

For immediate release – May 24, 2001

AEROSOL INDUSTRY ANNOUNCES ITS PREMIER AWARD FOR 2001

Schwarzkopf Australia was the winner of the Australasian Aerosol Industry's 2001 'Premier Award' for their 'FA' 24hr anti-perspirant deodorant aerosol.

The industry's Premier Award recognises a company which does something new and different with an aerosol product.

The unique spray-through actuator of the 'FA' 24hr anti-perspirant deodorant, with its locking on-off feature preserves 'FA's exotic fragrances; and its strong visual impact is achieved by combining a matt finish and vibrant colours.

"This unique combination of features has delivered an outstanding shelf presence, highlighting consumer benefits and a high brand awareness," said Lindsay Showyin, President of the Aerosol Industry of Australia when presenting the Award.

"The result is an exciting new product which sets new standards in functionality and packaging design and which has generated category growth," he added.

Background

This Award was announced at the Australasian Aerosol Industry Awards, which were held at the Wentworth Hotel on May 23, 2001.

The aim of the Awards, which were established in 1994, is to celebrate the aerosol package by recognising achievements in areas such as aerosol recycling, technical innovation, marketing excellence and export.

Issued through: Lanham Public Relations
17 Sturt Street, Frenchs Forest NSW 2086.
Media Contact: Maggie Lanham Ph 02 9975 7569