



Press release

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2015 Packaging Conference to feature broad-based packaging agenda; provide platform for the unveiling of new technologies/applications

Holland, Ohio (October 28, 2014) —Major brand owners and suppliers will be discussing their latest packaging initiatives and emerging technologies at The Packaging Conference 2015, February 2-4, 2015 in Atlanta at The Ritz-Carlton, Buckhead. Discounted, [early registration](#) (by January 16th) is available.

A broad packaging-based agenda will include presentations on flexible and rigid plastic, glass, metal cans, direct-to-package digital printing and other equipment technologies. Confirmed brand owner speakers include representatives from Kraft Foods and Moosehead Breweries.

Peter Borowski, Kraft's head of design will be moderating a discussion panel on the impact of e-commerce (desk and laptop computers) and m-commerce (smartphones, tablets, etc.) on packaging. Michal Majernik, Moosehead's director of communications, will be reviewing packaging challenges that needed to be overcome in order to launch a European-style beer/fruit beverage.

Packaging suppliers who also have committed to speak on new generation developments include: Krones, Plasti Pak, Ampac, Novelis, O-I, Ardagh, Plastic Technologies and Xaar. Topics include recycling technology, innovative metal can production, foamed PET bottles, shifting the glass packaging paradigm, and more. (For the preliminary agenda, please [visit the website](#).)

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.

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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](#).

Registration is \$1,950, but those registering prior to January 16th can take advantage of the discounted early registration rate of \$1,750. The fees include conference sessions and proceedings, breaks, Tuesday lunch and a Monday evening reception to promote additional networking. The group rate at [The Ritz-Carlton, Buckhead](#) is an additional \$175 per night.

"We've expanded the 2015 program to include topics on a wider range of packaging materials and equipment technologies than ever before," said Maddox. "Our attendees should look forward to leaving The Packaging Conference with new tools in their arsenal."

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 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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