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DATES, KEYNOTE SPEAKER ANNOUNCED FOR 2011 PACKAGING CONFERENCE

Holland, Ohio (September 14, 2010) — The 2011 Packaging Conference will be held February 7-9, 2011 in Las Vegas at the ARIA Resort at CityCenter™. Discounted, [early registration](#) (by January 14th) is now available.

Dr. Anne Roulin, Nestlé's global head of packaging and design will be giving a keynote presentation on *Opportunities and Challenges in Food and Beverage Packaging*—a look at how the world's largest food and beverage company approaches these issues. Her presentation will include a discussion on emerging technologies and legislative trends projected to shape the face of packaging.

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 technologies 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 Frank Semersky, vice president and chief innovation officer, PTI.

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 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 John Maddox, president, SBA-CCI.

Registration is \$1,995, but those registering prior to January 14th can take advantage of the discounted early registration rate of \$1,795. The fees include 2 nights deluxe room at the ARIA Resort at CityCenter™, conference sessions and proceedings, breaks, lunch and a Monday evening reception to promote additional networking.

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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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