



Press release

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DATES, PRELIMINARY PROGRAM ANNOUNCED FOR 2010 PACKAGING CONFERENCE

Holland, Ohio (October 8, 2009) — The 2010 Packaging Conference will be held February 8-10, 2010 in Las Vegas at the new Aria CityCenter™. Discounted, [early registration](#) (by December 18th) is now available.

A highlight of the 2010 Packaging Conference program will be a keynote presentation by The Coca-Cola Company's Dr. Shell Huang on the recently-announced PlantBottle™. The container is made through an innovative process that turns sugar cane and molasses, a by-product of sugar production, into a key component for PET. Unlike other plant-based plastics, the PlantBottle™ can be processed through existing manufacturing and recycling facilities without contaminating traditional PET.

The Packaging Conference, produced by Plastic Technologies, Inc. (PTI) and SBA-CCI, Inc., has established a reputation as the must-attend event for the debut of new technology and other key industry announcements.

“The conference is designed to provide the latest information for those in the packaging supply chain. Attendees range from retailers and brand owners to resin suppliers, technology providers, equipment manufacturers, and converters. Now, more than ever, a dialog between all supply chain participants is key to meeting packaging objectives,” notes John Maddox, president, SBA-CCI.

The conference is also expected to include presentations on sustainability, market analysis, merger predictions, plastic resin supply/demand and emerging technologies/applications.

“Because PTI and SBA-CCI work with emerging technologies and new markets on a daily basis, we are uniquely positioned to know what is being developed before

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many others in the supply chain. As such, we are able to ask speakers to make presentations on topics that aren't even on the industry's radar screen yet," says Maddox.

Registration is \$1,950, but those registering prior to December 18th can take advantage of the discounted early registration rate of \$1,750. The fees include 2 nights deluxe room at the Aria, conference sessions and proceedings, breaks, lunch and a Monday evening reception to promote additional networking.

About SBA-CCI

SBA-CCI produces balanced supply/demand and consumption models for the global polyester value chain. Detailed PET packaging end-use applications are available for the NAFTA region providing unrivaled modeling and perspectives supported by individual company presentations. For more info: www.sba-cci.com.

About Plastic Technologies

Plastic Technologies, Inc. (PTI) is recognized worldwide as the preferred source for preform and package design, package development, rapid prototyping, pre-production prototyping, and material evaluation engineering for the plastic packaging industry. For more info: www.plastictechnologies.com.

About The Packaging Conference

The Packaging Conference is dedicated to bringing leading-edge technology and market information to supply chain participants in the following industries: beverage, food, household/industrial/agricultural chemicals, toiletries and cosmetics, health and beauty aids, pharmaceuticals, etc. For more info: www.thepackagingconference.com.

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