil



Conference on Thursday October 25th, 1.30pm



Régine CHARVET-PELLO, Director - Agence RCP (Design and communication, creative strategy consultancy agency) and Co-Founder of CERTESENS

Round table Thursday October 25th, 2.30pm



MARC ROSEN - Internationally acclaimed designer, Marc Rosen, is known for his award winning fragrance, cosmetic, and fashion packaging. As creative entrepreneur, he has developed two other unique businesses over the past decade; ACCESSmr and Pret-a-Porter. His foresight has established him as a leader in the fields of design, manufacturing, marketing and public relations.
As further indication of the breadth of his experience, Mr. Rosen writes a monthly column (On Design) for the influential trade magazine, Beauty fashion. He is a Professor (Package Design Workshop) at Pratt Institute Graduate school, where in 1990 they presented him with the prestigious "Excellence by Design" award and established a scholarship in his name for young designers.

Conference on Friday October 26th, 1.30pm



CEDRIC RAGOT, designer

Graduated from ENSCI-Les Ateliers in Paris in 1999, Cedric Ragot creates his design studio in 2002. Deliberately eclectic, he has a transverse view on the industrial design practice and invests himself in different activities: from cosmetics to consumer electronics, from tableware to sports equipment, furniture to appliances. (Cappellini , Rosenthal, Panasonic, Roche Bobois, Alcatel, Swarovski, Schott, Paco Rabanne, Krups, Lacie, Azzaro, Häagen-Dazs)
Combining creative imagination and industrial reality, he always associates with the functional aspect of an object a strong proposal in concept and image.
Thus, many of his creations have been awarded: a Good Design Award in 2007 for the vase with Fast Rosenthal; a Wallpaper * Design Awards in 2008 for Butler pedestal with Roche Bobois, a red dot design award in 2009 for the LaCie Flat Cables and a red dot design award in 2012 for the 5000 3Mix Mixer, iconic product of Krups.

On the other hand, some of his creations are part of the collection of the National Fund of Contemporary Art and are exhibited in Paris, Hanover, Vienna, New York, Milan.

Conference on Friday October 26th at 2.30pm



Ivan COSTE-MANIERE, He holds a PhD in chemistry, Ivan Coste-Way has extensive experience in the luxury world. Creator of several companies in various fields. Director and professor of marketing in this area, he is also Director of the MSc Luxury and Fashion Management SKEMA.



Jonas HOFFMANN, Ph.D. in Marketing, Jonas Hoffmann is an associate professor in this field to SKEMA. Consultant, he has written numerous articles on innovation, the luxury industry and more widely in the field of marketing.



Christophe PRADERE - BETC DESIGN - After studying international marketing and a design degree, Christophe Pradère joins prestigious packaging design agencies where he developed retail business and consulting. At the end of 2000, he creates a global design entity on the innovative industries market that he integrates at the heart of BETC Euro RSCG to create BETC Design agency. Focusing his activities on innovative and creative industries, he develops his brand experience through a holistic approach that combines the social sciences and a global creative strategy. By drawing on all the different specialisms of the design industry, he focuses his reflection through the brand rituals (products / services / places).
