



Luxe Pack in Green Prize: Who will be rewarded this year?

LUXE PACK MONACO 2011, the world's reference exhibition dedicated to luxury packaging solutions effectively supports luxury brands in their search for solutions to reduce environmental impact. Thus, the exhibition offers its visitors, Luxe Pack in green displays and Prize.

Luxury brands are aware of sustainable development and eco-design. As proof, some groups have pushed aside their organization chart to integrate a sustainable development Department. Besides, the legislator is accelerating his work in this direction. Environmental issues are now at the heart of luxury brands concerns.

Luxe Pack in Green Showcases

The "LUXE PACK IN GREEN" exhibition space, which encountered significant success in the past years, proved that luxury brand stakeholders are becoming increasingly interested in developing and embracing sustainable solutions.

LUXE PACK MONACO will renew its exhibition that unveils new products or applications that were compliant with environmental standards and were classified according to the material being used. This exhibition showed how committed the exhibitors participating in the LUXE PACK MONACO event are in terms of developing sustainable solutions.

A charter is submitted to exhibitors, on the selection criteria and certificates and information to be transmitted.

The Luxe Pack in Green Award

LUXE PACK MONACO 2011 is extending this experience by granting a "Luxe Pack in Green Award" for the 2nd time.

The prize will be awarded to the best innovative solution presented by exhibitors. Packaging being presented should incorporate one or more sustainable development criteria, in accordance with a charter defining these selection criteria.

The award ceremony in Green Luxe Pack 2011 is scheduled on **Wednesday, October 19 at 5.30pm**, on the Innovation Forum space in Atrium, in the presence of the jury.

The Luxe Pack in Green Trophy

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



Mr. Rémi PARDOUX founder of ALLIAGE agency, in partnership with AB3, Mr. Joel Bidault (j.bidault@AB3-maquettes.fr) will be present to give the winner the trophy created and directed by them.

LUXEPACK in green

The 2011 Luxe Pack in Green 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

Elizabeth LAVILLE, founder of UTOPIES,
consulting agency on sustainable development



M. Christian LAFAGE, Sustainable Development Remy Cointreau Group

"THE COSMETICS



Laurence WITTNER, journalist, founder of
OBSERVER"



Luciana GUIDOTTI, Co-Director Italia Imballaggio Magazine



INTERVIEW Michel FONTAINE, President French Packaging Council (CNE) and 2011 Luxe Pack in green jury member.

LPMC: Why did you agree to sit on the 2011 jury Luxe Pack in Green:

MF: I agreed to take part in the jury for two reasons:

First by my previous job at L'Oréal: luxury has to be exemplary in terms of sustainable development and this initiative of Luxe Pack to highlight the innovations of the industry to reduce the environmental impact of packaging is for me, very important.

Then, from my responsibility within the CNE, all initiatives to improve the package and the image must be identified and recognized.

Moreover, I invite the industrials that will candidate to that award to take major initiatives, to be creative and innovative, because time has gone to propose solutions. Sustainable development and respect for the environment are no longer fashionable.

LPMC: What is your vision of luxury and eco-design?

MF: they are two completely compatible and luxury has a key role to play. He pulls up in terms of aesthetics and quality, it can and must make significant advances in the field of eco-design.

LPMC: What are the CNE missions and objectives in this area?

MF: The objective of CNE is to ensure that the packaging throughout its value chain is improved. All initiatives of environmental protection and sustainable development are welcomed. The CNE is anything that promotes prevention. And luxury can join. For example, when you think of super luxury products that would not be discarded because reused or refilled.

LPMC: What is LUXE PACK MONACO for you?

MF: LUXE PACK MONACO is a major event that has a long tradition of valuing the package. So he mobilized all stakeholders (designers, users, manufacturers) who find pleasure every year in this highly symbolic luxury place.

LUXE PACK MONACO has a rightful place in the luxury goods packaging sector.