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2011 Packaging Conference to focus on post-recession challenges, growth opportunities

Holland, Ohio (December 8, 2010) —Merger and acquisition activity, supplier consolidations, technology breakthroughs and projections from major brand owners will be the major themes of the 2011 Packaging Conference. The event will be held February 7-9, 2011 in Las Vegas at ARIA Resort at CityCenter™. Discounted, [early registration](#) (by January 14th) is still 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.

Additional speakers will include representatives from Invista, Berry Plastics, St. Gobain Containers, Husky Injection Molding, American Beverage Association, Amcor Rigid Packaging, Kureha, NAPCOR, Beverage Marketing Corporation, Blaigne & Company and several other key industry executives.

"This is an important time for companies involved in the packaging channel. As we transition out of the recession, everyone from suppliers to brand owners is looking for ways to address challenges and capitalize on growth opportunities. The 2011 Package Conference will be the platform for that dialogue," said Frank Semersky, vice president and chief innovation officer, PTI.

The conference agenda also includes presentations on sustainability, market analysis, merger predictions, plastic resin supply/demand, emerging technologies and applications.

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," said John Maddox, president, SBA-CCI.

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In addition to the extensive conference schedule, the event will also feature tabletop exhibits from several key industry suppliers.

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 ARIA Resort at CityCenter™, 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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