

International Sleeve Label Conference & Exhibition 2013

April 18-19
Amsterdam, The Netherlands
Park Plaza Hotel Amsterdam Airport

Platinum Sponsors:

ACCRAPLY®

A BARRY-WEHMILLER COMPANY

Stanford trine SLEEVEIT Graham



Scheduled the
day after the

**AWA In-Mold
Technologies
Seminar 2013**



Gold Sponsors:



Media Sponsors:



International Sleeve Label Conference & Exhibition 2013

18-19 April, 2013 - Park Plaza Hotel Amsterdam Airport
Amsterdam, The Netherlands

Conference Outline



William Llewellyn, Vice President & Senior Consultant, AWA Alexander Watson Associates introduces and sets the context for this key industry conference

'Sleeve labels are renowned for the exceptional range and combinations of graphics and container shapes that stimulate consumer interest in brands and grow brand equity.

Sleeve labels have been, and continue to be, the leading performer of the major labeling formats. While growth has slipped back from the double digit ranges enjoyed over recent years, they continue to gain market share and grow at a rate significantly higher than alternatives such as pressure-sensitive and glue applied labels. Of the three recognized sleeve label formats – heat shrink TD sleeve labels; stretch sleeve labels; ROSO™/RFS MD shrink sleeve labels – heat shrink sleeve labels continue to be the leading sleeving technology, but there is significant interest in the RFS MD shrink sleeve alternative driven by ongoing material developments.

The growth of volumes of all sleeve label technologies is supported by the actions of all participants along the sleeve label value chain from the innovations of raw material suppliers in the introduction of innovative polymer resins offering ever improving performance; through film manufacturers whose development of base films has continued to offer a wider variety of 'user friendly' films; by printers'/converters' improved understanding of the position of sleeve labels in their portfolios; and by machinery suppliers developing higher efficiency converting and labeling equipment.

Sleeve labels have their largest share of a regional market within Japan where they have an estimated 30% share of the country's label volumes. Globally, sleeve labels have an estimated 15% market share. The challenge is for sleeve labels to grow to a share within regions and globally to mirror that of the 'home' of sleeve label in Japan.

The growth of sleeve labels is not without Issues. Concerns have been raised at the impact that increasing sleeve label volumes have on the recycling chain. A number of approaches are being adopted by the sleeve label industry to allay these concerns with innovations in materials and consumer education programs, and a closer relationship between key companies within the sleeve label value chain and the organizations representing the recyclers to jointly address the issues as they are raised.

The INTERNATIONAL SLEEVE LABEL CONFERENCE & EXHIBITION 2013 is the seventh in the series of dedicated conference platforms addressing this unique method of product labeling and decoration. The conference will provide delegates with a review of the global and regional markets by materials and end uses; will discuss how sleeve labels continue to address the needs of brand owners to promote brands and gain shelf appeal; will update delegates on material and equipment developments; and address the issues concerning sustainability, polymer cost evolution, and environmental impact that all factor into future growth potential for this exciting labeling format.

Presentations and discussions by experts and industry leaders from across the value chain will identify the key drivers, trends, and innovations shaping this label format by providing market data, independent research, case studies, and discussions on materials and process developments. Delegates will also benefit from the ability to network and exchange ideas and information with their industry peers.

Conference Exhibition

The International Sleeve Label Conference & Exhibition annually attracts many industry decision makers from top-management levels. During the conference they spend a good portion of their time in the exhibition area, which presents a unique opportunity for your organization to present itself, the products and services. The exhibition will run for a day and a half during the conference.

Take advantage of this opportunity and become an exhibitor.

Exhibitor benefits

- Access to a global industry audience
- Creating awareness and company profiling
- Complimentary conference attendance
- Corporate logo included on the floor plan
- Valuable industry exposure and brand recognition pre-, post- and during the conference

Exhibition package includes

- One complimentary conference attendance
- Corporate logo included on the exhibition floor plan
- One emailing to conference participants announcing all participating exhibitors
- A skirted, 6 ft display table (if required) or equal displaying space
- Day-to-day assistance with your preparations
- Valuable industry exposure, pre-, post- and during the conference
- Post conference access to the participants information

Exhibition package fee 2495 EUR

For additional information or sponsorship opportunities, including the exhibition package, contact Helen Hopkins at h.hopkins@awa-bv.com or call +31 20 676 2069



Connect with AWA on LinkedIn



Connect with AWA on Twitter #ISLCE

Platinum Sponsors:



A BARRY-WEHMLER COMPANY

Stanford wine SLEEVEIT Graham



Gold Sponsors:



Media Sponsors:



Program - Day One

8.00 - 9.00 Conference Registration & Welcome Coffee

General Market Session

9.00 - 9.10 **Conference Opening & Welcome**
Dr. William Llewellyn, Vice President and Senior Consultant – AWA Alexander Watson Associates

9.10 - 9.30 **Sleeve Market Overview AWA**
Dr. William Llewellyn, Vice President and Senior Consultant – AWA Alexander Watson Associates

9.30 - 10.00 **Understanding and Managing Plastics Raw Materials Pricing Volatility**
Phillip Karig, Managing Director, Mathelin Bay Associates
This presentation will cover three areas: Drivers of Pricing Volatility – Differing impacts of crude oil prices, supply and demand and market concentration on different plastics such as PVC, PET, PP, PE and PS; The Shale Gas Revolution – Winners and losers among various plastics and geographic regions and Managing Pricing Risk – Importance of Materials Selection. Evolution toward greater pricing transparency and use of financial tools in place of physical inventory

Marketing Session

10.00 - 10.30 **Technology and Creativity**
Rob Vermeulen, Director, Vermeulen Brand Design & epda Board Member
How design can improve the effects of sleeved products.

10.30 - 11.15 **Coffee & Networking Break**

11.15 - 11.45 **Why Iconic Branding is Crucial to Commercial Success**
Simon Preece, Group Client Services Director, Elmwood
A presentation in which Elmwood will highlight the importance of why strong branding and big ideas that connect with consumers are crucial in driving sales and hence packaging volume. It will explore how the development of a small manufacturers brand Buster, a drain care product can challenge other brands and become the UK market leader and enter European and Australian markets. A case study of how the brand with no marketing support made an impact on shelf, and how evolving from simple labels to shrink sleeves impacted on sales with highly effective commercial results. Simon will touch on how 3D technology can help demonstrate and sell the idea and potential impact of the use of shrink sleeves to clients at the early concept stage. How other applications of sleeves have worked to maximize shelf impact for brands such as Danone, Durex and Gressingham.

11.45 - 12.15 **Advances in Shrink Label Artwork Origination**
Kris Van Bael, Director of Software Engineering, Esko
Kris will discuss compensating the artwork for shrink distortions and answer questions including how does it work and what are the challenges. This presentation will also address the necessity of 3D images for approving shrink label artwork and dealing with opaque white and special finishing effects.

12.15 - 13.30 **Lunch**

Materials & Technologies Session

13.30 - 14.00 **Shrink-Sleeve Label Design and Material Selection**
Christopher Frank, Group Vice President, Shrink-Label Films / Managing Director, China, Klöckner Pentaplast
This presentation will address container configuration, material selection, and other considerations when designing shrink-sleeve labels.

- 14.00 – 14.30 A (re-)Introduction of OPP Shrink Labels: A VISION® for the Next Decade**
Paul Marquard, Sales Director - Label, Taghleef Industries
 OPP Shrink Labels have been in the market for two decades and are often overlooked as a viable option for labeling contoured containers. In this presentation, the benefits (and liabilities) will be reviewed and the label format will be re-introduced with a VISION® for the next decade. Taghleef Industries has been the leading developer of OPP Shrink Labels in North America and a supplier of a full portfolio of films under our VISION® brand. We will review Taghleef's global market presences which will allow the expansion of VISION® beyond the Americas.
- 14.30 - 15.00 Ink – Delivering innovation from “Concept to Consumer”**
Colin Smith, European Product Manager, Sun Chemical
 This presentation covers the positive contribution INK can make right along the value chain . The presentation will start at the design conception stage discussing color choice , brand color management and finish with the consumer discussing food safety, recycling and disposal issues! Along the way, Colin will present a number of innovation concepts particularly suitable for shrink sleeve applications.
- 15.00 - 15.30 Stretch-Sleeves for High-Contour-Bottles:
 New Polyolefin Based High Performance Stretch Sleeves / Offering Exciting Opportunities**
**Kurt Brunner, Technology Leader Sustainable Packaging, Dow Europe GmbH and
 Thomas Galatik, Project Manager TS&D, PetroplastVinora AG**
 With the introduction of novel stretch sleeve labeling technology raw material suppliers and film converters have been challenged to provide suitable resins and films for this high-growth market segment. Dow Europe GmbH and PetroplastVinora AG combined their efforts and came up with an exciting new stretch sleeve labeling film addressing the many needs of brand-owners who use or want to use highly contoured bottles or containers. Dow's knowhow on designing novel unique polyethylene resins and Petroplast Vinora's process capabilities for blown-film-extrusion, printing and sleeve manufacturing resulted in novel high performance stretch sleeves.
- 15.30 - 16.00 Coffee & Networking Break**
- 16.00 - 16.30 Title TBC**
Tony Couling, Operation Manager, Accraply
- 16.30 – 17.00 Roll sleeve: Why Rollfed Shrink Sleeve is the Future of the Shrink Sleeve Market**
Raffaele Pace, Product Care and Innovation Manager, Sidel Spa
 The aim of the presentation is to present all the advantages of the rollfed shrink sleeve versus the traditional shrink sleeve technology using the Roll sleeve machine. Rollfed shrink represents one of the best solutions and the fastest one available on the market, to produce and to apply sleeves on bottles starting from a reel. After a brief introduction on the machine technology, Raffaele will present all Roll sleeve recent developments and improvements, together with success stories that show the excellent performances of that unique machine.
- 17.00 – 17.30 Shrink on Empty containers**
Laurent Corbet, Technical Sales Director, Karlville Development
 In this presentation Laurent will discuss application and shrinkage features, the impact of the container material, sleeve specification requirement, shrink tunnel technologies and Karville added value.
- 17.30 – 17.45 Conference Closing Comments Day 1**
- 17.45 – 19.15 Cocktail Reception**

Platinum Sponsors:



Program - Day Two8.00 - 9.00 **Welcome Coffee**9.00 – 9.15 **Conference Opening & Welcome****Materials & Technologies Session**9.15 – 9.45 **Innovative High Shrink Film for Roll Fed Shrink Technology**
Ronny Ben-Shoshan, Product Manager, Polysack Flexible Packaging

This presentation will discuss shrink technologies – sleeve vs. ROSO vs. RFS (Roll Fed Technology) and the ideal shrink film considering high shrinkage, high speed production, cost effectiveness, ease of converting and sustainability. Ronny will also discuss OEM updates (laser, hot-bar and solvent technology for machine direction films).

9.45 – 10.15 **TripleS technology – Changing the World of Large Area Bottle Decoration**
Wolfgang Ploesch, Business Development Director, CCL Label

The presentation will give an update on latest developments on stretch sleeve labels and show how TripleS Technology can change the world of large area bottle decoration. Examples of successful TripleS implementation as well as an outlook on further innovations in TripleS will be presented.

10.15 – 10.45 **Get in Sync with Shrink: The Synergy of Sleeve Label Collaboration**
Will Schretzman, Vice President of Packaging, Verst Group Logistics

This presentation focuses on the collaboration of container supplier, label supplier, contract decorator and customer required to successfully move products to market. Outsourced contract decorating of empty containers avoids the need for capital equipment purchases by the customer, improves efficiencies at the filling plants, simplifies and streamlines the process and provides the most efficient supply chain to get the products to market ahead of the competition. Presentation highlights will include new High Elasticity Stretch sleeve capabilities at Verst as well as an update from the US based sleeve label consortium that has been organized to provide solutions to recycling of shrink sleeve labeled bottles and containers.

10.45 – 11.15 **Coffee & Networking Break****Recycling & Sustainability Session**11.15 - 11.45 **The Role of Sleeves and Labels in the Plastics Packaging Recycling Journey**
Stuart Foster, CEO, Recoup and Director of EPRO, the European Association of Plastic Recycling and Recovery Organisations

With ever increasing plastic recycling targets and increased levels of collection, improving cross sector understanding of the plastics packaging recycling journey will be critical to the future success and sustainable development of the plastic recycling opportunity. This presentation will provide a step by step review of plastic packaging design, collection, sorting and reprocessing, and focus on the role of labels and sleeves in that process. It will also give an overview of the current guidance available to the plastic packaging industry and consider the potential for more collaborative working.

11.45 – 12.15 **Advancements in Sleeve Labeling Film Technology – The Future for Polyolefins**
Kevin Frydryk, Global Market Development Manager, ExxonMobil Chemical, Films Business

This presentation will compare polyolefins vs. existing sleeve label materials, provide an overview of sleeve label market and usage and discuss the challenges to sleeve label as decorating technology. Kevin will also address the key benefits of polyolefin materials in sleeve labeling and recycling consideration for sleeve materials.

12.15 – 12.30 **Conference Closing Comments**12.30 **Conference End****Platinum Sponsors:****ACCAPLY**

A BARRY-WEHMLER COMPANY

Stanford wine SLEEVEIT Graham

**Gold Sponsors:**

Venue

Park Plaza Hotel Amsterdam Airport
Melbournestraat 1
1175 RM
Lijnden
The Netherlands
Telephone: +31 20 6580580

Hotel

Hotel accommodation is not included in the Conference registration fee and is the responsibility of individual participants. The Conference hotel offers a limited number of rooms at a special rate (based on availability: first come, first served basis) if booked before April 16, 2013. Therefore please make your booking as soon as possible. Please follow this link (www.parkplaza.com/awa13) to book your hotel room and to take advantage of the special rates.

Special Room Rate: Park Plaza Hotel Amsterdam Airport

Superior Room: EUR 109*

Executive Room: EUR 144*

*Rates exclude breakfast and 6% city tax. (See booking website for full terms and conditions.)

Terms & Conditions

Payment

The Conference fee must be paid to confirm registration. To pay by bank transfer, please use the bank information provided below. AMEX, Eurocard/MasterCard and VISA are accepted. Make checks payable to AWA Conferences & Events.

Conference Fee

The registration fee includes conference attendance, lunch, coffee breaks, cocktail reception and online conference proceedings. Registrations may be limited and will be accepted on a first-come, first-served basis.

Cancellation Policy

Submit a cancellation in writing or by fax to AWA Conferences. You may cancel your registration for a 75% refund from the date of registration until 30 working days prior to the conference. Cancellations received between 29 and 0 working days prior to the conference will not receive a refund. If you can not attend, you may designate an alternative attendee from your company by contacting AWA Conferences. Registrants who fail to attend or cancel between the 29 and 0 working days prior to the conference are liable for the entire fee. No warranties for changes are expressed or implied. AWA Conferences reserves the right to cancel an event and commits to inform the registrant no later than 29 working days prior to the event. In this case only the registration fee will be refunded.

Registration Form

International Sleeve Label Conference & Exhibition 2013

April, 18-19 2013

Amsterdam, The Netherlands

Mail or Fax to:

AWA Conferences & Events Head Office

Koningin Wilhelminaplein 13

2.10.03 (Tower 2, 10th Floor, Suite 3)

P.O. Box 69035, 1060 CA Amsterdam

The Netherlands

Phone: +31 (0) 20 676 20 69

Fax: +31 (0) 20 820 86 33

conferences@awa-bv.com

www.awa-bv.com

Bank Transfer to:

ING Bank

Amsterdam, The Netherlands

c/o AWA Conferences & Events

Account #: 66.40.32.842

SWIFT (BIC): INGBNL2A

IBAN: NL69 INGB 0664 032842

Checks Payable to:

AWA Conferences & Events

VAT # NL8105.09.969B01

Please use capital letters and complete all appropriate fields

Name:	<input type="text"/>	
Job Title:	<input type="text"/>	
Company:	<input type="text"/>	
Address:	<input type="text"/>	
City:	<input type="text"/>	Postcode: <input type="text"/>
Country:	<input type="text"/>	
Phone:	<input type="text"/>	
Fax:	<input type="text"/>	
E-mail:	<input type="text"/>	
VAT# (EU only):	<input type="text"/>	

- ☐ Please register me for the conference — *Registration Fee - EUR 1095*
- ☐ Please register me at the special Group Fee - *Registration fee EUR 895*
(applicable when registering 3 or more paying company delegates)
- ☐ Reserve a tabletop exhibit for me at EUR 2495
- ☐ Unable to attend, please send proceedings at EUR 600*
- ☐ I am an end user please register me complimentary

To register online click [here](#)

To pay by credit card:

Please charge to: ☐ AMEX ☐ EUROCARD/MASTERCARD ☐ VISA

Card Number:

CVC Code: Expiry Date:

Name of cardholder:

Address of cardholder:

Signature:

Payments by credit card are subject to a 7% surcharge



AWA Alexander Watson Associates

Head Office

Koningin Wilhelminaplein 13

Tower 2, 10th Floor, Suite 3

P.O. Box 690035

Amsterdam, 1062 HH

The Netherlands

Tel: +31 (0)20 676 2069

Fax: +31 (0)20 820 8633

E-mail: info@awa-bv.com

www.awa-bv.com

North American Office

910 N Lakeshore Drive, # 2415

Chicago, IL 60611

USA

Tel: +1 312 943 4091

Fax: +1 312 475 0395

UK Office

1 Bryngwilym

Ystrad

Pentre, CF41 7RU

United Kingdom

Tel: +44 (0) 1443 421 257

**Research &
Analysis**

40+ Years Industry Expertise
Analysis & Sourcebooks
Global & Regional Reviews
AWAreness™ Reports
Industry Research
Global Market Reports
Key Trends & Analysis

**Merger &
Acquisition Services**

Profit & Cash Flow Improvement
Support - Selling a Company
Support - Buying a Company
Strategy & Corporate Development
Corporate Finance, Fund Raising
Preparation, Deal Execution
Market Due Diligence

**Consulting &
Advisory Services**

Private Research & Analysis
Benchmarking
Satisfaction & Image Surveys
Strategy Planning & Support
Market & Products Feasibility
Acquisition & Joint
Venture Assessments

**Conferences &
Events**

International Conferences
Round Table Forums
Seminars & Industry Peer
Networking
Workshops
Exhibitions
Training Programs