

Specialty Paper Industry Conference 2013

October 8 - 9, 2013 - Chicago, IL, USA

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receive a 50% discount**

**Attended by executive level industry
representatives from across the value chain**

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AWA Alexander Watson Associates
invites you to join them at the 2013 edition of the
Specialty Paper Industry Conference

The Specialty Paper Industry Conference is the key industry event offering presentations by experts and industry leaders from across the value chain to assist industry participants in all relevant disciplines to define current status and trends, as well as future opportunities and issues.

And this year, the conference returns to Chicago!

The whole supply chain, from papermakers, pulp manufacturers, and raw material suppliers to industry consultants and analysts comes to the conference to get in-depth market updates, talk business, and discuss the newest developments and trends.

Specialty papers and paperboards represent a part of the paper industry where demands are more specific and tailor-made products are required, creating possibilities for adding value.

The industry has been dynamic in past years and in this niche, technology and creativity are important tools.

Even more important for a company's success is an understanding of the market.

This event provides that necessary knowledge, understanding and insight.

Introduction by Corey Reardon, President & CEO of AWA Alexander Watson Associates

The global specialty paper and paperboard market exceeds 22,500,000 tonnes annually and accounts for approximately 7% of all papers and paperboards. Specialty papers serve many applications including medical packaging, abrasive backings, paint masking, composite flooring, highly specialized filtration media, art media and much more commonly known higher volume uses such as lightweight printing papers, labeling, liquid packaging, grease resistant papers for food service and packaging and extrusion coating bases.

Within the paper industry there is a growing interest in specialty papers and paperboards coupled with an increasing preference for renewable resource based and recyclable materials, especially for packaging and food service applications, as a result of environmental concerns of the consumer and resulting actual or pending regulation. This trend offers the paper industry a significant opportunity to become more competitive with alternative materials that have eroded paper's market share. New developments in raw materials and process equipment are occurring which are expanding product capability, improving quality while reducing manufacturing costs and environmental impact, providing paper companies and their customers opportunities to innovate with high performance products that are sustainable and responsible.

We would like to invite you to join the Specialty Paper Industry Conference 2013. This event is the premier industry forum focusing on specialty paper market across all grades and application segments where there is sufficient volume for growth or where mid-sized equipment and assets can benefit from a change in product mix, where market dynamics and materials and process developments are providing opportunities.

The conference will be complimented by an extensive networking program, panel discussion, a cocktail reception and tabletop exhibition.

We look forward to welcoming you in Chicago on the 8th and 9th of October!

Come prepared - Get our Specialty Papers and Paperboards Global Sourcebook 2013

A unique tool for evaluating the specialty paper and paperboard market. It provides information on developments, market size, growth, technical requirements and developments, and a general overview of key specialty paper and paperboard grades. **Conference participants receive a 20% discount**

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- 8.00 - 9.00am **Conference Registration & Welcome Coffee**
- 9.00 - 9.15 **Conference Opening & Welcome**
Corey Reardon, President & CEO, Alexander Watson Associates

MARKET OVERVIEW & APPLICATION SESSION

- 9.15 - 9.45 **Specialty Paper & Paperboard Market Overview**
Corey Reardon, President & CEO, Alexander Watson Associates
An overview of the global market for specialty papers and paperboards by market sector served, including volumes, geographic considerations and trends.
- 9.45 - 10.15 **Global Forest, Paper & Packaging Industry Survey 2013 Edition – Survey of 2012 results**
Ian Murdoch, Director, Global Forest, Paper & Packaging - Austria, PricewaterhouseCoopers
Performance of the top 100 players in the industry, overall and by region, in 2012 and the first two quarters of 2013, together with analysis of trends and outlook.
- 10.15 - 10.45 **Rethinking recycled fiber: A Life Cycle Study on the Impact of Recycled Fiber in Coated Paper**
Dr Laura M. Thompson Ph.D. Director, Technical Marketing & Sustainable Development, Sappi Fine Paper North America
A detailed carbon footprint analysis of their manufacturing operations. The cradle-to-gate analysis reflects emissions associated with every step in the paper making process – from material acquisition through the finished product. The company's carbon footprint of pulp and paper grades is significantly lower than industry average by using renewable energy and recycled fiber.
- 10.45 - 11.30 **Coffee & Networking break**
- 11.30 - 12.00 **HTI's Acoustic Drying Technology - Case Studies for Paper and Film Coating Applications Based on Most Recent Installations**
Gene Plavnik, President, Heat Technologies, Inc.
Heat Technologies, Inc (HTI), the provider of the Spectra Ultra HE™ acoustic heat and mass transfer technology for the converting industry, will discuss the science of acoustic energy, methods of application and will provide a brief background of the technology. Includes case studies of the technology in industrial practice relevant to the paper and film coating applications.
- 12.00 - 12.30 **Dealing with disruption 16th Annual Global CEO Survey: Key findings in the forest, paper & packaging industry**
Ian Murdoch, Director, Global Forest, Paper & Packaging - Austria, PricewaterhouseCoopers
What is top of the agenda for CEO's in the FPP industry, both on a stand-alone basis and in comparison with CEO's in other industries? Insights from the recent PwC Annual CEO survey.
- 12.30 - 1.30pm **Lunch Break**

MATERIALS & PROCESSES SESSION - Part 1

- 1.30 - 2.00 **Research Facilities and Innovations at SUNY-ESF**
Dr. Gary M. Scott, Professor and Chair, Department of Paper and Bioprocess Engineering - Director, Division of Engineering, College of Environmental Science and Forestry
The department operates a pilot plant that includes all aspects of the pulp and papermaking processes, including two Fourdrinier paper machines, chemical and mechanical pulping, pulp refining at various scales, and extensive pulp and paper testing capabilities. Research in the department includes the development of the forest biorefinery concept as well as more traditional pulp and paper areas such as oxygen bleaching and the simulation of fiber networks to study paper properties.
- 2.00 - 2.30 **DF Coat – The Most used Curtain Coater in the Paper Industry**
Jason Fencel, Application Engineer Winding and Reeling, Voith Paper Inc.
Curtain coating is used in many industries for a long time. It was introduced to the paper industry in 1995 by Voith. Most applications are for the specialty paper industry. The curtain provides the best coating distribution of all coating methods. It allows the application of multiple layers with different properties in one pass. This presentation includes: Curtain Coater principle, Comparison with other coating methods, Advantages / Potential of the curtain coater, References for the curtain coater for specialty grades.
- 2.30 - 3.15 **Coffee & Networking Break**

MATERIALS & PROCESSES SESSION - cont.

DAY 1
(October 8)

- 3.15 - 3.45** **Scale-up of Cellulose Nano Fiber Content Release Base Papers**
Robert Hamilton, President, Stirling Consulting, Inc.
 The University of Maine/Stirling Consulting development team designed and ran a first scale-up trial in which two CNF content release base papers were produced on a small commercial fourdrinier machine. A lightweight MF sheet and a 3.2 mil densified sheet were run and evaluated in the lab and silicone coated.
- 3.45 - 4.15** **The Paper Label... Inputs and Outputs**
John Smedley, Vice President, North America, UPM Converting Papers
 This presentation will cover the costs and cost movements of the inputs, as well as the value of the paper label and what it brings to the brand owner and consumer.
- 4.15 - 4.45** **New Product Options; Approaches and Processes**
Soile Kilpi, Director, Pöyry Management Consulting USA, Inc.
 The need for new products is driven by the fact that customers habits are continually evolving. The graphic papers sector in North America has examples of new products developed, or new markets entered with a mixed record of success. However, it is not just those positioned in declining markets that need to innovate. All companies should have a process in place to expand their markets and extend their product lines.
- 4.45 - 5.00** **Conference Closing Comments**
Corey Reardon, President & CEO, Alexander Watson Associates
- 5.00 - 6.30** **Cocktail & Networking Reception**

- 8.00 - 9.00** **Welcome Coffee**
- 9.00 - 9.15** **Program Opening**
Corey Reardon, President & CEO, Alexander Watson Associates
- 9.15 - 9.45** **Specialty Packaging Markets, A Case Study in International Collaboration**
Wayne Nablo, Product Manager, Technical Specialties, Gorham Paper and Tissue
 Rapid growth and the demand for additional technical capability led to a unique collaboration between Gorham Paper and Tissue and Commercial Paper Agents (CPA) located in Dresden, Germany. Product Manager Wayne Nablo compares and contrasts the US versus Europe in the areas of market dynamics, applications and product needs: Showing how the gaps drove a new approach to producing grease resistant specialty packaging papers.
- 9.45 - 10.15** **Best Practices for Environmental Marketing of Paper Products: the Do's and Don'ts**
Phil Riebel, President and COO, Two Sides U.S., Inc.
 The presentation will review key elements to consider when evaluating the environmental performance of paper products and how to best use this information to make credible and verifiable environmental marketing claims. Also an overview of tools such as paper scorecards, product declarations, eco-labels and life-cycle assessment (including the features and pros/cons of some of these tools), as well as myths & facts relating to the use of recycled fiber in papermaking and the use of "go green – paperless" claims related to promoting e-billing.
- 10.15 - 11.15** **Panel Discussion: New Developments and Trends in the Industry**
Moderator: Corey Reardon, President & CEO, Alexander Watson Associates
- 11.15 - 11.30** **Conference Closing Comments**
Corey Reardon, President & CEO, Alexander Watson Associates
- 11.30** **Conference Close**

DAY 2
(October 9)

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Venue

Hyatt Rosemont Hotel
6350 N River Rd, Rosemont, IL, 60018, USA
Tel: +1 847-518-1234
www.rosemont.hyatt.com

Hotel

Hotel accommodation is not included in the conference registration fee and is the responsibility of individual participants. The Hyatt Rosemont Hotel offers a special room rate to conference participants (available on a first-come, first-served basis). When making the reservation, mention the AWA conference to receive the special room rate.

Special Room Rate - Deadline September 16, 2013

Single/Double Occupancy: 129 USD

*Room rates are quoted exclusive of applicable state and local taxes (currently 13%) or applicable service, or hotel fees in effect at the Hotel at the time of the meeting. Changes in reservations may include additional costs.

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.

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, Euro card/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 www.awa-bv.com

Registration Form

Specialty Paper Industry Conference 2013

October 8-9, 2013

Chicago, IL, USA

Mail or Fax to:

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- ☐ Please register me for the conference 995 USD
- ☐ I would like to register a colleague to be entitled to a 50% discount on my registration (price 495 USD)*. **Please complete a separate registration form for your colleague.**
Name of additional colleague:
- ☐ I am an AWAAccess™ member and therefore entitled to a 40% discount (price 595 USD)*

Interested in bringing a group of people?

Please contact our Conference Team for a special group rate +31 20 676 2069

*not in conjunction with any other promotion/offer/discount

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