

# Polymers in Cables 2009

The business conference and exhibition  
for the plastic cables industry

**Special  
Offer**

Register before  
February 16, 2009  
and save

**\$150!**

**March 31 – April 1, 2009**

Crowne Plaza San Marcos Golf Resort,  
Phoenix, AZ, United States

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Organized by  
Applied Market  
Information LLC

# Polymers in Cables 2009

**P**olymers in Cables 2009 will be the tenth international cables conference organized by AMI and the first ever AMI conference of its kind based in North America, specifically targeting North American cables companies. The event regularly attracts over 250 international delegates in Europe and is recognized as the leading forum looking at polymer developments in the cables industry.

In the current challenging business environment it is more important than ever for cable producers and their customers and suppliers to be aware of the latest material developments and how these will help improve cable performance and profitability. The busy two day program will look in detail at key developments in cable machinery, additives, flame retardant technology, low smoke and fume zero halogen (LSFOH) cable insulation compounds, cross-linking technology and the potential for improved cable performance. Key papers will also look at important issues such as fire classifications for cables and meeting global fire testing requirements.

Polymers in Cables 2009 will aim to put these material, regulatory and technology developments in the context of the challenging business environment in which cable producers and their customers operate. Industry consultants AMI will provide a detailed overview of the North American market, analyzing structural changes in the cables industry as well as providing views on the future trends for material usage in cable manufacturing. Cable producers and raw material suppliers will also share their views on the key business, environmental and technological changes that are shaping the future of the industry.

Whatever your involvement in the cables industry, be it as a cable manufacturer or specifier, raw material supplier or equipment manufacturer, this event will provide an ideal opportunity to meet with like minded professionals and find out about the latest material, technology and business trends in North America and what they may mean for your business.

## FIVE GOOD REASONS WHY YOU SHOULD ATTEND:

Get an up to date view on the latest trends in the use of polymers and compounds in the North American cable industry.

Find out about the latest developments in polymers and compounds and how they can improve cable performance and enhance profit margins.

Assess new state-of-the-art technology and find out how it can help increase output.

Benchmark your company's performance against the performance of other leading players in the industry.

Network with senior delegates and speakers from around the world.

The business conference for  
Organized by Applied Market Information

## CONFERENCE

### TUESDAY, MARCH 31, 2009

8:00 – 9:00 **Registration & welcome coffee**  
9:00 **Opening announcements**


### MARKET OVERVIEW

9:10 **Raw materials usage and structural change in the NAFTA cables industry**  
Mr. Andrew Reynolds, Research Director,  
APPLIED MARKET INFORMATION LLC

### SESSION 1 - MEDIUM VOLTAGE POWER CABLES

9:40 **Enhanced system reliability at lowest total costs: peace of mind for power delivery**  
Mr. S. Ramachandran, Global Marketing Director,  
DOW WIRE & CABLE

10:10 **Reactor designed polymers: Fast forwarding silane technology**  
Dr. Jennifer Rust, Product Development - Wire & Cable,  
BOREALIS AB

10:40-11:10 **Coffee break** Sponsored by ExxonMobil: 

### SESSION 2 - HIGH VOLTAGE POWER CABLES

11:10 **The tape test – The industry standard for high voltage quality control**  
Dipl.-OEC, MBA Oliver Hissmann, Sales Manager,  
OCS OPTICAL CONTROL SYSTEMS GmbH

11:40 **The evolution of materials & processing technology for extruded high voltage cables: Challenges, solutions and the future**  
Mr. Andreas Farkus, Company Senior Specialist, ABB AB

12:10 – 1:40 **Lunch**

### SESSION 3 – FIBER OPTIC CABLES

1:40 **A kinetic analysis of improved UV cure heat resistant coatings**  
Mr. Edward Murphy, Principal Scientist - Fiber Optic Materials, DSM DESOTECH INC

### SESSION 4 - ENVIRONMENTAL TRENDS AND OPPORTUNITIES

2:10 **Cables in photovoltaic applications**  
Mr. Markus Kemmler, Owner, KEMMLER CONSULTING

2:40 **Environmental friendly flame retardants and light active pigments for cable applications**  
Dr. Hendrik Wermter, R&D Manager Flame Retardants,  
CHEMISCHE FABRIK BUDENHEIM KG

3:10 - 3:40 **Coffee break**

### SESSION 5 - CABLE PERFORMANCE AND COMPOUNDING

3:40 **Optimization of compounding conditions for HFFR formulations**  
Dr. Laurent Gervat, Compounds Applications Functional Polyolefins, ARKEMA, France & Dr. C. Richardson,  
Technical Marketing Manager, BUSS AG

4:10 **Innovative copolyester resins for demanding cable applications**  
Jim Pike, Business Development Manager,  
DSM ENGINEERING PLASTICS

# PROGRAM

4:40 **Improved wire and cable performance using specialty polymer modifiers**  
Dr. Bruce Harrington, Senior Staff Chemist,  
EXXONMOBIL CHEMICAL COMPANY

5:10 **Cocktail reception**

**WEDNESDAY, APRIL 1, 2009**

8:00 **Welcome coffee**  
8:30 **Opening announcements**

## **SESSION 6 – NANOCOMPOSITES IN CABLE APPLICATIONS**

8:40 **Nanocomposites as flame retardants - from research to cable applications**  
Dr. Günter Beyer, Head of Chemical & Physical  
Laboratories, KABELWERK EUPEN AG

9:10 **Commercial introduction of LDH nanoclays**  
Mr. Ross Opsahl, Business Development Manager,  
AKZONOBEL POLYMER CHEMICALS LLC

## **SESSION 7 – FLAME RETARDANT SYSTEMS**

9:40 **Enhanced fire performance energy cables: Halogen free technologies**  
Mr. David Kiddoo, Global Business Manager,  
ALPHAGARY CORPORATION

10:10 – 10:40 **Coffee break**

10:40 **Metal hydrate flame retardants for LSZH cables**  
Mr. James Innes, President,  
FLAME RETARDANTS ASSOCIATES INC

11:10 **Coupling agents and modifiers in halogen free flame retardant wire & cable compounds**  
Ms. Elizabeth Griffin, Senior Technical Specialist  
DUPONT PACKAGING & INDUSTRIAL POLYMERS

11:40 **Low smoke and fume zero halogen compounds for insulation and sheathing applications for the North American market**  
Mr. Fabrizio Cochi, Global Market Manager, LSF0H  
Platform, POLYONE

12:10 - 2:00 **Lunch**

## **SESSION 8 – CABLES MACHINERY**

2:00 **Gear pumps in the wire and cable industry**  
Mr. Bill Murphy, Regional Sales Manager, MAAG PUMP  
SYSTEMS TEXTRON

2:30 **Maintaining profit margins in the North American cables industry using accurate length measurement**  
Mr. Mike Kordik, Product Manager, BETA LASERMIKE INC

3:00 **Afternoon wrap-up and questions**

3:40 **Conference ends (approx)**

All timings are approximate  
AMI reserves the right to alter the program without notice

## **Exhibit at Polymers in Cables 2009!**

Make it easy for delegates to network with you at this busy event with your own table top exhibition space. Running in conjunction with the conference, the table top exhibition is an integral part of the event, providing the ideal setting to promote your company and its products to an international audience. The table top exhibition will run throughout the conference adjacent to the main meeting room.

Please note that this service is only available to companies registering at least one delegate to attend the conference.

Space is limited so to avoid disappointment, please register for your exhibit space as soon as possible.

## **Registration**

To register, fill out the attached form and fax it to +1 610 478 0900. If you have any questions, please contact Whitney Gallagher, conference Coordinator at +1 610 478 0800 or email: wg@amiplastics-na.com.

## **Organized by:**

### **APPLIED MARKET INFORMATION LLC**

Applied Market Information LLC is the North American operation of Applied Market Information Ltd, Europe's leading supplier of plastics consultancy and information services to the global plastics industry. AMI LLC can offer the full range of AMI services and products to North American clients. Together with our well-established European-based operations this means AMI is well placed to provide a truly global research capability to our clients Based in Reading PA, Applied Market Information LLC can supply all of AMI's European directories and CDs and is developing a whole new range of products for the North American market. Its range of specialized services cover individual consulting services, multi-client reports, conferences and publishing.

To find out more about AMI's conference program or any of our other services and products visit our web site at: [www.amiplastics.com](http://www.amiplastics.com) or call the AMI LLC office at: +1 610 478 0800 or e-mail: [mk@amiplastics-na.com](mailto:mk@amiplastics-na.com)

## **Conference Hotline**

Call Ms. Whitney Gallagher, Conference Coordinator  
on tel +1 610 478 0800 or fax on +1 610 478 0900  
email: [wg@amiplastics-na.com](mailto:wg@amiplastics-na.com)  
for further information about this event

See the latest program and confirmed speakers at:  
[WWW.AMIPLASTICS-NA.COM](http://WWW.AMIPLASTICS-NA.COM)

# **SAVE \$150 IF YOU REGISTER BEFORE FEB 16<sup>TH</sup> 2009**

Conference bag sponsored by:



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