

Companies that have attended our other packaging conferences include:

Asahi Kasei Life & Living Corporation
 Autobar Packaging
 BASF
 Bericap
 Boots the Chemists
 Borealis Polymers
 Carrefour Belgium
 CeDo
 Coca-Cola
 Colormatrix
 Danisco
 Danone
 Dupont De Nemours
 E. Khashoggi Industries
 Eco-Emballages
 FFP Packaging Solutions
 Fromageries Bel
 Graham Packaging
 Greiner Packaging
 Henkel
 Land Colours
 Maki
 Pharmaceutica NV
 Foods
 eWorks
 le
 nextek
 NNZ
 Novamont
 Pack4Food
 Packagegroup Moonen
 Pepsi-Cola
 PlasticsEurope
 Polish Packaging Research & Development Centre
 Polyone
 Procter & Gamble
 Rexam
 S.C. Johnson & Sons
 SABIC Petrochemicals
 Sanitized
 Seaquist Closures
 Sharp Interpack
 Sony
 Tate & Lyle
 Tetra Pak
 Treofan
 Vitmbal

27-28 March 2007 - Marriott Hotel, Brussels, Belgium

THERMOFORMED PACKAGING

Showcasing innovative solutions for an increasingly demanding marketplace

Highlights include presentations from:

- Christian Frimann Rasmussen, Managing Director, **Sky Light**
- John Oakley, Sales and Marketing Director, **Autobar**
- Bob Hayes, European Business Manager, **Sharp Interpack**
- Steve Kelsey, Strategic Innovations Director, **PI3 Innovation**
- Gaëlle Janssens, Recycling Control Manager, **FOST Plus**

To register - Tel: +44 (0)20 7841 4811 (International) or 0845 056 5069 (UK only)
 Email: EPNconferences@emap.com Online: www.thermo-pack.com

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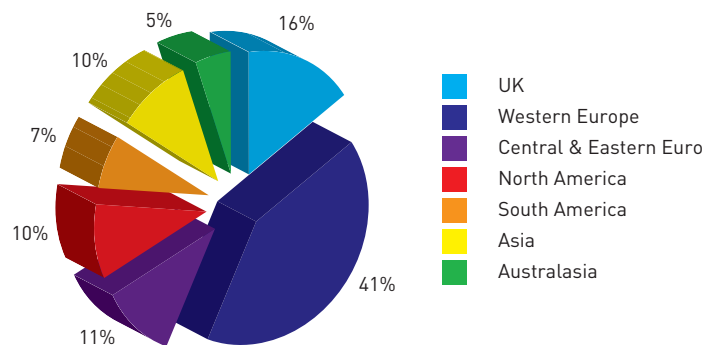
27-28 March 2007 Brussels, Belgium

THERMOFORMED PACKAGING

Thermoformed packaging is one of the fastest moving packaging technologies, growing in both food and non-food applications. This conference will showcase innovations in packaging design and decoration, security and safety features, materials, efficient production, food contact legislation and much more. **Thermoformed Packaging 2007** will also discuss how the packaging industry can meet the sustainability challenge, and the possibilities of bioplastics.

Who will you meet?

See the geographical breakdown of delegates from all our previous packaging-related conferences:



This is the only event dedicated to the thermoformed packaging market – if you are a brand-owner, packaging company, machinery manufacturer, mould designer or material supplier, you should be here.

Highlights include: an extended design session, which will show techniques and examples of design used to enhance shelf-appeal; a world-first from **Hekuma**, who will share details of in-mould labelling technology for blister packs and clamshells; plus details of projects from leading packaging companies **Autobar**, **Sharp Interpack** and **Sky Light**.

Make the most of your time

Thermoformed Packaging 2007 will attract key players from all over the world – if you would like to build your brand and reach this audience, we have a number of sponsorship and exhibition packages which can be tailored to meet your needs.

Please contact Levent Tounjer, International Sales Manager, European Plastics News on +44 (0)20 8277 5510 or levent.tounjer@emap.com

Visit

www.thermo-pack.com

for programme updates and new speakers

DAY ONE: 27 MARCH 2007

- 08.00 Registration and refreshments
- 09.00 Chairman's opening remarks
Chris Smith, Editor and Conference Manager
European Plastics News
- 09.15 **Outlining the packaging needs of the non-food FMCG market**
- Considering the growth of thermoformed packaging vs. cardboard boxes and window boxes – what are the advantages of clamshells and blister packs?
 - Showing the product to its best potential – detailing the commercial impact of using thermoformed packaging
 - Briefly exploring the security issues
 - What do our consumers think?
- 09.45 **Converting a brand to thermoformed packaging in the food market for greater consumer appeal**
- Outlining the opportunities for thermoformed packaging as a replacement for other packaging technologies
 - How thermoformed packaging has a "fit with fresh"
 - Sharing details of consumer response – does thermoformed packaging have the on-shelf advantage?

CONVERTER CASE STUDIES

- 10.15 **The converter's perspective on the European thermoforming market**
- Outlining the challenges the thermoforming market faces, such as rising resin costs, the trend towards waste minimisation and sustainability, higher energy prices, and considering the solutions
 - Exploring new markets for thermoformed packaging and considering the drivers:
 - Convenience
 - Rising consumption of prepared fresh goods
 - Smaller sizes
- John Oakley**, Sales and Marketing Director
Autobar
- 10.45 Question and answer session
- 11.00 Morning refreshments
- 11.30 **Growing the use of PET in thermoformed packaging**
- Outlining the advantages:
 - Easily and commonly recycled
 - Tough
 - Lower temperature processing
 - Considering the challenges, in particular trimming of thermoformed PET
 - Outlining the solutions which will enable effective trimming of PET without undue wear and tear
- Bob Hayes**, European Business Manager
Sharp Interpack

MACHINERY

- 12.00 **Higher efficiency in thermoformed packaging production**
- Introducing third-generation thermoformers
 - Achieving higher output with increased cycle speeds
 - Methods to increase the quality of formed parts
 - Automation with handling systems
- Reiner Albrecht**
Adolf Illig

CONVERTER CASE STUDY

- 12.30 **Thermoformed packaging in the food market**
- Outlining the opportunities for thermoformed packaging as a replacement for other packaging technologies
 - How thermoformed packaging has a "fit with fresh"
 - Sharing details of consumer response – does thermoformed packaging have the on-shelf advantage?
 - Enhancing barrier performance for challenging applications
- Christian Frimann Rasmussen**, Managing Director
Sky Light
- 13.00 Question and answer session
- 13.15 Lunch

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MATERIALS

- 14.30 **High barrier resins for enhanced performance**
- Revealing the newest EVOH barrier materials for thermoforming
 - Outlining performance in active packaging systems
 - Considering the impact of new materials on the production process
- Didier Houssier, Technical Service Engineer
EVAL Europe**

EXTENDED IML SESSION

- 15.00 **In-Mould Labelling for security and decoration**
- Reviewing and outlining the benefits of IML in thermoformed packaging:
 - Greater appeal to the eye
 - Premium feel
 - Brand-building
 - Using IML for RFID tagging
 - Utilising IML on blister packs – unveiling the next frontier
- Bernd Bruckert, Head of Sales and Marketing
Hekuma**

DECORATION

- 16.00 **One-step thermoforming and decoration of lids and containers on high output machinery**
- Outlining the production possibilities
 - Detailing and sharing the newest developments in:
 - Machinery
 - Handling equipment
 - Tools
- Hubert Kittelman, Vice President
Marbach**
- 16.30 Question and answer session
- 16.45 Afternoon refreshments

EXTENDED DESIGN SESSION

- 17.15 **The designer's perspective – using design to achieve greater shelf impact**
- How can thermoformed packaging be made more attractive?
 - Outlining the role packaging plays in creating shelf-appeal, and discussing how look, touch and feel contribute to consumer perception of a product
 - Sharing successful applications of IML in packaging, and quantifying the value which was added through using IML
 - Blister card vs IML? Which approach is right for which application – outlining the best choice for different packaging designs
 - Exploring innovative decorative techniques, such as lenticulars and flip-flop effects in thermoformed packaging
- Steve Kelsey, Strategic Innovations Director
PI3 Innovation**
- 18.00 Question and answer session
- 18.15 Chairman's closing remarks and end of day one, followed by drinks reception

DAY TWO: 28 MARCH 2007

- 09.00 Chairman's opening remarks

BIOPLASTIC FOCUS

- 09.15 **Advancing the use of bio-sourced materials in thermoformed packaging**
- Sharing details of development in the barrier performance for more challenging applications
 - Overcoming the challenge of reducing costly waste during the production process
 - Predicting the timeline for greater use of bio-sourced materials in demanding thermoformed
 - Discussing a recent case study

WASTE MINIMISATION AND SUSTAINABILITY

- 09.45 **How the trend towards waste minimisation may impact the thermoformed packaging industry**
- Quantitative and qualitative waste prevention - impact on packaging recycling
 - Use of R-PET - impact of the food contact regulation
 - Trends in packaging waste regulation
 - Increased use of bioplastics - what about the end-of-life treatment?
- Gaëlle Janssens, Recycling Control Manager
FOST Plus**
- 10.15 Question and answer session
- 10.30 Morning refreshments

FOOD CONTACT REGULATION EXTENDED SESSION

- 11.00 **An update on legislation for plastics in contact with foodstuffs**
- What the 4th amendment to the Plastics Directive and other recent developments mean for the thermoformed food packaging industry
 - Dealing with national regulations while ensuring compliance with the Plastics Directive
 - Will there be specific regulations for materials such as bioplastics and nanocomposites? Outlining the specific issues relating to these new materials
- Sebastien Louvion, Senior Associate
Mayer, Brown, Rowe and Maw LLP**
- 12.00 Question and answer session
- 12.15 Lunch

PROCESSING TECHNOLOGY

- 13.30 **Infrared drying and crystallising for thermoformed PET**
- The science and theory of drying PET
 - Reducing energy consumption
 - Maintaining IV to improve quality
 - Case studies of IRD in production
- Roy Fowler, Director
UPM Machinery**

MATERIALS

- 14.00 **Advances in additive technology for thermoformed PP to achieve higher quality and greater shelf-appeal**
- Sharing details on the effects of clarifying and nucleating agents on PP crystallisation.
 - Choosing the right clarifier / nucleator for enhanced properties (optical, physical) of thermoformed PP parts
 - Outlining the results of some recent client product case studies
- Dr. Ir. Joris Schryvers, Development Engineer
Milliken**

SECURITY FOR NON FOOD PACKAGING

- 14.30 **Security features for premium products in thermoformed packaging**
- Exploring methods to enhance security in clamshells for:
 - Tamper-proofing
 - Theft-deterrence
 - Enhancing clamshells - sharing how RFID features can be embedded into thermoformed packaging
 - Can RFID be applied via IML? Considering the cost-effectiveness of this approach
- 15.00 Question and answer session
- 15.15 Chairman's closing remarks and close of conference

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The programme may change due to unforeseen circumstances. Emap reserves the right to alter the venue and/or speakers.

