



Press release

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2014 Packaging Conference to focus on emerging brand owner packaging strategies, latest technologies, building loyalty through sustainability

Holland, Ohio (October 30, 2013) —Major brand owners and suppliers will be discussing their latest packaging initiatives and emerging technologies at The Packaging Conference 2014. Next generation materials, business strategies, sustainability efforts, processing developments, and more will be covered February 3-5, 2014 in Orlando at the Rosen Shingle Creek. Discounted, [early registration](#) (by January 15th) is available.

Confirmed brand owner speakers include representatives from Kraft Foods, H.J. Heinz, and Frito-Lay who will discuss the latest technology impacting their go-to-market strategy. Packaging suppliers who also have committed to speak on new generation developments include: Avantium Chemicals, Tricor Braun, Belvac and Hexacomb. Topics include biopolymers, shaped metal cans/bottle technology, sustainable packaging solutions and more. (For the preliminary agenda, please [visit the website](#).)

For the first time, The Packaging Conference will feature a bonus Latin American session Wednesday. The objective is to provide a forum for dialog between brand owners and suppliers who are supporting the Latin American marketplace. The conference which has traditionally run from midday Monday to midday Wednesday, will now end at 3 pm on the last day.

This year's event also will have a strong environmental component—specifically how to use sustainable packaging to create brand loyalty and environmentally-responsible alternatives which also provide cost-effective solutions, coupled with performance.

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 15th can take advantage of the discounted early registration rate of \$1,700. The fees include conference sessions and proceedings, breaks, lunch (Tuesday and Wednesday) and a Monday evening reception to promote additional networking. The group rate at Rosen Shingle Creek is an additional \$169 per night, with complimentary parking.

“The robust program being developed for the 2014 event, is shaping up to be the most exciting and comprehensive packaging subject offering to-date,” said Maddox. “Our attendees should look forward to several exciting industry announcements that will be made at The Packaging Conference.”

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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