

Paris Packaging Week reinforces its position as the leading packaging innovation event as visitor numbers rise 30%

ADF, PCD, PLD and Packaging Première, part of Paris Packaging Week, has reinforced its position as the world's leading packaging event in beauty, luxury, drinks and aerosol innovation after its doors closed on 26 January. For the first time, **this international event**, organised by Easyfairs, brought together not three, but **four major packaging innovation exhibitions**: PCD for beauty products, PLD for premium drinks, ADF for aerosols and dispensing systems, and the new Packaging Première for luxury products. This key event in the packaging calendar attracted **12,747 participants over two days, including a record 8,988 visitors, an increase of 30% compared to the June 2022 and January 2020 editions, representing more than 2,500 brands and design agencies**. All attended to find inspiration, network or showcase their latest innovations, positioning Paris Packaging Week as a leader in its sector.

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We are extremely happy with the results of this edition, which returned to its traditional January timeslot after two years disrupted by the pandemic. Once again, the four shows at Paris Packaging Week have proved themselves to be the key events for packaging suppliers and the brands that call on them. The number of visitors exceeded all expectations and the arrival of Packaging Première, dedicated to the luxury industry, has created new interest from big names that had not yet come to this event. Between the exhibitors, the Talks and the Awards, Paris Packaging Week brought packaging innovation to life in its aisles, giving a true vision of the future of packaging in the aerosol, beauty, luxury and drinks markets.



says
Josh Brooks,
Marketing Director
of Paris Packaging
Week.


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Paris, the capital of packaging

More than 2,500 brands, including the biggest names such as LVMH, L'Oréal, Chanel, Gucci, Unilever, Estée Lauder, Pernod Ricard, Diageo, Rémy Cointreau and many others sent teams (purchasing, design, innovation, marketing, packaging, etc.) to **attend Paris Packaging Week**. Their goal: to identify future partners among the exhibitors; to be inspired by the winners of the Innovation Awards; discover the latest innovations in the field of primary and secondary packaging; to learn about and discuss the many talks organised during the two days of the event.



For its 2023 edition, **Paris Packaging Week brought together four major events**, including, for the very first time in the capital, Packaging Première, dedicated to packaging in the world of luxury goods, fine foods, accessories, jewellery and fashion. This launch attracted suppliers and major brands that had not previously attended the event, while the three other events repeated their successes of previous years:



PCD
THE FUTURE OF PERFUME
COSMETICS & PERSONAL
CARE PACKAGING

PCD,
the world's leading
packaging innovation
event for perfumes,
cosmetics and
personal care
products.



PLD
THE FUTURE OF
PREMIUM DRINKS
PACKAGING

PLD,
the must-attend
show for packaging
innovation in
premium drinks.



ADF
THE FUTURE OF
AEROSOL & DISPENSING
PACKAGING

ADF,
the only event
dedicated to
innovation
in aerosols and
dispensing systems.



**PACKAGING
PREMIÈRE**
THE FUTURE OF
LUXURY
PACKAGING

Packaging Première,
the Parisian show
dedicated to the
packaging of luxury
goods.

ADF also benefited from a **unique partnership with FEA, the European Aerosol Federation**, which brings together 28 national aerosol associations around the world. The combination of the FEA's biennial Global Aerosol Events show with ADF brought a new impact and attractiveness to the show.



The event creating the future of the sector

Much more than a show, **Paris Packaging Week is above all a space for innovation.**

Among its key events, the **ADF, PCD and PLD Innovation Awards were once again a highlight.** Embodying the exceptional skills and talents of brands and manufacturers, the **27 winners of the 2023 competitions** were unveiled at well-attended ceremonies. Their innovations, as well as those of all 55 finalists, were showcased in the Innovations Awards Gallery.

The winners of the Awards from the three juries were:

ADF Innovation Awards

- Biore U The Body - **Kao**
- Paco Rabanne Fame Deodorant - **Envases Group and PUIG**
- Refillable Bag-on-Valve - **Coster Group**
- Foil2Can - **TUBEX and Isimat GmbH Siebdruckmaschinen**
- Eco Dropper - **Yonwoo**
- CG-HP40 Multigun - **Novatech and Altachem and Lindal Group**

PCD Innovation Awards

- Armani Code Le Parfum - **L'Oréal**
- L'Eau D'Issey Pour Homme - **Eau&Cèdre - Shisiedo and Quadpack**
- Paco Rabanne Fame - **PUIG**
- Dries Van Noten - **PUIG**
- Les Exclusifs Coffret d'Exception Extrait Sycomore - **Chanel Parfums Beauté**
- MAC Holiday 2022 Advent Calendar - **The Estée Lauder Companies and Knoll Packaging**
- Mascara Noir Allure - **Chanel Parfums Beauté**
- Rouge Allure Extrait Lipstick - **Chanel Parfums Beauté**
- Elgydium Bio - **Pierre Fabre**
- Dispenser With Ultralight Sustainable Ecorefill - **L'Occitane En Provence**
- Future Fully Recyclable and Mono-Material Pump - **Dermalogica and Aptar Beauty + Home**
- N°1 De Chanel Crème Revitalisante - **Chanel Parfums Beauté**

PLD Innovation Awards

- Degustation Kit Perrier-Jouët - **Pernod Ricard**
- Havana Club 7 Años x Burna Boy Limited VIP Edition - **Havana Club, Pernod Ricard**
- Découverte Perpétuelle, Distillerie Piron - **Maison Linéa**
- Single Malt Whisky Loyal Bandit, Draup Spirits - **Maison Linéa**
- Noblige - **Martell, Pernod Ricard**
- Etui Crayères Dom Ruinart - **Dom Ruinart, Pusterla 1880 and James Cropper**
- Alfred & Joe - **Edmond de Rothschild and SAS Bemad**
- Veuve Clicquot Ice Jacket - **Veuve Clicquot and ATS**
- Dom Pérignon x Lady Gaga End of Year Edition - **Dom Pérignon and Pusterla 1880**
- XO End of Year 22-23 Edition - **Rémy Martin, Groupe Rémy Cointreau and Hucais Packing Arts Europe**



Discover the full results of the
Innovations Awards at :

<https://www.parispackagingweek.com/en/awards/>



Celebrating the new generation of designers

Paris Packaging Week 2023 was also an opportunity to promote the new generation of designers through two student innovation competitions. **First was the 7th edition of an annual competition**, conducted in partnership with ESEPAC and ESP. Young packaging and marketing students were challenged with a brief prepared by The Estée Lauder Companies on the theme: «**How to create unique consumer experiences for fragrances and make-up, highlighting craftsmanship for luxury consumers**».

A further challenge, this time with packaging students from ESIREIMS, **questioned the design of the secondary packaging of the «Liquid Matte» lipstick and the primary packaging of the perfume «Kayali», from Huda Beauty**. Here too, the students showed ingenuity and creativity to reinvent these containers in the light of major environmental issues.

For more information on the projects, visit <https://www.parispackagingweek.com/en/awards/>



Visitors were also inspired by **packaging design** by visiting the Pentawards gallery, which brings together the best of design in this field, with a presentation of the creations of their 2023 winners, selected from among the most impactful designs across the world.



More than 100 speakers at inspiring talks

To keep the debate alive in its aisles, Paris Packaging Week has increased the number of events, including its talks theatres.

More than 100 influential speakers, including world-renowned experts, offered high-quality technical and inspirational content to visitors.

This year's key topics included: the latest developments in packaging sustainability; solving supply issues in the inflationary environment; integrating inclusivity and diversity in packaging design; and artificial intelligence and its role in design. Regulatory issues around plastics and single-use packaging were also explored.



The event covered all current and future-oriented issues in the beauty, luxury, drinks and aerosol industries.

To continue the debates, visitors were able to meet in the many networking areas the show, making **Paris Packaging Week a real forum for the exchange of ideas.**

Finally, with sustainable packaging at the heart of brands concerns, **the Eco-Tours** were very popular, **allowing brands and suppliers to connect and create the products that will shape the future.**

The next Paris Packaging Week, already eagerly awaited by participants and visitors, will take place on 17 and 18 January 2024 at Paris Expo Porte de Versailles.

About Easyfairs

Easyfairs organises and hosts events, bringing communities together to visit the future.

We currently organise 200 face-to-face events in 14 countries (Algeria, Belgium, Denmark, Finland, France, Germany, Italy, the Netherlands, Norway, Portugal, Spain, Sweden, Switzerland and the United Kingdom) and manage eight event venues in Belgium, the Netherlands and Sweden (Antwerp, Ghent, Mechelen-Brussels North, Namur, Gorinchem, Hardenberg, Malmö and Stockholm).

We are passionate about "easifying" the life of our customers and increasing the return on investment and return on time for professional communities through our all-in formulas, advanced technology and customer-centric approach. Our digital features and initiatives provide these communities with excellent opportunities to network effectively and do business throughout the year.

The Easyfairs Group employs 700 highly committed talents, deploys the best marketing and technology tools, and develops brands with a strong appeal to our stakeholder communities.

For the fourth year running, Deloitte conferred "Best Managed Company" status on Easyfairs in 2022. In 2018 Easyfairs was named Belgium's "Entrepreneur of the Year®" and a "Great Place to Work".

Easyfairs is proud to be one of the top 20 world's exhibition organisers, according to the AMR annual ranking.

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