

PRESS RELEASE – 2005 AUSTRALASIAN AEROSOL INDUSTRY AWARDS

SYDNEY – MAY 2005

1. Award to an Individual or Organisation for their Contribution to the Industry

Sponsor: Impact Manufacturing

Winner: MGK Asia Pacific

The Award goes to MGK Asia Pacific, a wholly-owned subsidiary of the McLaughlin Gormley King Company of the USA, and recognises their outstanding commitment to the aerosol industry and to the household insecticide and home garden sector in general.

This commitment was demonstrated by the lack of hesitation with which they brought their technical expert John Bergman out to Australia at extremely short notice to advise industry and meet the regulator on the issue of pyrethrum analysis.

In sharing their expertise as the acknowledged world expert on this issue they were able to educate industry and the regulator and thus assist the Association's lobbying efforts.

2. Award for Best Support of Aerosol Can Recycling

Sponsor: The Steel Can Recycling Council Inc.

Winner: Baulkham Hills Shire Council

The Award goes to Baulkham Hills Shire Council in Sydney.

Through innovative initiatives such as a six week bus shelter advertising campaign, the Council has highlighted the recyclability of steel cans in general and aerosols in particular.

Prior to the campaign, a bin analysis revealed an aerosol recycling rate of around 20 percent.

After the campaign, this had risen to 30 percent - a strong testament to the important role of public awareness in encouraging people to recycle their empty aerosols.

3. Award for Environmental Achievement and Sustainability

Sponsor: Schawk Australia

Winner: PR Polymers for Kool Kap®

A self-inflating bag used in bore holes to provide a 'deck' for loading explosives, the Kool Kap® product uses a patented process of dissolving Dimethyl Ether ('DME') in an aqueous solution.

Combined with a unique and patented actuator cap, the result is a gas bag with unparalleled performance and with real environmental and safety advantages over alternative technologies.

4. Award for Export or Local Market Development

Sponsor: Precision Valve Australia

Winner: ModelCo

The Award goes to ModelCo whose products are wowing the fashion conscious in the US, UK, France and Japan and stocked by cult boutique department stores in London, Paris and Dubai.

Recently picked up by the prestigious Victoria's Secret catalogue and shops in the US, the company is an inspiration to Australian exporters and a testament to the enthusiasm, vision and drive of founder Shelly Barrett.

5. Award for Most Innovative Strategy for Marketing Aerosols

Sponsor: Amcor Aerosols

Winner: ModelCo

Starting out with tan and shimmer sprays, ModelCo have gone on to develop and launch new and innovative products utilising the aerosol package including moisturising and foot cooling sprays which are making a distinctive mark on the beauty scene and proving that

locally developed and made aerosols can - in the hands of a skilful marketer - play an integral role in developing a premium cosmetics brand.

Combining strong brand identity with cross promotions, sampling, use of the international fashion press and celebrity endorsements by stars like Sarah Jessica-Parker, Sophie Dahl and Kate Moss, the company has witnessed turnover growth of over 200 percent - all while making aerosols hip.

6. Award For Creativity and Innovation - Manufacturing Processes

Sponsor: NCI Packaging

Winner: SC Johnson

The Award acknowledges SC Johnson's pioneering implementation of new aerosol labelling technology in Australasia.

This new technology provides the ability to meet fast changing consumer and regulatory needs while also introducing major savings in the supply chain and a reduction in inventory costs.

All while delivering a sharpness, clarity and 'luminescence' not seen in traditional printed cans.

7. Award for Innovation in Design - Steel

Sponsor: BlueScope Steel

Winner: Sara Lee for the Ambi-Pur range of air fresheners

In 2004 Sara-Lee re-launched its airfreshener range with distinctive new graphics and a unique fragrance indicator created by APR Design.

This innovative concept assists the consumer in making their buying choice - using understated graphics to classify the fragrances into four distinct categories: 'Active', 'Natural', 'Vital' and 'Soft Floral'.

The range has been further enhanced by a new spray through actuator designed and manufactured by Toolcraft in Bayswater, Victoria.

8. Award for Innovation in Design - Aluminium

Sponsor: Alcan Primary Metal

Winner: Pharm-a-care Laboratories for the 'Norsca' anti-perspirant range

The Award goes to Pham-a-care Laboratories for the Norsca range of anti-perspirants.

Having acquired the brand in March 2004, the company gave it a fresh new look while still remaining true to the original brand associations with Scandinavia and freshness.

Since launching the new look product in August 2004, the strong graphics and upmarket finish of the aerosol have helped raise its share of the anti-perspirant category by 43 percent.

9. Award to the Winner of the 'ImagineAerosol' Ideas Contest

Presented by Shigeoki Togo, President of Daizo Corporation

Winner: petapak for the PET Aerosol

The result of over five years trials and testing, the 'petapak' PET aerosol uses a unique neck design and patented collar ring which allows the use of normal PET material while still delivering neck integrity.

The result is a PET aerosol which requires no modifications to crimping equipment and the use of standard aerosol valves.

10. 'The Premier Award'

Presented by Lindsay Showyin for the two associations

Winner: ModelCo 'Skin Drink Airbrush Moisturiser'

This Award is aimed at encouraging innovation and technical excellence by recognising those marketers and fillers who do

something new and different with the aerosol and thus introduce new markets and new consumers to the aerosol.

From a strong field of contenders this product stood out for encapsulating the values which the Award seeks to acknowledge:

Launched in January 2005, the super fine moisturising spray combines

- Strong aesthetic appeal and powerful graphics;
- An innovative product which recognises the unique benefits of the aerosol package and takes it into new markets (in this case moisturisers); and
- Excellence in positioning the product in the market and thus ensuring a premium position for it.