



Press release

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**2010 PACKAGING CONFERENCE TO FEATURE PRESENTATIONS
FROM MAJOR BRAND OWNERS, TECHNOLOGY LEADERS**

Holland, Ohio (December 8, 2009) — The 2010 Packaging Conference, the leading conference for packaging professionals, announces additions to its speaker line-up.

The event, which has established a tradition of providing extensive analysis on key packaging topics, will be held February 8-10, 2010 at the new ARIA Resort at CityCenter in Las Vegas. Discounted, [early registration](#) is available until December 18, 2009.

Representing the retailer perspective, Sean Stephan, senior director, packaging sustainability, Wal-Mart, will be discussing the economic benefits of sustainable packaging. On the brand owner side, Michael Okoroafor, vice president of packaging innovation, H. J. Heinz Company, will discuss his company's packaging diversification strategy.

Thomas Blaige, chief executive officer, Blaige & Company, an expert in packaging and plastics industry investment banking, will share his perspective on what level of merger and acquisition activity is expected in the near term. Gary Hemphill, vice president—information services, Beverage Marketing Corporation, will project beverage sector performance for 2010 and beyond.

Dr. John Standish, packaging market manager, ColorMatrix, global innovators of liquid colorant and additive technology, will inform attendees on using material enhancements to improve performance, recycling and economic feasibility.

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Previously announced 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.

Additionally, Dennis Sabourin, executive director, NAPCOR, the trade association for the North American PET industry, will talk about the leading issues affecting its members. Speaking from the perspective of the Closure and Container Manufacturers Association, will be Paul Bailie, vice president and business manager, PET Business Unit, Graham Packaging Company.

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.

Registration is \$1,950, but those registering prior to December 18th can take advantage of the discounted early registration rate of \$1,750. The fee includes 2 nights deluxe room at 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.

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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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