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Launch of 2011 Aerosol Industry Awards.../

AEROSOL INDUSTRY RECOGNISES EXCELLENCE AND ACHIEVEMENT

The Aerosol Association of Australia has just launched the 8th Aerosol Industry Awards designed to celebrate excellence and achievement in the Australasian aerosol industry.

The entry form can be downloaded from www.aerosol.com.au, and the closing date is 14 February 2011.

The Awards will be presented at a Gala Dinner on 9 March 2011 at Doltone House, on Darling Island Wharf on the Sydney Harbour foreshore. Over 250 chief and senior executives from the leading aerosol, packaging and FMCG companies in Australasia and the wider Asian region will attend the Awards dinner. Dinner tickets cost \$170 plus GST and are available from the Association.

Association Executive Director, Philip Fleming says, "the Awards represent a unique opportunity to celebrate the aerosol package and the innovation and customer focus that have been critical to its consumer acceptance." He added: "The Awards have great prestige value and past winners have gained considerable recognition."

The prestigious Premier Award at the last Awards in 2008 went to Unilever Australasia for its new look 'Lynx' body spray and anti-perspirant (pictured).

The industry is competing for five coveted awards:

1. Award for Environmental Achievement and Sustainability.

This Award will be presented to a company that has demonstrated commitment to reducing the environmental impact of its products and/or processes. It is open to aerosol fillers, marketers and suppliers to the sector.

2. Award for Innovation – Product or Processes.

This Award recognises the achievement of companies who demonstrate innovation in their approach to manufacturing or systems technology and apply it to their aerosol products or manufacturing and distribution processes.

3. Award for Excellence in Aesthetics.

This Award recognises those achievements in aerosol package design and decoration that increase the appeal of the product to the consumer, such as the innovative use of colour, form (including actuator/overcap design), graphic design and/or printing processes.

4. Award for Corporate Social Responsibility.

This new category aims to recognise and encourage companies showing leadership in developing positive links with the wider community in which they operate, and in responding to community priorities.

5. Aerosol Product of the Year ('The Premier Award').

All product entries in the above categories are automatically entered in this category, but direct entries are also welcomed. The award will recognise a 'stand-out' product that champions the potential and appeal of the aerosol package.

For more information about the Awards, contact Philip Fleming on 02 9633 9011 or info@aerosol.com.au, or you can find more information, including the entry form and ticket reservation form, at www.aerosol.com.au.



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