



Press release

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New approaches to addressing sustainability challenges, plus latest packaging technologies/products will be featured at TPC 2020

Holland, Ohio (December 6, 2019) —New approaches to addressing sustainable packaging challenges, as well as the latest packaging technologies and products, will be session focal points at The Packaging Conference 2020, February 3-5, AT&T Conference Center, Austin, Texas.

The Packaging Conference, produced by PTI and SBAcci, has established a decade-plus reputation as the must-attend event for the debut of new technologies and other key industry announcements. Discounted, [early registration](#) (by January 18th) is available.

“Everyone in the packaging supply chain continues to feel pressure from both brand owners and consumers to come up with ways to minimize impact on the environment. The conference will be featuring speakers from all sectors who will be offering their unique insights on how to continue to move the needle regarding these efforts,” said John Maddox, president, The Packaging Conference. “Additionally, this year’s conference will feature speakers who will be debuting innovative packaging materials, containers and systems that are predicted to also make an impact.”

Among the 25-plus speakers featured at the three-day event, are: Luis Sierra, CEO, BP Global Aromatics; Clark Ensminger, market development manager, Eastman; David Feber, partner, McKinsey & Company; Charlie Schwarze, director, corporate engagement, The Recycling Partnership. (For a full list of speakers and topics, visit the [website](#).)

Ensminger will focus on how will brands make the transition to recycled, sustainable solutions for their products and packaging. He will share how Eastman has reimaged its material production process and developed a way to replace the coal and natural gas used for feedstocks with plastic waste currently destined for the landfill. Eastman also creates materials made from waste plastic that can be used for packaging and products.

Feber’s presentation will provide an update on the key megatrends affecting the packaging industry, with a specific focus on how sustainability is changing the game, as well as what leading players are doing to capitalize on this trend for success.

Schwarze will talk about its recent report, *The Bridge to Circularity*, which address the steps brands and their supply chains must take in order to meet aggressive recycling and recycled content gaps. Sierra will discuss enhanced recycling technology for difficult-to-recycle PET plastic waste.

MORE

The Packaging Conference 2020

Page 2

“The conference is designed to provide the latest information on a variety of topics 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 Brittanie Begeman, vice president, The Packaging Conference.

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 by January 18th can take advantage of the discounted early registration rate of \$1,795. The fees include conference sessions and proceedings, breaks, Tuesday and Wednesday lunch and a Monday evening reception to promote additional networking. A discounted [group rate](#) is available at the AT&T Hotel and Conference Center until January 15, 2020.

About SBAcci

SBAcci produces balanced supply/demand and consumption models for the global polyester value chain. Detailed PET packaging end-use applications are available for the USMCA and European regions. The company also provides unrivaled business modeling and market perspectives augmented by onsite presentations which have been customized to address client-specific requirements. For more info: www.sba-cci.com.

About PTI

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 plastic packaging. For more info: www.pti-usa.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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