



Press release

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Package innovation, environment drive agenda for The Packaging Conference 2017

Holland, Ohio (October 27, 2016) —Packaging innovation and differentiation continue to be the driving forces behind new product introductions. Those topics, as well as emerging equipment technologies and the environment will be the focal points of The Packaging Conference 2017, February 6-8, Grand Hyatt Tampa Bay, Tampa, FL. Discounted, [early registration](#) (by January 17th) is available.

Key speakers include Michael Okoroafor, vice president, global sustainability and packaging innovation at McCormick & Company, Steven C. Gendreau, division vice president of sales and marketing—plastics group at Sonoco Plastics and Daniel Abramowicz, Ph.D., executive vice president technology and regulatory affairs, Crown Holdings.

Okoroafor will be discussing how innovation and sustainability must coexist as brand owners develop new generation products, Gendreau will detail McCall Farms' commercialization of the TruVue™ plastic can and Abramowicz will explain the CrownSmart® intelligent can liner that can be used to communicate with the consumer.

Attendees also will hear what's in store for the beverage market in 2017, new digital intelligent labeling technologies and the latest in single-serve package options, to name a few.

The Packaging Conference, produced by Plastic Technologies, Inc. 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. Providing a forum which helps facilitate dialog between supply chain participants is an important element in meeting packaging objectives,” said John Maddox, president, SBA-CCI.

In addition to the extensive conference schedule, several key industry suppliers will also be promoting their technology via tabletop exhibits. For additional information, please visit the [website](#).

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Registration is \$1,950, but those registering by January 23rd can take advantage of the discounted early registration rate of \$1,750. The fees include conference sessions and proceedings, breaks, Tuesday and Wednesday lunch and a Monday evening reception to promote additional networking. The [group rate](#) at Grand Hyatt Tampa Bay is an additional \$199 per night.

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. The company also provides unrivaled modeling and market perspectives augmented by onsite presentations which have been customized to address client-specific requirements. 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 packaging 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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