

# THIN WALL PACKAGING 2011

*International conference on market trends and developments in plastic tubs, cups, jars, bakery trays and ready meal dishes*



**6 - 8 December 2011**  
Maritim Hotel, Cologne,  
Germany

Images courtesy of: Illig GmbH, RPC Containers and Unilever

\* + 19% German VAT

**SPECIAL OFFER:** Save €100\* if you register before 14th October 2011

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# THIN WALL PACKAGING 2011

6-8 December 2011,  
Maritim Hotel, Cologne, Germany

AMI is pleased to invite you to attend the 6th international conference on Thin Wall Packaging, which takes place from 6-8 December 2011 at the Maritim Hotel in Cologne, Germany. The conference focus is on lightweight plastics packaging tubs, cups, trays, jars and pots. It looks at storage and functionality of plastics materials in protecting and preserving items such as meat, yoghurt, margarine, fruit and vegetables, dairy, fish, soup, and ready meals.

There is ongoing debate about the whole issue of sustainability in the retail industry and there will be several key speakers on this topic, looking at aspects such as legislation and the replacement of glass and metal cans, and combining board and plastics.

Plastics processing technology contributes to the carbon footprint of the packaging, so developments in high flow material and improved efficiency in production, can all help to reduce environmental impact.

High barriers to gas, microbes and water vapour can be achieved using a variety of methods and materials. For example, the in-mould label can have a function as well as being decorative and carrying information.

**Thin Wall Packaging 2011** offers a meeting point for the industry to debate business trends and improvements in packaging technology. It provides a unique opportunity to network with the wide range of professionals involved with the plastics packaging industry at all levels of the supply chain.

## EARLY BIRD REGISTRATION OFFER

Register before 14th October 2011 and pay €890\* saving €100\* on the full price of €990\*. There are additional discounts for group bookings. The registration fee includes attendance at all conference sessions, the welcome cocktail reception, lunch and refreshment breaks on both days, and a set of conference proceedings.

## SPONSOR THIS EVENT

A variety of sponsorship opportunities are available at this conference to help to promote and enhance your company's products and services to this highly targeted international audience. Contact the conference hotline for further information.

## CONFERENCE VENUE

Cologne was founded over 2,000 years ago and is a good place for dining out, cultural tours and shopping. The conference will take place at the Maritim Hotel, which is on the banks of the Rhine within walking distance of the old town and ancient cathedral.

\*+19% German VAT

## CONFERENCE HOTLINE

**Contact: Maud Lassara, Senior Conference Organiser**  
Tel: +44(0)117 924 9442  
Fax: +44(0)117 311 1534  
E-mail: ml@amiplastics.com

See the latest programme and confirmed speakers at:  
[www.amiconferences.com](http://www.amiconferences.com)

## Tuesday 6th December 2011

17.00 Registration  
18.00-19.30 Welcome Cocktail Reception  
There are no conference sessions on this day

## Wednesday 7th December 2011

08.00 Registration and welcome coffee  
09.00 Opening announcements

## MARKET OVERVIEW

09.10 **The market for thin walled packaging**  
Mr. Jon Nash, Head of Strategic Research,  
AMI CONSULTING, United Kingdom

09.40 **Packaging and sustainability, a journey through legal, technical and commercial constraints**  
Dr. Philippe Diercxsens, Packaging & Environment Manager,  
DANONE WATERS, Belgium

## SESSION 1 - PACKAGING INNOVATIONS

10.10 **What if there were beauty in downgauging?**  
Dr. Frederic Dreux, Global Capability Leader Rigid Plastics,  
UNILEVER, Netherlands

10.40-11.10 Morning coffee sponsored by:



11.10 **Thin wall combi packaging**  
Ms. Kati Fahrenholtz, European Sales Manager and  
Mr. Torben Aarris Späth, Managing Director,  
PROMENS STILLING A/S, Denmark

11.40 **Two-compartment PET container pushes PET blow molding boundaries**  
Mr. Scott Steele, Vice President of International Operations,  
PLASTIC TECHNOLOGIES, INC., United States

12.10-13.40 Lunch sponsored by:



## SESSION 2 - MATERIALS

13.40 **New generation of XPS foam trays for protein in modified atmosphere packaging**  
Mr. Antonio Terzoni, Marketing & Customer Care Manager,  
COOPBOX GROUP S.p.A., Italy

14.10 **Clear polypropylene: optimise processing conditions whilst maintaining the aesthetic appeal of your products**  
Mr. Adam Newberry, Technical Account Manager,  
MILLIKEN EUROPE BVBA, Belgium

14.40 **Glass packaging replacement – new polymer and design combinations challenge the future of glass in food packaging**  
Mr. Morten Augustad, Market Development Manager - Advisor,  
NORNER AS, Norway

15.10-15.40 Afternoon tea sponsored by:



15.40 **Rigid packaging 2.0 – breaking barriers**  
Mr. Martin Hill, European Application Technology Leader,  
Rigid Packaging,  
DOW CHEMICAL IBÉRICA S.L., Spain

## SESSION 3 – LEGISLATION & STANDARDS

16.10 **The benefits of BRC/IoP global standard for packaging and packaging materials**  
Miss Joanna Griffiths, Packaging Technical Manager,  
BRC GLOBAL STANDARDS, United Kingdom

# PROGRAMME

- 16.40 **The impact of the new plastics regulation for food contact on demonstrating legal compliance for the supply chain**  
Dr. Rob Veraart, Staff Scientist,  
KELLER AND HECKMAN LLP, Belgium

20.00 Conference Dinner

**Thursday 8th December 2011**

08.30 Registration and welcome coffee  
09.00 Opening announcements

## SESSION 4 - BARRIER PACKAGING

- 09.10 **The way to sustainability in high barrier packaging**  
Mr. Jordi (Koke) Pursals, CEO,  
EDV PACKAGING, Spain
- 09.40 **IML becomes functional**  
Mr. Nico van de Walle, Product Innovation Manager,  
PRINTING COMPANY VERSTRAETE, Belgium
- 10.10 **EVOH barrier for thin wall packaging, matching the various technologies and food needs**  
Mr. Didier Houssier, Business Development Manager,  
KURARAY – EVAL EUROPE, Belgium

10.40-11.10 Morning coffee sponsored by:



## SESSION 5 - NEW TECHNOLOGY & MATERIALS

- 11.10 **Optimising the barrier properties for rigid polymer packaging – new multilayer barrier technology**  
Mr. Thomas Leng, Head of Business Unit PAC,  
NETSTAL MASCHINEN AG, Switzerland
- 11.40 **New opportunities in crisis resistant TWP market lead to a greener future**  
Dr. Tjerk Lenstra, Senior Technical Marketing Engineer,  
SABIC, Netherlands
- 12.10-13.40 Lunch sponsored by:
- 13.40 **Active flow moulding (AFM) – the next step in thin-walled moulding**  
Mr. Peter Clarke, Head of Engineering,  
GR8 ENGINEERING Ltd., United Kingdom
- 14.10 **The next dimension for fully automated thermoforming lines from sheet to final packed product**  
Mr. Thomas Huber, Director Sales Packaging Industry,  
KIEFEL GmbH, Germany and  
Mr. Ejnar Andersen, Managing Director,  
KILDE A/S AUTOMATION, Denmark
- 14.40 **Whey protein films as sustainable barrier material in thermoformed food packaging**  
Mr. Marcus Schmid, M.Sc., Project Manager,  
FRAUNHOFER IVV, Germany

15.10 Afternoon tea and conference ends

Conference bag sponsored by:



Also sponsored by:



AMI reserves the right to alter the programme without notice.  
The latest programme including any new speakers or changes to schedules can be viewed on our website [www.amiconferences.com](http://www.amiconferences.com)

**Save €100\***  
**Register before 14th October 2011**  
**and save €100\***

\* + 19% German VAT

## THIN WALL PACKAGING 2011: EXHIBITION SPACE

Make it easy for the delegates to find you at this busy event with your own table top exhibition space. Bring your own display stand, or just use the space to have literature and samples available and ensure that you make an impact. The table top exhibition will run throughout the conference in the spacious lobby next to the main meeting room.

**Registration includes 1 free delegate place!**

Space is limited so to avoid disappointment, please register for this service as soon as possible.

## HOTEL ACCOMMODATION

Delegates are responsible for booking their own accommodation. AMI has negotiated a room rate of €156.71 for a single room and €196.49 for a double room (breakfast and taxes included) at the Maritim Hotel in Cologne. To reserve a room please contact the hotel direct and state that you are attending "AMI's Thin Wall Packaging 2011" conference.

**Tel: +49 221 2027 849 Fax: +49 221 2027 826**

**E-mail: [reservierung.kol@maritim.de](mailto:reservierung.kol@maritim.de)**



Image courtesy of: Illig GmbH

## FIVE GOOD REASONS WHY YOU SHOULD ATTEND:

**1. Review the latest market trends**

**2. Learn about sustainability issues**

**3. Assess the latest packaging innovations**

**4. Keep up with new materials and technology**

**5. Network with top international experts**



# REGISTRATION FORM

Company: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Country: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail address: \_\_\_\_\_

VAT No.: \_\_\_\_\_

(Must be completed by all EU Companies)

Company activity: \_\_\_\_\_

Invoice address (if different from above): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## DELEGATE DETAILS

(If more than one delegate please photocopy form)

Title: \_\_\_\_\_ First name: \_\_\_\_\_

Surname: \_\_\_\_\_

Position: \_\_\_\_\_

Special dietary requirements: \_\_\_\_\_

## PAYMENT DETAILS

All payments to be made in Euros

The full delegate fee is €990 + 19%\* = €1178.10 per delegate

**FEES PAID** - please tick box and write amount:
☐ Early bird rate: €890 + 19%\* = €1059.10  
(Until 14th October 2011) \_\_\_\_\_

☐ Delegate fee thereafter: €990 + 19%\* = €1178.10 \_\_\_\_\_

☐ Conference dinner: €75 + 19%\* = €89.25 \_\_\_\_\_

☐ Table top exhibition: €1750 + 19%\* = €2082.50  
(Includes one free delegate place) \_\_\_\_\_

\* German VAT

**Total:** \_\_\_\_\_

## METHOD OF PAYMENT

On receipt of this registration form your credit card will be debited.  
You will be sent an invoice in 5 working days.
☐ **Bank Transfer quoting**: 'Applied Market Information Ltd.  
- Thin Wall Packaging 2011' to: Commerzbank, Filiale Düsseldorf,  
Breite Straße 25, 40213 Düsseldorf, Germany  
Account number: **1024710** Bank No. **300 400 00**  
IBAN: **DE93 3004 0000 0102 4710 00** SWIFT: **COBADEFFXXX**
☐ Visa / Mastercard / Eurocard / JCB  
(Please note all card payments will be processed in £ Sterling)

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Name of cardholder: \_\_\_\_\_

Expiry date: \_\_\_\_\_ 3-digit security code: \_\_\_\_\_

Cardholder's signature: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

# THIN WALL PACKAGING 2011 CONFERENCE INFORMATION

## Date and location

6-8 December 2011

Maritim Hotel

Heumarkt 20

D-50667, Cologne, Germany

Tel: +49 221 2027 0

Fax: +49 221 2027 826



## Registration fee

The registration fee includes attendance at all conference sessions, the welcome cocktail reception, lunch and refreshment breaks on both days, and a set of conference proceedings.

• **Early bird registration:** Register before 14th October 2011 for only €890\*. Thereafter the cost is €990\*.

• **Group rates:** For companies wishing to register two or more delegates, group discounts are available. Please contact Ms. Maud Lassara for more details.

## Thin Wall Packaging 2011 table top exhibition

A limited number of table top exhibition spaces are available in the registration area and coffee lounge directly outside the conference room. The table top exhibition fee is €1750\* and includes **1 free delegate place**. Exhibitors may either use tables provided by the hotel (120 x 45 x 75 cm), or bring their own stand or display.

## Sponsor this event and promote your company

A variety of sponsorship opportunities are available at this event that can help to promote and enhance your company's products and services to this highly targeted international audience. For further information, please contact the Senior Conference Organiser on: +44 117 924 9442.

## Social events

The social events organised for Thin Wall Packaging 2011 will provide an ideal setting for delegates and speakers to mix business with pleasure.

### • Welcome cocktail reception

A welcoming cocktail reception will be held on the first evening. All delegates are invited to attend and it will offer an excellent opportunity to meet speakers and other colleagues. The welcome cocktail reception will run approximately from 18:00 to 19:30 and is included in the delegate fee.

### • Conference dinner

The conference dinner will take place at a local restaurant on the evening of 7th December 2011. The additional cost is €75\*.

## Hotel accommodation

Delegates are responsible for booking their own accommodation. AMI has negotiated a room rate of €156.71 for a single room and €196.49 for a double room (breakfast and taxes included) at the Maritim Hotel in Cologne. To reserve a room please contact the reservation department and state that you are attending "AMI's Thin Wall Packaging 2011" conference on:

**Tel: +49 221 2027 849 Fax: +49 221 2027 826****E-mail: [reservierung.kol@maritim.de](mailto:reservierung.kol@maritim.de)**

## Cancellations

Full refunds, less a cancellation charge of €200 will only be made on cancellations received prior to 4th November 2011. Thereafter we regret that no refunds can be made. Delegates may be substituted at any time. Please note no refunds may be given on table top bookings.

\* + 19% German VAT

## CONFERENCE HOTLINE

**MAUD LASSARA, SENIOR CONFERENCE ORGANISER**

Applied Market Information Ltd.

45-47 Stokes Croft, Bristol BS1 3QP, United Kingdom

**Tel: +44 (0)117 924 9442 Fax: +44 (0)117 311 1534****E-mail: [ml@amiplastics.com](mailto:ml@amiplastics.com)**The latest programme, including any new speakers or changes to the schedule can be viewed on our website: **[www.amiconferences.com](http://www.amiconferences.com)**