

# Stretch & Shrink Film

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The business conference & exhibition for the stretch & shrink film industry



**October 26th - 27th, 2009**

*The Atlanta Marriott Marquis,  
Atlanta, Georgia, USA*

*photo courtesy of Photo.com*

**Register before September 15th and save \$190!**

Organized by  
Applied Market  
Information LLC

Sponsored by: Dow, Davis Standard, Polyfil, Thermo Fisher Scientific and Ingenia





photo courtesy of Photo.com

Join AMI in Atlanta for our 4th annual Stretch & shrink Film Conference, the leading business conference and exhibition in North America dedicated to the stretch and shrink film industry. Last year, over 150 professionals from the world of stretch and shrink films (accounting for over one billion lbs of resin purchase) were at this event to discuss the latest trends in materials technology, machine performance and customer demands.

Last year AMI undertook a major global study of the stretch film industry, giving it unrivalled insight into the key business and technical issues facing the industry today. Stretch & Shrink Film 2009 will build on that knowledge to provide an opportunity for the industry to meet and discuss the issues of concern today.

Consumption of stretch & shrink film is now in excess of 1.6 billion lbs/year and in the last 25 years it has been one of the success stories of the flexible packaging industry. Strong demand from consumer industries combined with a real competitive advantage against other plastics and traditional materials has resulted in rapidly increasing market demand. Also changed logistic systems and greater promotion on the film have stimulated growth.

The conference will cover the main stretch applications for pallet wrap as well as address issues in the collation shrink, pallet shrink and the stretch hood arena.

Stretch & Shrink Film 2009 will also include a panel discussion which will aim to put these material and technology developments in the context of the challenging business environment stretch film producers and their customers operate in. Industry consultants, AMI, will provide a detailed overview of recent market studies which analyze the structural changes in the stretch & shrink film industry.

Whatever your involvement in the stretch & shrink film industry, be it raw material supplier, equipment manufacturer, stretch film producer, shrink film producer, converter or customer, this event will provide an ideal opportunity to meet with like-minded professionals and find out about the latest opportunities for your business.

**SAVE \$190!**  
**REGISTER BEFORE SEPTEMBER 15, 2009 & SAVE \$190**

## CONFERENCE HOTLINE

Whitney Gallagher Conference Coordinator  
at +Tel: +1 610 478 0800  
or fax on +1 610 478 0900  
e-mail: [wg@amiplastics-na.com](mailto:wg@amiplastics-na.com)  
for further information about this event  
See the latest program and confirmed speakers at:  
<http://www.amiplastics-na.com>

# Stretch & Shrink

The international business conference and exhibition  
26 & 27 October 2009 Atlanta Marriott Marquis, Atlanta, GA

## Monday, October 26, 2009

8:00-9:00 Registration & Welcome Coffee  
9:00 Opening Remarks

## MARKET OVERVIEW

09:10 Polyethylene Film Markets  
– Resin Demand and Industry Developments  
Mr. Andrew Reynolds, Research Director,  
AMI CONSULTING

## SESSION 1 - POLYMERS/ADDITIVES

09:40 Stretch Hood Developments: Next Generation  
Load Protection & Pallet Unitization  
Mr. Brent Johnson, Film Market Development  
Manager, EXXONMOBIL CHEMICAL COMPANY

10:10 Styrene-Butadiene Copolymers in Low Shrink  
Force Shrink Film Applications  
Mr. Cliff Pettey, Director of Global Market and Applications  
Development, CHEVRON PHILLIPS CHEMICAL COMPANY LP

10:40 - 11:10 Morning coffee  
Sponsored by: POLYFIL



11:10 Benefits of Specialty Polyolefins for Improved  
Stretch and Shrink Films  
Mr. Mark Miller, Polyolefins Marketing Manager  
– Flexible Packaging, TOTAL PETROCHEMICALS USA

11:40 Stretch and Shrink as Sustainable Packaging  
Mr. Eduardo Ruiz, Sr. Technical Specialist,  
DOW CHEMICAL COMPANY

12:10-1:30 Lunch  
Sponsored by: DAVIS-STANDARD



1:30 Environmentally Efficient Unitization Hood  
Mr. Paige Fielding, Market Manager,  
NOVA CHEMICALS, INC.

2:00 New Opportunities of a New Metallocene  
Polyethylene in Stretch & Shrink Applications  
Dr. Rick Halle, Senior Staff Engineer,  
EXXONMOBIL CHEMICAL COMPANY

## SESSION 2 - EQUIPMENT/TECHNOLOGY

2:30 High Speed Winding of Cast Stretch Film –  
Technical Developments  
Mr. Mark Jones, Product Group Director  
– Flat Die & Foam Systems,  
GLOUCESTER ENGINEERING

3:00 Optimizing Energy Consumption in  
the Stretch Film Process  
Mr. Steve Post, Director of Business Developments in Asia,  
DAVIS-STANDARD

3:30-4:00 Coffee Break  
Sponsored by: THERMO FISHER SCIENTIFIC



# Shrink Film 2009

Exhibition for the stretch & shrink film industry  
Georgia, USA Organized by Applied Market Information LLC



CONFERENCE BAG SPONSORED BY DOW

## REGISTRATION

To register you may fill out the attached form and fax it to +1 610-478-0900. Please contact Whitney Gallagher, at +1 610-478-0800 or email: [wg@amiplastics-na.com](mailto:wg@amiplastics-na.com) with any questions.

## EXHIBIT AT STRETCH AND SHRINK FILM 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.

4:00 **Stretch Film Testing Methods for in the Field and in the Lab and this Creates New Stretch Film Markets**  
Mr. Kurt Riemenschneider, President,  
HIGHLIGHT INDUSTRIES, INC.

4:30 **Stretch & Shrink Films: Sustainability Through Materials and Machine Testing**  
Mr. Maurizio Carano, Product Manager,  
AETNA GROUP S.p.A – ROBOPAC

5:00 **New Simplified Non-Nuclear Thickness Measurements for Stretch & Shrink Films**  
Ms. Kim Townsend, Sales Director, Americas,  
THERMO FISHER SCIENTIFIC

5:30 **Afternoon Wrap-up and questions**

5:40-7:00 **Cocktail Reception**

### TUESDAY, OCTOBER 27, 2009

8:30-9:00 **Welcome Coffee**

9:00 **Opening announcements**

### SESSION 3 - EQUIPMENT/TECHNOLOGY CONTINUED

09:10 **Scrap Reclaim – A comparison of both in-line and offline processes**  
Mr. Thomas Embley, CEO, PRECISION  
AIRCONVEY CORPORATION

9:40 **Recycling Film: The Various Technologies**  
Mr. Warren Kim, National Sales Manager,  
NEXT GENERATION RECYCLING MACHINES, INC.

### SESSION 4 - BUSINESS FORUM

10:10 **Source Reduction Technology in Shrink & Stretch Films**  
Mr. John Powers, EVP Sales and Marketing,  
AEP INDUSTRIES INC.

10:40-11:10 **Coffee Break**  
Sponsored by: INGENIA POLYMERS



11:10 **Stretch Film: A Gauge and Performance Quantitative Comparison**  
Mr. Mike Kinnan, Industrial Films Technical  
Manager, PLIANT CORPORATION

11:40 **Global Packaging Consolidation**  
Mr. Thomas Blaige, CEO & Managing Partner,  
BLAIGE & COMPANY

12:10 **The Global Stretch & Shrink Film Market – Challenges, Change and Opportunity**  
Mr. Andrew Reynolds, Research Director,  
APPLIED MARKET INFORMATION LTD.

12:40 **Conference Wrap-up and Questions**

12:50 **Lunch**

2:00 **Conference ends approximately**

AMI reserves the right to alter the program without notice

## 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-na.com](http://www.amiplastics-na.com)

or call the AMI LLC office at: +1 610 478 0800 or

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