

# LUXE PACK in green

Special Press release  
Monaco, October 28<sup>th</sup> 2010

Luxe Pack Monaco 2010: Luxe Pack in Green award 2010 won by Ecolution  
by PROMENS

## **The Luxe Pack in green award went to Ecolution by Promens on Wednesday 20 October, in the context of the Luxe Pack Monaco fair 2010.**

The Luxe Pack in green jury received more than 40 particularly convincing applications and unanimously voted for Ecolution by Promens, leading ecological airless distribution system.

This system is based on the AirFree technology developed by Promens, which holds the patent. Ecolution combines all the benefits of airless products – particularly the protection of the formula – and ecology: reduced number of pump components, possible use of recycled plastic for the bottle, a 100% plastic (no use of metal or glass) and therefore 100% recyclable system.



The jury initially pre-selected 5 entries:

- Ecolution by Promens;
- The PCR tube by Alcan Packaging Beauty
- Elle-Moi-Lui by SGD and partners
- Fiberform by the Verpack group
- Shiro Alga Carta by Favini

During the final discussions at the fair itself on 20 October, jury members awarded Luxe Pack in green 2010 to Ecolution by Promens.

The jury also wished to reward another project with a special mention: the Shiro Alga Carta range by Favini, for its remarkable contribution to sustainable development.

The trophy, created and produced by ALNOOR, was awarded by the designer to Isabelle Orhan, director of Business Development, Innovation & Marketing Director, and Pascal Hennemann, Director of Innovation at Promens, in the presence of members of the jury.

Isabelle Orhan and Pascal Henneman of Promens



The jury members' are:

Michel FONTAINE, President CNE (French Packaging Council)

Catherine O'MENY, editor in chief abc-luxe.com

Elizabeth PASTORE-REISS, Managing director Ethicity

Alexandre CAPELLI, sustainable development Engineer LVMH

Stefano LAVORINI, General Manager ITALIA IMBALLAGGIO



The 2010 Luxe Pack in Green jury

For more information on Ecolution, consult the documents enclosed and contact PROMENS: Celine Guerreiro, Communications Manager [celine.guerreiro@promens.com]

*IDICE organises professional events and fairs: Luxe Pack Monaco, Luxe Pack New York, Luxe Pack Shanghai, Pack & Gift and FIP solution plastique.*

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