

PRESS RELEASE

Conference Program Unveiled -

New Partnership sees ADF&PCD New York 2018 Host Pentawards Sessions

ADF&PCD New York 2018, which takes place September 5 & 6 at the Altman Building & Metropolitan Pavilion and is North and South America's only dedicated event for the aerosol, dispensing, perfume and cosmetics packaging and design community, is partnering with the Pentawards to host special sessions as part of its two free-to-attend conferences.

The Pentawards conference sessions, which have been revealed today will be part of the event's PCD program and will be delivered by past winners of the prestigious, world-famous packaging design awards.

"The speakers are packaging icons! Global award-winning designers...industry disruptors," says Alli McEntyre-Gaharan, Event Director of the ADF&PCD Portfolio. "This will be an incredible opportunity for brand managers and packaging designers to learn from the world's most creative, influential and successful packaging designers, people who are at the absolute top of their game."

The Pentawards talks include Mark van Iterson, Heineken's Global Design Director covering 'packaging trends - what now, what's new and what's next?' and PepsiCo's Matthieu Aquino, Vice President, Global Beverage Design & Brand Experience who's exploring 'cross-industry innovation.' The stellar line up of talks and panel discussions will also include ForceMAJEURE's founder Laurent Hainault, Jonathan Ford, founding partner and CEO of Pearlfisher and Sam O'Donahue, owner and Creative Director of Established.

The PCD element of the PCD/Pentawards conference spans some of the biggest issues preoccupying brands - tech, eco and millennials. A workshop with Marianne Rosner Klimchuk and Sandra A. Krasovec from the Fashion Institute of Technology, will explore how products and brands can connect with people more intelligently. In a session entitled 'Growing Green' Christophe Pradere, CEO, and founder of BETC Design will consider how eco packaging can drive sales among millennials.

Marisol Simard of Dandelion will examine whether tech is fueling a packaging design renaissance before Deanna Ustroke, senior correspondent at Cosmetics Design considers 'beauty's mini-revolution' - the big business to be had from tiny packaging.

The Aerosol & Dispensing Conference is focusing on market trends, latest aerosol innovations, and eco-design. As part of the sustainability content, Jason Galley, Director of Global Innovation and Business Development at Ball Aerocan, will discuss the benefits of using metal as an alternative to plastic, and its track-record as a replacement. While Adam Gendell, Associate Director at Sustainable Packaging Coalition, will touch upon industry trends, regulatory changes and the hottest new sustainability developments from the packaging sector.

One of these new packaging developments is Minimist. Brad Barron, Executive Vice President - Business Development and Operations at Alternative Packaging Solutions (APS) will outline this non-aerosol, propellant-free dispensing system which has a self-pressurizing mechanical engine.

Away from sustainability, Scott Carpenter, Vice President of Marketing and Partner Innovation at Formulated Solutions, will be talking about 'pressurized packaging, beyond sprays' - the new packaging technologies, formulation, and processing techniques that are broadening what is possible for the world of aerosol.

Antal Gyorgy Almásy, Chemical Engineer and R&D Director at AeroService are presenting NanoSalt Aerosol, a dispenser system for optimized delivery of nanoparticles. Designed for a health application - to drastically reduce sodium in the human diet - it allows the user to apply table salt in nanometric form without impacting on taste.

Digital technology is another source of innovation within the packaging sector as Ofer Nir, Vice President of Marketing & Business Development at Velox will demonstrate. Ofer will talk about 'unleashing the power of digital decoration for mass production' through Velox's digital direct-to-shape decoration solution.

Looking at wider market trends, Stephen Caldeira, President & CEO at Household & Commercial Products Association, will consider the legislative and regulatory priorities both now, in a mid-term election year, and beyond. Stephen will look at how a potential change in Congressional leadership could lead to a divided government and what this could mean for show attendees.

For further information, about the PCD/Pentawards and Aerosol & Dispensing Forum programs visit the website or contact the show team on +44 (0)20 3196 4425 and balwinder.tank@easyfairs.com