

LUXE PACK MONACO

SULAPAC and GROUPE POCHET receive the LUXE PACK *in green* awards
from the hands of HSH Prince Albert II of Monaco

Press release
October 16th, 2017

Sustainable development was without doubt a key topic of this edition of LUXE PACK MONACO 2017, culminating on Tuesday 3 October.

After an excellent discourse to a packed hall from Mr Laurent Boillot, CEO of Guerlain, on his vision of sustainable development, followed by a roundtable addressing in concrete terms the sustainable actions conducted in the luxury sector, HSH Prince Albert II of Monaco presented the LUXE PACK *in green* Monaco 2017 Awards.

The Finnish company SULAPAC won the LUXE PACK *in green* Award in the Packaging Solution category, while GROUPE POCHET was the jury's choice in the Responsible Initiative category.

LUXE PACK MONACO consequently remains the leading international platform for issues relating to sustainable development and the sustainable commitment of companies in the luxury business.

A top-tier international platform

LUXE PACK *in green* showcases sustainable development to meet the needs of an entire profession. Having become THE benchmark event, LUXE PACK *in green* unveils the best packaging innovations and solutions, along with initiatives demonstrating the commitment to sustainable development of the manufacturers exhibiting at LUXE PACK MONACO.



This year, for the 30th anniversary of LUXE PACK MONACO, the LUXE PACK *in green* Awards were present in conjunction with the Prince Albert II of Monaco Foundation. Perfectly in phase with the LUXE PACK *in green* Awards Charter, and keen to reinforce these initiatives, the Prince Albert II of Monaco Foundation linked up this year with the Awards and participated on the jury and in the roundtable event at the exhibition. Furthermore, the Foundation will offer the winners support from its scientific and technical committee, to consolidate the work they have done and enable them to benefit from its international network.

The presence of HSH Prince Albert II of Monaco demonstrates the strong commitment of the Principality to these environmentally-friendly solutions, as part of a dynamic to raise awareness of these issues internationally. LUXE PACK MONACO therefore offers a choice platform to the manufacturers present at LUXE PACK MONACO, and who are ceaselessly innovating in this manner to spread the word about these initiatives among the world's most prestigious brands.

The LUXE PACK *in green* Monaco 2017 winners

- ❖ **SULAPAC was the winner of the LUXE PACK *in green* Award in the packaging solution category, with its Sulapac® premium eco-packaging.**

Sulapac® is a brand-new, entirely biodegradable packaging material composed of wood and natural binders.

Drawing on research work done in the fields of biosciences and the development of biomaterials, Sulapac® can be serial-produced using the traditional techniques of plastic-moulding via injection, extrusion and blow-moulding. It has mechanical properties that are comparable to those of plastic. It is water and oil-resistant, and offers an excellent oxygen barrier for protecting the product.

Sulapac® has a small carbon footprint. This environmentally-friendly, wood-based design also offers reduced costs when compared to bioplastics, making Sulapac® a profitable alternative with multiple end uses.



❖ **GROUPE POCHET was the jury's choice in the category: "CSR approach".**

GROUPE POCHET will be celebrating its 400th anniversary in 2023. With an eye toward the future and sustained by its history, it has implemented an ambitious transformation programme. The commitments defined under the banner: "Ambition 2023" aim to make Maison Pochet the world's leading high-end multi-materials packaging company for perfume and beauty products. To achieve this objective, a robust investment plan has been rolled out, to reinforce its inventiveness, the excellence of its multi-materials know-how, the commitment of its teams, and its corporate social responsibility.

It is this global approach, structured around four pillars presenting costed, dated and substantiated commitments, which won the approbation of the jury:

PRESERVE THE PLANET			PROGRESS TOGETHER
CONSIDER PEOPLE			PRESERVE AND TRANSMIT OUR KNOW-HOW

The trophies have been created and produced by TECH DESIGN.



H.S.H Prince Albert II of Monaco surrounded by winners and jury members

The jury of the LUXE PACK *in green* 2017 Awards:

Sylvie BENARD, Environment Director, LVMH

His Excellency Bernard FAUTRIER, Deputy Chairman and Managing Director of the Prince Albert II of Monaco Foundation

Morag GARDEN, Sustainable Development and Innovation Director, SCOTCH WHISKY ASSOCIATION

François-Michel LAMBERT, President of the Institut de l'Économie Circulaire

Cécile LOCHARD, CEO, CITIZEN LUXURY

Sandrine SOMMER, Sustainable Development Manager, GUERLAIN



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