

Compliance standards for packagers and suppliers, consumers as forces of change in food packaging; two timely topics launch the i2live packaging webinar series

LOS ANGELES, September 1, 2011 — Industry Intelligence Inc i2live online events announces the launch of its speaker series exclusively for packaging professionals and brand owners.

Victor Bell, president of Environmental Packaging International, will share his understanding of the Global Packaging Project (GPP) and discuss its implications for the packaging industry and the entire supply chain on September 13 at 2:00 PM ET.

Linda Gilbert, CEO of EcoFocus Worldwide, will present her findings into why consumers are taking steps to address sustainable food packaging, how eco-healthy lifestyle trends are transformational to packaging, and what recycling and waste management mean from the consumer's viewpoint on September 15 at 2:00 PM ET.

Both events are sponsored by Industry Intelligence Inc. as part of its i2live online packaging series. Register for free at <http://www.industryintel.com/i2live>.

Bell, a member of the GPP committee, will explain the measurement system used by GPP and its impact on the supply chain during the Sept. 13 i2live discussion. Formed in the fall of 2008, the GPP works to enable better decision-making, both within companies and across the value chain. The GPP guidelines are supported by major packaging companies and retail and consumer goods multinational corporations, including Carrefour, Coca-Cola, Colgate-Palmolive, Dyna Pack, General Mills, Green Bay Packaging, Henkel, Kraft Foods, Kroger, Nestlé, P&G, Target, Tesco, Unilever, Walmart.

Linda Gilbert is a major strategy consultant for multinational retail and brand-owner companies including PepsiCo and Cargill and a former executive with the Rodale Institute of Sustainable Agriculture. In this exclusive online presentation, she will offer new results from an ongoing, national consumer survey on the personal choices made by consumers and how packaging must transition to remain relevant and generate sales. This discussion will outline many of the consumer trends that must be addressed by the packaging community.

i2live events are offered at no charge to interested industry professionals. Pre-registration is required and space is limited to 300 registrants per call. Register now to reserve a space at <http://www.industryintel.com/i2live>.

About Industry Intelligence Inc.

Industry Intelligence specializes in providing market intelligence solutions that offer a comprehensive view of business and market-moving events—all within an intuitive, easy-to-use platform that promotes collaboration and action. Founded in 1999, privately held and headquartered in Los Angeles, Industry Intelligence has worked with more than 600 companies of all sizes and across diverse market sectors.

i2live interactive conference programs engage business leaders in an ongoing conversation among experts and peers. i2live audio calls, speakers' series and conferences cover topics tailored to your industry and issues that cut across market sectors to help businesses make sense of industry trends and get real-time intelligence. For more information, visit <http://www.industryintel.com/i2live>.