COSMOPACK 2019 KEEPS GROWING: NEW AREAS AND NEW INITIATIVES DEDICATED TO THE FUTURE OF SUPPLY CHAIN

February 2019 - Innovation will be the key theme of **Cosmopack 2019**, occurring Thursday 14 to Sunday 17 March 2019. The show dedicated to contract manufacturing and private label, process and packaging machinery, primary and secondary packaging, applicators ingredients, and raw materials will welcome the management of international cosmetic brands, purchasing managers, marketing and product development, R & D, and retailers interested in the previews of the collections and the latest innovations in technological research in the cosmetic supply chain.

Cosmopack is recording a significant growth in exhibitors compared to the previous edition, up to 9%, and it will cover the pavilions 20, 15, 15A and 18 and, new for 2019, part of the hall 19.

Pavilion 19 will host the best of technological innovation in the supply chain. Following the guiding thread of environmental sustainability and the circular economy, the key theme of the 2019 edition of Cosmoprof Worldwide Bologna, Cosmopack will give visibility to new industrial solutions that can reduce the environmental impact of cosmetic production.
The **S.M.A.R.T. (Solution, Manufacturing, Automation, Research & Technology) area of Cosmopack** will showcase the excellence of automation solutions presented by international brands: **Axomatic**, **Citus-Kalix (Coesia Group)**, **CMI Industries**, **Cosmatic, Coven**, **IDM Automation**, **IMA Group**, **Marchesini Group**, **Nastri-Tex**, **Omas Tecnosistemi**, **Tirelli**, **TGM - Technomachines**, **V2 Engineering**, **Vetraco** and **Woojung Tech**.
The area will be the stage for the most innovative proposals of smart manufacturing, robotics, IOT, AI and AR, predictive maintenance, bigdata, cloud and digital solutions to increase efficiency, quality, safety and flexibility in industrial processes.
The launch event of the special area will be the conference organized in collaboration with **cosmeticsdesign.com** and **Pharmintech Exhibition**: **"Smart Manufacturing and New Technologies"**. The conference will explore the latest technologies that redefine the beauty and cosmetics industry, for a digital future that allows the right balance between human factor and machine.

Hall 19 will also host the seventh edition of **The Cosmopack Factory** project, which for 2019, will present the production process of **NO.CO. - NO COMPROMISE**, a scalp oil made with the most environmentally-friendly industrial solutions and techniques. Thanks to its innovative formula and the use of ingredients of natural origin, NO.CO. is a water safe product; to remove it, only a third of the amount of water usually used during the rinsing phase is needed. Furthermore, the primary packaging of NO.CO. will be made with 100% recycled PET. The design of the bottle is being developed by the international agency **centdegrés**; the technologies used for the realization of the project are provided by a selection of companies exhibiting at Cosmopack: **Cosmoproject** for the formula, **Omas Tecnosistemi** for the machinery, **Verve** for packaging, and **Aliplast** for the regenerated PET polymer for the production of the bottle.

In hall 20, Cosmopack will present a new section dedicated to contract manufacturing and packaging, with an installation on the colors and materials of sustainability of

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2021, **20x2021 COLORS & MATERIALS**, in collaboration with **WGSN**: an installation on the colors and materials of the sustainability of 2021. WGSN will explore 12 must-have colors, identified by the most important beauty experts as those of greatest impact for the next season, and 7 innovative materials, specifically designed for the cosmetics industry and for the producers of primary and secondary packaging.
The selected colors are divided into two palettes, one with more natural nuances, the other one inspired by a more artificial and digital mood, and thanks to their level of innovation and originality their influence on the market will last a bit longer. The choice of colors will become a key element for the success of a product, because it will facilitate brand recognition and the impact on the final consumer.
The trend colors of 2021 will be presented at Cosmopack with flags from the top. Further to that, 7 trendy materials for finishing and processing will be on the stage. They can be used in make-up, skincare and nail packaging. The materials are the final effect of innovation, creativity and resourcefulness in finding new solutions.
Key-word of the entire installation, sustainability: the colors are formulated with components with low environmental impact; the materials follow the principle of "zero waste", reusing food waste, 0 km materials, biodegradable and compostable raw materials.

For further information, visit www.cosmoprof.com.

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