

# Polyethylene Films 2012

*The international marketing, business and technical conference for  
the polyethylene film industry*



## HEADLINE SPONSORS



**February 9-10, 2012**

*The Shores Resort & Spa,  
Daytona Beach, Florida, USA*

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AMI's POLYETHYLENE FILMS conference has established a position as the leading conference where the industry meets to discuss the major business and technical issues which are shaping its future. At the last conference the extruders in attendance accounted for over 3.5 billion lbs of resin usage resulting in a high level of discussion both inside and outside the formal conference sessions. In particular the structure of the conference allows delegates to have strong contacts with all steps in the supply chain from raw material to final users in a relaxed yet focused business environment.

The polyethylene film industry in North America has been facing many challenges for several years which have been compounded by the global recession. Extruders have had to deal with volatile raw material and energy costs, growing levels of imports of converted goods and weak market fundamentals. At the same time opportunities continue to arise through new resin formulations and sources of feedstock supply and new branding and product developments requiring increased sophistication and improved functionality and performance from packaging. Whilst balancing the need for short terms strategies to ensure the continuance of their business companies also need to keep abreast of the latest raw material, additive and machinery developments in order to be sure they are offering the best and most competitive product. POLYETHYLENE FILMS 2012 will give companies a fantastic opportunity to benchmark their position against best strategies in the industry while at the same time increasing their understanding of the future opportunities which are developing in the market.

POLYETHYLENE FILMS 2012 will look in detail at both the business challenges and technical developments and how they are affecting today's film producers and the implications for the future. An international panel of expert industry speakers has been assembled by AMI to provide in-depth analysis of trend-setting developments in polyethylene materials and additives and how they will enhance the cost and performance of film products and potentially reshape the industry. Several key papers will also cover the latest in film manufacturing technologies and how they will improve output and profitability.

POLYETHYLENE FILMS 2012 will also include a special markets/ issues forum that will aim to put these material and technological developments in the context of the challenging business environment film producers and their customers operate in. Industry consultants, AMI, will provide a detailed review of globalization trends within the PE film industry as well as the market situation in North America. There will also be a panel discussion to allow all participants to put forward their views on the trends and developments in the polyethylene film industry.

## CONFERENCE HOTLINE

Contact: Amanda Schaeffer, Conference Coordinator

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C O N F E R E N C E

Thursday, February 9, 2012

8:00 Registration and welcome coffee  
9:00 Opening announcements

### MARKET OVERVIEW

9:10 **Raw material scenarios and their impact on the PE film industry**  
Mr. Andrew Reynolds, Research Director,  
APPLIED MARKET INFORMATION Ltd., United Kingdom

### SESSION 1 – PRIME RAW MATERIALS

9:40 **Advanced technology for multilayer barrier film applications**  
Mr. Maged Botros, Senior Research Scientist,  
EQUISTAR CHEMICALS, A LYONDELLBASELL COMPANY,  
United States

10:10 **Improving optical properties in co-extruded blown films**  
Mr. Norman Aubee, Technical Service Specialist,  
NOVA CHEMICALS, Canada

10:40-11:10 Coffee break sponsored by:



11:10 **Improved balance of elasticity and load carrying capability**  
Mr. Ayush Bafna, Associate Scientist,  
THE DOW CHEMICAL COMPANY, United States

11:40 **Total films solutions**  
Mr. Mark Miller, Market Manager- Flexible Packaging,  
TOTAL PETROCHEMICALS, United States

12:10 **New non- food barrier applications for EVOH polymers**  
Mr. Edgard Chow, Technical Manager,  
KURARAY AMERICA, INC., United States

12:40-2:10 Lunch

2:10 **Solutions for broad packaging operating window and improved seal integrity**  
Dr. Rajen Patel, Fellow, Performance Packaging,  
THE DOW CHEMICAL COMPANY, United States

### SESSION 2 - ADDITIVES

2:40 **Improving optical properties of polyethylene packaging films with nepheline syenite antiblocking additives**  
Mr. Chris Karr, Market Director, Plastic Film Additives,  
UNIMIN CORPORATION, RIVERTech OFFICE WORKS,  
United States

3:10 **Imparting the look, feel, and performance of paper in traditional film structures**  
Mr. Chris Kerscher, Marketing Manager,  
A. SCHULMAN, United States

3:40-4:10 Coffee break

4:10 **Novel liquid stabilizer blends for PE film**  
Dr. Hayder Zahalka, Global Application Technology Manager,  
CHEMTURA, United States

### SESSION 3 – ANICILARY EQUIPMENT

4:40 **On-line measurement of complex barrier blown film structures using proven infrared measurement technology**  
Mr. Craig Wolf, Sales Director,  
NDC INFRARED ENGINEERING INC., United States



## PROGRAM

5:10 **The economics of recycling PE films**  
Mr. Warren Kim, CEO/ Sales Manager,  
NEXT GENERATION RECYCLING MACHINES, INC., United States

5:40 Afternoon wrap up and questions

6:00-7:30 Cocktail Reception

### Friday, February 10, 2012

8:30 Welcome coffee  
9:00 Opening announcements

#### SESSION 4 – PRIMARY MACHINERY

9:10 **Processing bio-plastics in film & sheet extrusion**  
Mr. Steve DeSpain, Vice President Sales & Marketing,  
REIFENHAUSER INC., United States

9:40 **Advancements in large diameter coextrusion die systems for blown film**  
Mr. Ricky Keller, Vice President,  
DAVIS STANDARD LLC, United States

10:10 **Efficient in-line trim management & trim material reclaim**  
Mr. Steven Gammell, Sales Manager,  
MACCHI NORTH AMERICA PLASTIC MACHINERY, INC.,  
United States

10:40-11:10 Coffee break sponsored by:



11:10 **Packaging film production using water quenched blown film technology- economics, properties, production rates**  
Mr. David Beddus, Technical Sales- Extrusion Systems,  
WINDMOELLER & HOELSCHER CORPORATION, United States

#### SESSION 5 – BUSINESS FORUM

11:40 **The human factor in the technology equation: how emotional intelligence impacts leadership**  
Mr. Timothy B. Lewis, Vice President Marketing and Sales,  
CMD CORPORATION, United States

12:10-1:40 Lunch

1:40 **Journey to zero landfill**  
Mr. Vince Herran, Global Recycling Director,  
SEALED AIR CORPORATION, United States

2:10 **Emerging trends in polyethylene film market**  
Mr. David Dunaway, Americas Market Development Manager, PE,  
EXXONMOBIL, United States

2:40 **The current status and outlook for the polyethylene film industry in North America**  
Mr. Andrew Reynolds, Research Director,  
APPLIED MARKET INFORMATION Ltd., United Kingdom

3:10 Afternoon wrap up and questions

3:30 Conference ends

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

#### AMPACET CORPORATION

As the industry's largest volume producer with technical centers and manufacturing sites in North and South America, Asia and Europe, Ampacet Corporation develops, innovates and manufactures the high quality color and additive masterbatches for cast & blown film and extrusion coating applications. Ampacet produces utility and specialty black and white masterbatches plus the broadest array of custom colors and specialty additive masterbatches including chemical foam agents, antistats, antifogs, slips and antiblocks, flame retardants, optical brighteners, release agents, UVI / UVA, conductive blacks, process aids, purges and shut down compounds.

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#### TECHMER PM

Founded in 1981, Techmer PM has established a solid reputation for delivering top-quality, custom-tailored additives, colorants, and masterbatches. The company regards its customers as partners and forms long-term relationships that emphasize continuous improvements in both products and quality processes. As a result, an elite circle of national and international customers relies on Techmer PM's advanced technology to add value and compete more effectively in markets ranging from food packaging and agricultural film to construction materials and textiles.

[www.techmerpm.com](http://www.techmerpm.com)

#### FIVE GOOD REASONS WHY YOU SHOULD ATTEND:

1. Get an independent view on the trends in the global trade of PE film products. What are the threats and opportunities in trade?
2. Find out about the latest technology developments in polyethylene grades and how they will influence film performance and costs.
3. Assess the latest process developments and find out how they can help improve productivity and output.
4. Benchmark your company's performance and experience against those of other leading players in the industry.
5. Network with our senior delegates and speakers drawn from throughout the industry.

