



PREVIEW: 2010 FPA FALL EXECUTIVE CONFERENCE

Conference to focus on key industry topics, provide valuable data and information



John Baumann

The Flexible Packaging Association will hold its 2010 Fall Executive Conference on September 30, 2010 in Chicago. The Conference will focus on

several important industry topics including corporate sustainability, flexible packaging end-of-life options, flexible packaging materials, distribution and logistical efficiencies, open innovation, retail ready packaging, and the economy.

“The FPA Fall Executive Conference provides attendees with industry-focused information and also includes great opportunities for industry leaders to interact with their peers,” commented John Baumann, president and CEO of Ampac Packaging LLC and chairman of the FPA Board of Directors.

FPA thanks FPA members Berry Plastics Corporation, Coim USA Inc./ Novacote Flexpack, Comexi North America, Inc., The Dow Chemical Company, DuPont Company, Ecologic, LLC, Flint Group, Harper Corporation of America, Hosokawa Alpine American, and NEX Performance Films for their generous sponsorship of the 2010 FPA Fall Executive Conference Networking Events.

This issue of the *FPA Update* provides a preview of the 2010 Conference presentations.

CHAIRMAN REMARKS

The Flexible Packaging Association’s 2010 Fall Executive Conference will open with remarks from John Baumann, president and CEO of Ampac Packaging LLC, and chairman of the FPA Board of Directors. During his remarks, John will highlight recent FPA accomplishments, and provide an overview of current program initiatives.

CORPORATE SUSTAINABILITY METRICS

The Conference will include a review of FPA research results on “Corporate Sustainability Metrics for Flexible Packaging Manufacturers – A Guidance on Preparing Corporate Sustainability Reports.”

FPA commissioned Packaging and Technology Integrated Solutions, LLC (PTIS) to develop guidance on measuring and reporting the environmental performance and footprint of flexible packaging manufacturing facilities. The presentation will review steps the industry can take to reduce the manufacturing footprint in flexible packaging converter operations in the areas of energy and climate, natural resources, solid waste management, and logistics.

FLEXIBLE PACKAGING END-OF-LIFE OPTIONS

FPA commissioned Professor Nickolas Themelis and research associate Ljupka Arsova of Columbia University’s Earth

Engineering Center to conduct research on waste as feedstock technologies. Their presentation will include a review of research results, and a discussion on key challenges associated with implementing a waste as feedstock pilot program, and current and emerging conversion technologies.

LEAN, INTEGRATED & GREEN: DEMYSTIFYING THE TRENDS IN PACKAGING DISTRIBUTION

Andy Williams, vice president of Sales for M33 Integrated Solutions, will discuss sustainability practices in distribution operations and examine various aspects of flexible packaging logistical efficiencies. Andy will outline key steps flexible packaging companies could take to streamline and improve processes. He will also provide an outlook on key challenges that could impact the flexible packaging industry.

IT’S NOT AS BAD AS YOU THINK

Brian Wesbury, chief economist for First Trust Advisors, LP and author of *It’s Not As Bad As You Think*, will share his insight on how the economy, and the U.S. will turn around and once again prosper. During his address, Brian will discuss with attendees his “roadmap” for business seeking opportunities amidst a downturn and how to analyze what economic indicators really mean for flexible packaging companies.

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UPDATE ON FLEXIBLE PACKAGING MATERIALS

An update on flexible packaging materials will be provided by Nick Vafiadis, business director of the Polyolefins Division at Chemical Market Associates, Inc. (CMAI). Nick will discuss key issues expected to impact the cost and availability of flexible packaging materials, specifically polyolefin resins, in the near future. Polyolefin resins covered during the presentation include high density polyethylene, low density polyethylene, linear low density polyethylene, and polypropylene.

RETAIL READY PACKAGING

Opportunities for the flexible packaging industry in retail ready packaging will be examined by Ben Miyares, managing director of The Packaging Management Institute. Ben will discuss current issues, trends and challenges, and examine how flexible packaging manufacturers and suppliers could advance within the growing retail ready packaging market.

OPEN INNOVATION: OVERVIEW, EXAMPLES AND FUTURE POTENTIAL

Ross Lee, PhD, senior associate with Packaging and Technology Integrated Solutions, LLC (PTIS) will share his insight on open innovation. Ross' industry-focused examples will illustrate common success factors, examine how past issues have been resolved, and assess how open innovation could impact packaging and flexible packaging. ■

Presentations from the 2010 FPA Fall Executive Conference will be available to FPA members in the "Members Only" section of the FPA website at www.flexpack.org. For more information, or to register for the 2010 FPA Fall Executive Conference, contact FPA at (410) 694-0800 or fpa@flexpack.org.

FPA CONDUCTS TSCA REFORM WORKSHOP

New regulations could impact flexible packaging processors

The Flexible Packaging Association recently conducted an informational workshop on the Toxic Substances Control Act (TSCA) modernization bills, which have been introduced in both the U.S. House of Representatives and Senate. FPA's Environmental Committee has committed considerable resources to understand the impact of this proposed legislation on the flexible packaging industry. FPA has joined an industry coalition led by the American Chemistry Council, which was involved in reviewing the Waxman/Rush Discussion Draft and is currently developing industry outreach and lobbying materials for stakeholders use.

The workshop, held at Sun Chemical Corp. in Chicago, included an informative presentation from Angee McThomas of BASF who examined the "Modernization of the Toxic Substance Control Act: Current State of Legislative Activities and Implications."

The industry has never been

regulated under the U.S. EPA TSCA rule to the extent possible in the proposed legislation. The proposal has the potential to include, for the first time, processors including converters. The major shift includes the way chemicals are evaluated for safety and places burden on the entire supply chain to demonstrate safety before products are allowed to enter the market place with the possibility of banning certain materials currently in use.

Attendees also heard from Joseph Rodricks, PhD, founding principal, and Gavin Thompson, PhD, principal consultant, of ENVIRON Corporation, who led an insightful discussion on "Product Stewardship for Food Packaging: Safety and Compliance, Challenges and Changes." ■

For more information on TSCA reform and FPA's Environmental Committee, contact Ram Singhal, vice president, FPA Technology and Environmental Strategy at (410) 694-0823 or rsinghal@flexpack.org.

FPA RELEASES 2009 FOURTH QUARTER INDUSTRY EARNINGS REPORT

Flexible packaging converter financial and operating expenses examined

The 2009 Fourth Quarter Industry Earnings Report, produced by the Flexible Packaging Association, examines the profitability and productivity of the flexible packaging industry. The Report is a benefit of FPA membership and is only available to FPA converter members that participated

in the 2009 Fourth Quarter Industry Earnings Survey.

FPA is pleased to report that 55% of its converter membership participated in the survey. FPA members surveyed include a cross section of small, mid, and large/very large converter companies.

The 2009 Fourth Quarter Industry

TECHNOLOGY TO THE RESCUE



OUT OF THE SHADOWS THEY COME. CONVERTERS, BRAND OWNERS, SUPPLIERS. HEROES.

THEY'VE BEEN WATCHING... WAITING. BUT THE FUTURE STARTS TODAY AND THEY WILL WAIT NO LONGER. ARMED WITH TECHNOLOGICAL MARVELS UNSEEN BY MORTAL EYES, THEY'RE ON A MISSION TO CREATE NEW OPPORTUNITIES, TO REDUCE COSTS AND TO INCREASE PROFITS.

IT SEEMS THAT YOU HAVE A CHOICE TO MAKE... JOIN THEM AT THEIR LARGEST GATHERING THIS YEAR AND BENEFIT FROM THE INDUSTRY'S COMBINED KNOWLEDGE AND EXPERIENCE. DISCOVER SECRET INNOVATIONS. BUILD NEW RELATIONSHIPS. GROW YOUR BUSINESS. OR NOT.

THINK CAREFULLY - THE WORLD IS DEPENDING ON YOU.

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Earnings Report provides key benchmarking information on financial and operating expenses for FPA converter members. According to the *Report*, net profit before tax as a percent of net sales increased slightly to 5.6% (fourth quarter 2009) from 4.9% (fourth quarter 2008). The *Report* also includes information on expenses and sales index levels. ■

For more information on the 2009 Fourth Quarter Industry Earnings Report and other benchmarking reports including the Operating Ratios, the Pulse of the Industry, the State of the Flexible Packaging Industry, and Industry-Wide Converter Reports, contact Bob Zaborowski, director, FPA Business & Economic Research, at zbaborowski@flexpack.org or (410) 694-0800.

ARMACELL LLC, ESTER INDUSTRIES LIMITED, LYONDELLBASELL JOIN FPA

FPA is pleased to welcome associate members Armacell LLC, Ester Industries Limited, and LyondellBasell to the association.

Armacell is a proven global leader in cellular foam technologies and technical support, with innovative capabilities tailored to food packaging. With closely networked research and development staffs and 18 manufacturing facilities worldwide, including five in the U.S., Armacell is in the strongest position to service your packaging requirements. Armacell's FPA official representative

is Mac MacDougall, marketing communications manager, and the company's FPA alternate representative is Mike Rust, business director, Polyolefins.

Ester Industries Limited is a producer of PET resins, biaxially-oriented (BOPET) films, metalized BOPET films and engineered plastic compounds. To achieve its commitment to excellence, the company puts emphasis on total customer satisfaction, through continuous improvement in its overall capabilities and on total employee

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involvement. Ester's FPA official representative is Ashok Kumar Agrawal, business head - Films, and the alternate representative is Ayush Vardhan, group leader, Market and Business Development.



LyondellBasell is one of the world's largest plastics, chemical and refining

companies. The company manufactures products at 59 sites in 18 countries that improve the quality of life for people around the world including packaging, electronics, automotive components, home furnishings, construction materials and biofuels. LyondellBasell's FPA official representative is James Clark, Business Director, LDPE/LLDPE, and the company's FPA alternate representative is Jeff Hodges, Director, Polymer Sales - Americas. More information about LyondellBasell can be found at www.lyondellbasell.com. ■

For more information about FPA membership, contact FPA at (410) 694-0800 or visit www.flexpack.org.

FPA AT PACK EXPO INTERNATIONAL 2010

FPA will host a booth in the Allied Association Pavilion (booth # C-30) at PACK EXPO International 2010 in Chicago, IL from October 31 to November 3, 2010. At the FPA booth, show attendees can view the winning packages of the 2010 FPA Flexible Packaging Achievement Awards, learn about the sustainable advantages and benefits of using flexible packaging, and obtain information on the manufacturing and supply capabilities of FPA members. For more information, visit www.flexpack.org.

PACK EXPO International, produced by Packaging Machinery Manufacturers Institute (PMMI) is a premier trade show for the packaging and processing industries, during which more than 1,600 exhibiting companies will showcase their latest packaging technologies and solutions. Show attendees will find state-of-the-art advances in packaging and processing equipment, converting machinery, materials, packages and containers and components. For more information, visit the PACK EXPO International website at www.packexpo.com. ■



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