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AEROSOL INDUSTRY SHOWCASED AS 2001 AWARDS ANNOUNCED

The Aerosol Industry was on show as its 2001 Awards were announced at the Wentworth Hotel, Sydney on May 23, 2001.

The Aerosol Associations of Australia and New Zealand combine to recognise excellence in all areas of the aerosol product through a variety of awards.

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.

Schwarzkopf Australia was a major winner picking up the 2001 Aerosol Industry's 'Premier Award' as well as the 'Best Marketing for Aerosols' Award for the launch of their "FA" 24hr anti-perspirant deodorant aerosol in May 2000.

The unique spray-through actuator of the Fa anti-perspirant deodorant, with its locking on-off feature preserves Fa's exotic fragrances and sets new standards in functionality and packaging design.

Schwarzkopf used the combination of innovative pack design, premium pricing, a strong television and radio marketing campaign and an extensive sampling campaign at train and bus stations to raise brand awareness. As a result of this strategy the product achieved number three position in the market only two months after launch.

Tatua Foods of New Zealand was also a major winner – picking up the the 'Award for Creativity and Innovation' for their Butter Oil Mist™ product and also the 'Award for Export Achievement'.

Butter Oil Mist™ is a product which allows butter to be sprayed from an aerosol can, was launched in New Zealand in late 2000, and is the result of extensive R&D which utilises butter fractionation technology originally developed for spreadable butter.

Standards Australia won the 'Award to an Agency for their contribution to the Aerosol Industry' for their support in the publication of AS2278:2000, the revised Standard for the aerosol industry. This revised Standard is compatible with the European Union's Aerosol Directive and is an important step in facilitating exports.

SC Johnson picked up the Award for Visual Impact of an aerosol product. When presenting the Award, Tony Stamp of BHP Packaging Products said that the "product illustrated tinplate's strengths in terms of high quality printing and strong vivid graphics – and is an excellent example of how the design and visual impact of the aerosol product can attract the interest of today's consumers."

Visy Recycling were rewarded for their consistent efforts to promote aerosol recycling to the community. "Through their quality displays at shopping centres and festivals, their educational material for householders and their website, Visy have taken a strong and committed approach to promoting the recycling of steel cans, including aerosols," said Mike Vendy, Chair of the Steel Can Recycling Council, who presented the Award.

President of the Aerosol Association of Australia, Lindsay Showyin, congratulated the winners and said that "they were the frontrunners of the new and exciting aerosol products and strategies that will come through in the new millennium".

For further information please contact Philip Fleming on 02 9633 9011 or 0414 902 821.

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