



Editorial written by Gilles Baudin, CFA President



"Aerosols : the barycentre is shifting"

The recent Aerosols Congress in Madrid, successfully organised by our Spanish counterparts on behalf of the European Aerosols Federation, of which the CFA is a member, confirmed both its attractiveness beyond our borders and the speed with which the aerosols

industry and consumption are developing around the world.

This finding springs not only from the strong physical presence of non-European exhibitors and visitors but also from the sharing of information and experience among representatives of aerosol associations from every region of the world within the ILC (International Liaison Committee) which met the day after the Congress.

By way of example, the case of Latin America is enlightening: aerosol manufacturing has increased by 45% in the last two years, amounting to nearly 2 billion units, buoyed by local annual consumption of nearly 5 aerosols/inhabitant in Brazil and 12 aerosols/inhabitant in Argentina! In addition to this growth, ambitious product innovation projects are being implemented, like aerosol packaged salt nanoparticles, which are potentially highly beneficial for human health, enhancing taste while reducing salt consumption, reminding us that aerosols are exceptional products with many attributes as yet to be explored.

There is also clear agreement on the main principles of our profession, such as consumer safety, the prevention of industrial risks, clear product communication and the fight against counterfeit. The world of aerosols is necessarily moving towards more local production, closer to consumer markets; this development should open up interesting prospects for our brands, in terms of defending product quality, and for our industrial know-how, in terms of responsibly and fairly upholding the rules and good practices that apply to all in order to preserve healthy competition.

The first World Aerosols Congress will be held next year in Argentina, which quickly became the 5th largest aerosol producer in the world. Let us take the opportunity of the next **Aerosols and Dispensing Forum in Paris on the 5th and 6th February 2014** to show the world the full extent of our know-how!

The European consumer's perception of aeros



Several studies were presented at the last FEA (European Aerosol Federation) congress held in Madrid. One struck us in particular, as it followed up a study conducted by the CFA in 2007 : the European consumer's perception of aerosols *. 600 consumers in 4 European countries (France, Germany, Spain and the United Kingdom) were questioned on the Internet and social media.

The conclusions are as follows :

European consumers are satisfied with aerosol packaging; nearly 7 out of 10 have a positive opinion.

Aerosol packaging is perceived as highly or fairly innovative by 8 consumers out of 10.

Dangerousness is no longer one of the risks linked to aerosols; only 2 out of 10 consumers mentioned this point.

Summary

- CFA
- Member's area
- Events calendar

CFA The CFA is working daily to prepare the future of the aerosol industry

The French aerosols industry is long-standing, highly regulated and responsible: products are safe and the image of aerosols is progressing.

To develop, however, the industry also needs to innovate, to evolve, to anticipate.

Indeed, this is the mission espoused by the CFA; what is it contributing to this end today ?

- **The CFA, an industrial catalyst:** it anticipates the problems of the future and brings together the skills to deal with them.

- An example: materials monitoring. Faced with the threat to PAM internal coating, the CFA coordinated the (motivation) mobilisation of suppliers and validation tests. Now, it is necessary to provide an answer to the BPA issue! On the strength of this collaborative success, action has been extended with a view to the replacement of varnishes containing BPA!

- **The CFA, in defense of its members:** without ever compromising safety, the CFA seeks to avoid regulatory constraints.

The Ministry of the Environment, for the sake of safety in waste sorting centres, wanted all types of aerosols to be included in the Specific Diffuse Waste category (DDS), which would have forced consumers to take aerosols to a waste collection site. The CFA convinced the ministry only to include aerosols containing DDS products (like paints) in this category. The CFA is furthermore working closely with Eco Emballages to develop suitable tools and methods in recycling centres to provide for totally safe processing.

- **The CFA is preparing the future:** aerosols provide an unparalleled service in terms of practicality. But without innovation, this asset will become less powerful in the eyes of the consumer.

- **The CFA (thus) welcomes the advent of aerosols made of plastic,** which will enable brand owners to stand out and give the industry greater momentum.

- **The CFA is a driving force:** processes in our industry are well established and have proved their worth. Building on this achievement, it is

The more developed the country, the more aerosol packaging is used. 4 out of 10 Europeans consider that the advantages of aerosol packaging justify paying a higher price. Only 2 out of 10 disagree.

For aerosol packaging users, only a more attractive price for the same performance would justify changing. The main criticism is the environmental impact. The most highly appreciated characteristics are ease of use, hygiene and spray quality. The entire industry can welcome this extremely positive perception, which is the result of long-standing policies to place safe, high performance products on the market.

However, it is necessary to work harder on aspects linked to sustainability in order to raise general public awareness about issues like recyclability. The BAMA recently published a paper along these lines. (<http://www.bama.co.uk/news/114/>)

Also, the level of satisfaction (47%) with products in the hair-styling, hair spray and foam segment, and insecticides (56%), is well below average (68%): joint efforts must be made to analyse the reasons and find solutions. This study provides a number of avenues for the future: An opportunity for plastic aerosols to overcome dissatisfaction linked to the fact that "one cannot see how much product remains". Confirmation that the food segment is worth exploring as consumers would like to see products like oil, vinegar or sauces proposed as aerosols. It is important to recall action taken by the CFA, which proves its relevance: Assistance setting up the specific, diffuse household waste (DDS) sector designed better to collect and process aerosols that come under this category.

The working group on plastic aerosols, which will be drafting a proposal to improve European regulations. We would like warmly to thank the entire organizing team for an outstanding fair, in addition to the professional and cultural programmes. * The study is available for delegates on the internet site "Aerosolmadrid2013" <http://www.aerosolmadrid2013.com/>.

necessary further to boost competitiveness.

The CFA therefore strongly participated in the definition of a "water bath alternative", a mandatory operation on the packaging line which guarantees the safety of our products.



CFA activities

The CFA looks forward to welcoming you at its stand at Aerosol & Dispensing Forum on the 5th & 6th February 2014.

In the ADF 2014 conference programme, technical matters have not been overlooked: designing and making an aerosol call for expertise and a sharing of experience. A session on "Aerosol filling, clinching and sealing" is thus scheduled for Wednesday, 5th February, at 9h30. It will be chaired by Henri-Marc de Montalembert and Nathalie Thys.

• The CFA will take the opportunity of ADF 2014 to convene its General Assembly on the 5th February at 5:30PM at the Espace Champerret.

CFA Trainings

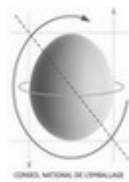
The business of aerosol:
June: 17th, 18th, 19th 2014
October: 14th, 15th, 16th 2014

For more information, click [here](#)

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