

*"Designers, end users, and others involved with consumer goods packaging agree that one of the most significant aspects of today's "sustainability" approach is the way the different environmental aspects of packaging are intertwined."*

*-Bill Franklin, Director, Franklin Associates Division of Eastern Research Group*

# SUSTAINABLE PACKAGING SUMMIT

**Implement Sustainable Packaging Practices To  
Use Resources In A More Sustainable Approach,  
Maintain Low Production Costs, Meet Customer  
Expectations, And Reduce Waste**

**April 8-10, 2009 • Chicago, IL**



**Three-Day Industry Forum Focusing on How Your Organization Can Achieve Their Goals in Terms of  
Using Resources In A More Sustainable Approach, Maintain Low Production Costs, Meet Customer  
Expectations, and Reduce Waste**

## **DISTINGUISHED SPEAKER:**

Sean M. Stephan, *Sr. Director of Sustainable Packaging,*  
**WAL-MART INTERNATIONAL**

Michael Maggio, *Vice President, Global Strategic Design  
Operations,* **JOHNSON & JOHNSON**

Keith Christman, *Senior Director, Packaging,* **AMERICAN  
CHEMISTRY COUNCIL, PLASTICS DIVISION**

Susan Homan, *Marketing Manager for Sustainable Materials,*  
**DUPONT**

David Clark, *Director of Sustainability,* **AMCOR PET  
PACKAGING**

Christine White-Stanton, *Ceo,* **SCANDLE LLC**

Victor Bell, *President,* **ENVIRONMENTAL PACKAGING  
INTERNATIONAL**

John Kowal, *Global Marketing Manager,* **SCHNEIDER  
ELECTRIC, ELAU PACKAGING SOLUTIONS**

Ken Strassner, *Vice President, Global Environment, Safety,  
Regulatory, and Scientific Affairs,* **KIMBERLY-CLARK**

Jonathan Asher, *Vice President,* **PERCEPTION RESEARCH  
SERVICES**

Randall Boeller, *Packaging Engineering Program Manager,*  
**HEWLETT-PACKARD**

Diane Ray, *Vice President, Strategic Innovation,* **NATURAL  
MARKETING INSTITUTE**

## **LEARN ABOUT:**

- Discover key trends impacting sustainable packaging
- The changing regulatory landscape for packaging
- Cost savings through sustainable package innovation
- Gain insight into industry opinions on the usage and future of sustainable packaging
- Learn how to choose the appropriate suppliers and distributors which allow for materials to be recaptured
- Through sustainable packaging increase your organization's market share by capturing the "green consumer"
- Transition towards using renewable packaging materials to reduce consumption of energy and water, and minimize packaging waste
- Rethink the package development process by touching upon all e the 4 R's: Realize, Reuse, Recapture, and Reduce
- Case studies of successful green manufacturing techniques
- Understand what metrics and tools are available to assess the environmental impact of your packaging
- Asses the latest trends in packaging technologies to ensure your organization delivers more sustainable packaging solutions
- Optimize materials and energy within the design process

## **MEDIA PARTNERS**



# SUSTAINABLE PACKAGING SUMMIT

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## PRE-CONFERENCE WORKSHOP: April 8<sup>th</sup>, 2009

2:30-5:00 PM

PRE-CONFERENCE INTERACTIVE WORKSHOP: UNDERSTANDING SUSTAINABLE PACKAGING

*The workshop will give an overview of key sustainability concepts and drivers, and how they affect packaging. It will then provide in-depth information on regulations and business trends affecting packaging design. Participants will learn about strategies for evaluating different package designs and how they will be evaluated in scoring systems such as those being implemented by Walmart and other major retailers. They will learn how complying with these requirements may reveal cost reduction opportunities. The workshop will also cover strategies for communicating environmental packaging and product attributes to today's environmentally-conscious consumer in ways that add credibility to your brand.*

ATTENDEES WILL LEARN ABOUT:

- Tools & resources for assessing sustainability
- Environmental marketing & labeling of packaging
- Walmart, Tesco and other retailer's scorecard. How can you improve your scores
- Sustainability through the supply chain

### **About the workshop leader:**

*Victor Bell is President of Environmental Packaging International (EPI), a consultancy specializing in global environmental packaging and product stewardship requirements. Mr. Bell, who founded EPI in 1998, is a Certified Packaging Professional with more than 20 years of experience with environmental issues associated with packaging and products. EPI has provided assistance to major companies worldwide in the electronics, toy, soft drink, cosmetics, medical, and general merchandise industries.*

**Victor Bell, President, ENVIRONMENTAL PACKAGING INTERNATIONAL**

## CONFERENCE DAY ONE: April 9<sup>th</sup>, 2009

Meeting Room:

7:00 - 8:00 AM

CONFERENCE REGISTRATION AND CONTINENTAL BREAKFAST

8:00 - 8:15 AM

CHAIRPERSON'S WELCOMING REMARKS

8:15 - 9:15 AM

KEYNOTE- USING SUSTAINABLE PACKAGING INNOVATION TO DRIVE SALES AND PRODUCTIVITY IN WAL-MART STORES

Sustainable Packaging Innovation involving Retail Ready Packaging (RRP) has changed the way retailers look at replenishing shelves in order to be in-stock for our customers. The other consequential metric of RRP is it increases productivity in the stores which can be used to deliver excellent customer service.

ATTENDEES WILL LEARN ABOUT:

- RRP basics
- Sustainable RRP's
- RRP Conversion of a category
- RRP Highlights from abroad

**Sean M. Stephan, Sr. Director of Sustainable Packaging, WAL-MART INTERNATIONAL**

*Sean M. Stephan is the Senior Director of Sustainable Packaging for Wal-Mart International where he oversees the sustainable packaging requirements for all 13 countries in which Wal-Mart does business. He has a Masters of Science Degree in Bio-Chemical Engineering and is a certified Lean Sigma Master Black Belt.*

9:15 - 9:45 AM

MORNING REFRESHMENT BREAK & EXHIBITS/SPONSORS

9:45 - 10:30 AM

SORTING OUT OPTIONS FOR SUSTAINABLE PACKAGING- WHICH MATERIALS ARE BEST?

Companies today are presented with a myriad of options to make their packaging more sustainable. There's paper, glass, metal, traditional plastics, and the emerging selection of renewably-sourced or compostable materials. So which alternative should your organization consider? The reality is that there is no silver bullet, but there are lots of directions in which your organization can go to achieve more sustainable packaging.

ATTENDEES WILL LEARN ABOUT:

- The evolution of packaging innovation towards more sustainable options,
- Sorting out the essential "R"'s (reduce, reuse, recycle, renewable)
- Facts, pros, and cons of available materials, and planning for future scenario's

**Susan Homan, Marketing Manager for Sustainable Materials, DUPONT**

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# SUSTAINABLE PACKAGING SUMMIT

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## 10:30 - 11:15 AM PACKAGING SUSTAINABILITY – THE FUTURE

HP's perspective on sustainable packaging, examples of changes made, examples of changes investigated, measuring performance and establishing goals. What does the future hold for the packaging industry?

### WHAT ATTENDEES WILL LEARN:

- Identify where your organization is in it's journey to sustainability
- Decide what your organization's driver is
- Establish benchmarks
- Create goals

**Randall Boeller, Packaging Engineering Program Manager, HEWLETT-PACKARD**

## 11:15 - 12:00 PM PLASTIC PACKAGING SUSTAINABILITY CASE STUDIES

Plastic packaging can be used to reduce, greenhouse gas emissions, material use, energy use and waste. Through case studies we will compare plastic packages to alternatives using life-cycle assessment and Wal-Mart scorecard metrics.

### ATTENDEES WILL LEARN ABOUT:

- Use plastics lightweight to reduce environmental impacts such as greenhouse gas emissions, energy use and waste.

**Keith Christman, Senior Director, Packaging, AMERICAN CHEMISTRY COUNCIL, PLASTICS DIVISION**

## 12:00 - 1:00 PM LUNCHEON & EXHIBITS & SPONSORS

## 1:00 - 2:00 PM SUSTAINABILITY GAINS IN PET PACKAGING, A SYSTEMS APPROACH

PET packaging has made gains in the area of sustainability, but consumers don't always understand the benefits of packaging. The largest gains in sustainable products and packaging can be achieved when brand owners, converters, and others in the value chain work together using a systems approach. This presentation will highlight some recent packaging advances, as well as opportunities to further improve product and packaging sustainability.

### ATTENDEES WILL LEARN ABOUT:

- Evaluate packaging as a key element in overall product sustainability.
- Match your company targets and desired outcomes with the appropriate sustainability initiatives.
- Achieve alignment with packaging suppliers to achieve sustainability improvements.

**David Clark, Director of Sustainability, AMCOR PET PACKAGING**

## 2:00 - 2:15 PM AFTERNOON REFRESHMENTS & EXHIBITS

## 2:15 - 3:00 PM UNDERSTANDING RETAILER SCORECARD (WALMART-TESCO)

This presentation will discuss strategies for evaluating different package designs and how they are evaluated in scoring systems such as those being implemented by Walmart and other major retailers

### ATTENDEES WILL LEARN ABOUT:

- Walmart, Tesco and other retailer's scorecard.
- How can you improve your organization's scores

**Victor Bell, President, ENVIRONMENTAL PACKAGING INTERNATIONAL**

## 3:00 - 3:45 PM PACKAGING & THE ENVIRONMENT-THE CONSUMER VIEW

Environmental concerns are in the news and receiving a good deal of attention. Marketers need to determine the best approach to increasing government mandates, retailer guidelines and consumer preferences. Perception Research Services, the leading packaging research company for over 30 years, has been at the forefront of assessing consumers' attitudes, behaviors and perceptions regarding this complex and critical topic.

### ATTENDEES WILL LEARN ABOUT:

- Communicate with consumers
- Provide meaningful options
- Manage expectations

**Jonathan Asher, Vice President, PERCEPTION RESEARCH SERVICES**

## 3:45 - 4:00 PM CHAIRPERSON'S CLOSING REMARKS, Q&A AND GENERAL QUESTIONS, END OF CONFERENCE



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## CONFERENCE DAY TWO: April 10<sup>th</sup>, 2009

7:00 - 8:00 AM

CONFERENCE REGISTRATION AND CONTINENTAL BREAKFAST

8:15 - 8:30 AM

CHAIRPERSON'S WELCOMING REMARKS

8:30 - 9:30 AM

PACKAGING WITH PUNCH: INTEGRATING SUSTAINABILITY INTO THE PACKAGE DESIGN

The shelves in any major store are a battleground to capture a consumer's attention. On the shelves today your packaging must represent a consistent message to the consumer. Design, color, and choice of packaging material have always been key factors, but increasingly important has been an extension of sustainability into a broader packaging and marketing strategy for each product. Besides having an innovative package design to differentiate your product, it should also send the message to the consumer that this product in some form is sustainable.

ATTENDEES WILL LEARN ABOUT:

- Incorporate sustainability in the design process
- Understand relationship management in terms of a tool to ensure more collaboration among internal departments throughout the packaging process
- Differentiate your product to gain market share
- Eliminate PVC, polyvinyl chloride from your company's packaging

**Michael Maggio, Vice President, Global Strategic Design Operations, JOHNSON & JOHNSON**

9:30 - 10:00 AM

MORNING REFRESHMENTS & EXHIBITS/SPONSORS

10:00 - 11:00 AM

PACKAGING AUTOMATION: CENTERPIECE FOR SUSTAINABLE CPG BUSINESS STRATEGY

Brand owners regularly underutilize their packaging operations as a strategic business asset. Yet, packaging operations are critical to both sustainability and CPG marketing strategies. Many opportunities to increase packaging efficiency are already proven in manufacturing, so implementation cost and risk are minimal.

ATTENDEES WILL LEARN ABOUT:

- Distinguish between 'machine builders' and new breed of packaging systems providers with turnkey responsibility for complete solutions
- Reconcile capital expenditure policies with operational savings and sustainability gains
- Increase supply chain effectiveness by partnering material suppliers with packaging engineering and machinery suppliers
- Reduce time to market by developing packaging lines in parallel with package design
- Ask the right questions about packaging machinery as a non-technical manager to reduce investment risk through innovation, reliability, efficiency and flexibility

**John Kowal, Global Marketing Manager, SCHNEIDER ELECTRIC, ELAU PACKAGING SOLUTIONS**

11:00 - 12:00 PM

K-C SUSTAINABLE PACKAGING SUCCESSES

This presentation will review ongoing work within K-C to develop more sustainable packaging alternatives.

ATTENDEES WILL LEARN ABOUT:

- Reduced packaging
- New packaging materials
- What our customers and consumers are telling us

**Ken Strassner, Vice President, Global Environment, Safety, Regulatory, and Scientific Affairs, KIMBERLY-CLARK**

12:00 - 1:00 PM

LUNCHEON & EXHIBITS

1:00 - 1:45 PM

USING CONSUMER INSIGHTS TO DRIVE PACKAGING INNOVATION

NMI research shows that 80% of all consumers exhibit some interest in sustainability and other "green" initiatives. This session will explore how consumer insights regarding sustainability and eco-friendly packaging can be integrated into the innovation process for new packaging development. Insight will also be provided into how to communicate green marketing/package claims that are meaningful, memorable and relevant to consumers.

WHAT ATTENDEES WILL LEARN:

- Integrate consumer insight into the innovation process
- Target those consumers who are most likely to respond to eco-friendly packaging claims
- Leverage consumer awareness, and interest in, packaging seals and certifications

**Diane Ray, Vice President, Strategic Innovation, NATURAL MARKETING INSTITUTE**

1:45 - 2:00 PM

REFRESHMENT BREAK



# SUSTAINABLE PACKAGING SUMMIT

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2:00 - 4:00 PM

PANEL DISCUSSION ON RETHINKING PACKAGE DEVELOPMENT PROCESS USING 4 R'S

This panel will discuss incorporating the 4r's when designing packaging that attracts consumers and reduces a company's environmental footprint. This panel will use the redesign of Scandle Body Candle's packaging as an example

ATTENDEES WILL LEARN ABOUT:

- Realize what their customers want and how to achieve that through sustainable packaging
- Reuse and recapture materials to save on costs
- Reduce waste through sustainable packaging innovations

**Moderator:** Christine White-Stanton, Ceo, **SCANDLE LLC**

**Panelist:** John Kowal, Global Marketing Manager, **SCHNEIDER ELECTRIC, ELAU PACKAGING SOLUTIONS**

**Panelist:** David Clark, Director of Sustainability, **AMCOR PET PACKAGING**

4:00 - 4:15 PM

CHAIRPERSON'S CLOSING REMARKS, Q&A AND GENERAL QUESTIONS, END OF CONFERENCE

## WHY SHOULD YOU ATTEND?

Companies that want to get ahead of the competition and stay there should attend this conference. Packaging professionals and companies are already facing the challenge of taking practical steps to delivering more environmentally friendly packaging solutions. The Sustainability Packaging Summit will help your organization achieve their goals in terms of using resources in a more sustainable way, maintain low production costs, meet customer expectations, and reduce waste. This conference is designed to help your organization understand what sustainability means and how to start applying its principles to your infrastructure. Learning about even small changes to your existing infrastructure within your packaging system can make your organization more sustainable while improving the bottom line. Join us April 8-10, 2009 in Chicago, IL for a gathering of outsourcing directors, package development managers, purchasing managers, R&D professionals, marketing brand managers, and environmental affair executives that are involved in achieving sustainable packaging solutions. ACI's Sustainable Packaging Summit Conference will give you the know-how approach to start integrating sustainable packaging solutions into your organization while improving the bottom line. Are you ready to improve the bottom line?

## TARGET AUDIENCE:

The conference is for Senior Level Executives, Vice Presidents, Directors, Managers, Coordinators, and Program Managers representing businesses in the following areas: Packaging Manufacturers and Converters, Material Suppliers, Retail and Brand Owners, Consumer Good Companies

- Advanced Materials Research
- Brand Identity
- Brand Strategy
- Client Innovations
- Engineer
- Environmental Affairs
- Global Quality and Standard Manager
- Green Innovations
- Marketing Brand
- Natural Resources
- Outsourcing
- Packaging, Packaging and Design, Packaging Graphic Designer, Packaging Innovation, Packaging Development, and Packaging Procurement
- Purchasing Managers
- R&D Professionals
- Social Responsibility
- Structural Packaging
- Structural Packaging
- Supplier Development
- Supply Chain
- Sustainability
- Sustainable Materials
- Value Chain