

# Label Release Liner Industry Seminar 2013

**September 23, 2013 - Brussels, Belgium**

Conveniently scheduled one day prior to Labelexpo 2013

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## Label Release Liner Industry Seminar 2013 Outline

Corey Reardon, President & CEO, AWA Alexander Watson Associates, sets the context for this key industry event.

The AWA Label Release Liner Seminar is an important event for all associated with the pressure-sensitive label and release liner market as supplier, producer, or user. This one-day annual seminar is the fifth in the series and will build upon the success of previous years. The prime location and timing of the event aims to draw industry professionals from around the globe.

The pressure-sensitive label market represents over 50% of all release liner produced and used, supplied both through in-house silicone coating and pre-silicone coated by merchant coaters. Paper liners still dominate, but film liners continue to grow at a very fast pace, creating growth opportunities across the value chain. Although future prospects for release liners continue to be encouraging, the pressure-sensitive laminate, particularly the release liner, is receiving much attention due to waste issues and high material costs.

As we have emerged out of the recession and experience material inflation, the financial viability of both suppliers and converters has become evident. Opportunities and threats, due to the increased competition from alternative labeling technologies are becoming evident, and linerless labels have made some progress due to a number of cost and waste factors. Despite the challenges, opportunities and scope for innovation continue to drive the market. Forward and backward integration, substitution by other decorating technologies, economic recovery, management of liner waste, and new materials are just a few issues that are challenging the industry.

The AWA Label Release Liner Seminar pulls together experts in their respective disciplines and addresses the key issues and opportunities for release liners used in self-adhesive labeling across the value chain. This seminar offers an interesting and comprehensive program, complemented by networking opportunities. The event will feature presentations by key industry players presenting available release liner and related technologies, discussing today's industry issues, and giving up-to-date information on the market and its evolving platforms of opportunities. In addition to the formal event program, there will be a table top exhibition and an extensive networking program.

The AWA Conferences & Events Team looks forward to welcoming you and your colleagues in Brussels.

### Reasons for attending

#### In depth Market Update

on the developments, innovations, trends and sustainability initiatives in the labeling, pressure-sensitive / self-adhesive and release liner industries.

#### Unique Peer-to-Peer Networking

with executive and management level decision makers from departments like sales, marketing, engineering, R&D, sustainability and business development from organization throughout the value chain; from supplier until users.

#### Cost Effective & Time Saving

you can combine the attendance of two events into one trip, as the seminar is conveniently scheduled the day prior to Label Expo 2013, allowing you to minimize travel, out-of-office time and maximize the number of people you meet.

#### Who Participates

all associated with the release liner, pressure-sensitive / self-adhesive label market: materials producers of paper, film, silicones, resin, chemicals and adhesive, release liner producers, commercial and in-house siliconizers, label converters/printers, machine manufacturers, associations and others.

#### Level of Participants

industry decisions makers: Presidents/Vice Presidents, Owners, CEO's, Directors, Managers and engineers from departments like sales, marketing, engineering, R&D, Sustainability and business development

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# Seminar Program

Monday, September 23<sup>rd</sup>

8.00 - 9.00	<b>Seminar Registration &amp; Welcome Coffee</b>
9.00 - 9.10	<b>Seminar Opening &amp; Welcome</b> <i>Corey Reardon, President &amp; CEO, AWA Alexander Watson Associates</i>
9.10 - 9.30	<b>Global Release Liner Market Overview</b> <i>Corey Reardon, President &amp; CEO, AWA Alexander Watson Associates</i>
9.30 - 10.00	<b>Label Release Liners - Latest trends and developments</b> <i>Mr Mikko Rissanen UPM, Paper Business Group, Development Manager, UPM Tervasaari Mill and Product Management</i>
10.00 - 10.30	<b>Liner - A Label Makers Perspective</b> <i>Alan Hazlewood, Materials, Quality and Technical Support Manager (Group), Skanem AS</i> The presenter will develop a prognosis on release liner by reviewing why liner is important in the decoration of fast moving consumer goods, how current market dynamics and the demand for "more value for less cost" is impacting his business and markets interest in liner and linerless options.
10.30 - 11.15	<b>Coffee &amp; Networking Break</b>
11.15 - 11.45	<b>Label Release Liner Trends: Thru the eyes of the laminator</b> <i>Robyn J. Buma, Global Procurement Director, Paper, Avery Dennison Materials Group</i> This presentation will look at current trends and the future direction of label release liners thru the eyes of an industry leading laminator.
11.45 - 12.15	<b>Dow Corning® Ultra Low Platinum Advantage Series Release Coating and Munksjö Acti-V™ Release Paper</b> <i>Geoffrey Debaugnies, Application Engineer &amp; Technical Specialist, Dow Corning Corporation</i> Dow Corning will review performance of the latest ultra low platinum Advantage Series polymer release coatings compared to standard vinyl polymer systems. In addition to discussing the advantages of ultra low platinum system, Dow Corning will share results of performance of both systems on the new Munksjö Acti-V paper substrate compared to a standard glassine paper. The Advantage coatings offer a competitive formulation with high speed performance for price sensitive bulk roll label applications. The presentation will consist of benefits that the Advantage Series coatings with Munksjö Acti-V paper technologies can provide, along with their performance including release profiles, cure and anchorage studies.
12.15 - 12.45	<b>Silicone Release and Pressure Sensitive Adhesives: Designing Adhesives for Optimal Release Performance</b> <i>Ingrid Brase, Market Segment Director, Pressure Sensitive Adhesives and Co-author: Pete Walter of Henkel Corporation</i> When designing label constructions, consideration of the interaction between adhesive and release liner is critical to achieve desired performance across a wide speed range. This paper will discuss work related to achieving required performance characteristics using free radical uv cured silicone systems and hot melt pressure sensitive adhesives. A case study will be presented which builds upon work previously presented on adhesive characteristics that influence release.
12.45 - 13.45	<b>Lunch</b>
13.45 - 14.15	<b>Sustainability / Recyclability in Beverage Labeling</b> <i>Dennis Bakx, Global Category Buyer Packaging Materials, Heineken International</i> Topic: Sustainability/recyclability
14.15 - 14.45	<b>To Make a Silk Purse Out of a Sow's Ear</b> <i>Calvin Frost, CEO, Channeled Resources Group</i> The presentation will review the byproducts generated by the self-adhesive substrate and explain the opportunities that are readily available that help the entire supply chain become more sustainable.
14.45 - 15.15	<b>Release liner recycling: FINAT's recycling project</b> <i>Mark Macaré, Public Affairs Manager, FINAT</i> Release liner recycling has been one of the prominent challenges for the self-adhesive label industry. In 2011, FINAT launched a project to increase the uptake of release liner recycling. The past few years has seen the launch of a number of recycling options in the market, as well as pilot projects. Mr. Macaré will give an overview of developments and explain what you can do to push release liner recycling forward.
15.15 - 16.00	<b>Coffee &amp; Networking Break</b>
16.00 - 16.30	<b>"Linerless or Lessliner"</b> <i>Mike Cooper, Business Development Director, Catchpoint Ltd.</i> In 2011 Mike presented "Linerless" as "Threat or Opportunity." Much has changed with laminators driving thinner liners to reduce costs and gain some efficiency, very sensible in a climate of low investment. Mike reviews this landscape, still a relatively small part of a market producing huge volumes of waste...and will show how one of his 2011 waste opportunities is delivered.
16.30 - 17.00	<b>Inlinerless</b> <i>Roelof Klein, Commercial Manager, The MAAN Group</i> Maan Group, with its subsidiaries Maan R&D, Maan Engineering and Maan Special Products is specialized in providing "Glueing Solutions". One of the latest developments is enabling e.g. printing companies to manufacture a linerless label inline in the printing machine. Maan Group can provide the technology and machinery needed to add silicone coating and hotmelt coating in line with the printing machine. For the end-user, Maan can provide technologies to contactless mark/print and cut the labels.
17.00 - 17.15	<b>Conference Closing Comments</b>
17.15 - 19.00	<b>Cocktail Reception</b>

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## Venue

### NH Hotel du Grand Sablon

Rue Bodenbroek 2/4  
B-1000 Brussels  
Belgium

Tel: +32 2 518 1100

#### Hotel

Hotel accommodation is not included in the seminar registration fee and is the responsibility of individual participants. The NH Hotel du Grand Sablon offers a special room rate to seminar participants for bookings made before August 22, 2013 (available on a first-come, first-served basis). Reservations can be made by calling +32 2 518 1100. Mention the AWA seminar to receive the special room rate

#### Special Room Rate - Deadline August 22, 2013

Single Occupancy: € 240  
Double Occupancy: € 265

## Terms & Conditions

#### Seminar Fee

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

#### Payment

The seminar 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.

#### 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.

**Register online at [awa-bv.com](http://awa-bv.com)**

## Registration Form Label Release Liner Industry Seminar 2013

**September 23, 2013  
Brussels, Belgium**

#### Mail or Fax to:

##### AWA Conferences & Events Head Office

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[conferences@awa-bv.com](mailto:conferences@awa-bv.com)  
[www.awa-bv.com](http://www.awa-bv.com)

#### Bank Transfer to:

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c/o AWA Conferences & Events  
Account #: 66.40.32.842  
SWIFT (BIC): INGBNL2A  
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#### Checks Payable to:

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☐ Please register me for the seminar € 795

☐ Special group fee € 595

Valid with three or more registrations from the same company, when registering together

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