



FOR IMMEDIATE RELEASE

Greener Package and the Institute for Sustainability Join Forces to Produce “Sustainable Packaging Symposium 2011”

Summit Publishing Company’s Greener Package and AIChE’s Institute for Sustainability are combining resources to produce a new conference focused on the technical foundations of successful sustainability programs. Sustainable Packaging Symposium 2011 aims to educate and foster collaboration across the entire packaging supply chain.

Chicago, IL & New York, NY, August 5, 2010 — Greener Package and the Institute for Sustainability, a technological community of the American Institute of Chemical Engineers, have announced plans for Sustainable Packaging Symposium 2011 – Advancing the Greener Supply Chain. This event, slated for March 16 to 18, 2011, at the Hyatt Regency Chicago, will examine the pivotal role of packaging in implementing sustainability across businesses’ supply chains.

This first collaboration between the organizations will bring scientists and engineers with cross-industry expertise in sustainability together with packaging professionals looking for real-world solutions. Presentations will cover the value proposition for sustainable packaging, how to avoid “greening” in isolation, and data and analysis measurement tools, including life cycle assessment, eco-efficiency measures and total cost assessment. The symposium will span all areas of packaging, including bioplastics, compostable vs. biodegradable, waste management and recycling, renewable resources, reusability, and source reduction. Attendees will explore technology and materials innovations, and current best-practices of global companies.

“Sustainability plays a pivotal role in the packaging supply chain, yet critical questions remain,” said Christine Smallwood, Greener Package director of business development. “Our engagement with the Institute for Sustainability offers packaging industry professionals and a robust group of scientists and engineers the opportunity to come together and share insights on how to unleash sustainable packaging within a least-cost portfolio, while optimizing environmental outcomes.” Darlene Schuster, executive director of the Institute for Sustainability, emphasized that the symposium is “specially designed to match the interests of sustainability and packaging professionals who are employed by raw materials manufacturers, brand owners, converters, suppliers, and retail professionals, and the engineers and scientists who can help them implement sustainable solutions.”

Two full days of education will include keynote presentations, technical sessions, panel discussions, a tabletop exhibit area and ample time for networking. Proposals to present are being accepted through January 15 at <http://aiche.confex.com/aiche/sps11/cfp.cgi>. Event sponsorship information and early bird event registration for Sustainable Packaging Symposium 2011 can be accessed at <http://www.sustainablepackagingsymposium.com>.

About Greener Package™

Greener Package (<http://www.greenerpackage.com>) is a knowledge exchange for sustainable packaging, launched in February 2009 by Summit Publishing Company. All Greener Package initiatives are guided by an Advisory Board and Expert Network consisting of retailers, packaged goods companies, converters, raw material suppliers, academics, and trade groups. Included are the Greener Package Database, which serves as the sole entry-point for company and product data flowing through to the Wal-mart Scorecard Modeling Software; the Greener Package Education Store; Greener Package Awards; discussions; and the new the Greener Package Five-Star Membership Program and Certified Buyer Program. For additional information, visit GreenerPackage.com or contact Wilson Hogan, New Business Consultant at 312-222-1010, ext. 151.

About the Institute for Sustainability

Established by American Institute of Chemical Engineers in 2004, the Institute for Sustainability's mission is to serve the needs—and influence the efforts—of professionals, academics, companies and government agencies that contribute to the advancement of sustainability and sustainable development. Participants in the Institute come from a broad spectrum of industries and disciplines. To learn more, visit <http://www.aiche.org/IFS/About/Index.aspx>.

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