

Adhesive Technology Seminar 2013

October 9, 2013 - Chicago, IL, USA

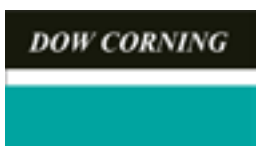
The growth in the demand for pressure-sensitive technology is highly reliant on the label, tape, graphic, medical and other specialty laminate markets.

However the need for tailored pressure-sensitive solutions continues to move into new application areas, driven by advances in product and processes.

The seminar focuses on trends and developments in both technical specialties and applications in the general, label and tape markets.

This industry event also creates an important platform for information exchange and networking with industry peers.

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Who should attend?

Pressure-sensitive Laminators of Labelstock, Tapes, Graphic Arts, Protective Films and Medical Disposables
Equipment Manufacturers — Raw Material Suppliers — Adhesive Formulators

AWA Alexander Watson Associates **invites you to join the Adhesive Technology Seminar 2013**

The Adhesive Technology Seminar is a key industry event offering presentations from experts and industry leaders from across the value chain. The seminar focuses on the industry by reviewing the key technology trends and developments and exploring some of the growth applications across different market sectors. The event will bring together experts across the value chain from raw material suppliers and adhesive formulators to laminators and equipment manufacturers - providing a unique opportunity to network with industry peers.

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

"In today's competitive environment, it is essential for manufacturers throughout the supply chain to understand how developments can impact their business and drive opportunities for growth.

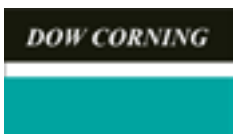
The growth in the demand for pressure-sensitive adhesive technology is highly reliant on the market segments that it supports — most notably the label, tape, graphic, medical and other specialty laminate markets. While some of these markets are reaching maturity, the demand for tailored pressure-sensitive solutions continues to move into new application areas, driven by advances in product and process development.

The 2013 Adhesive Technology Seminar is an international event bringing together players from all segments of the value chain: raw material, adhesive suppliers, coating and converting companies.

The program kicks off with a general session on the Pressure-sensitive Technology Market Overview discussing the market, technologies, trends and developments followed in the morning by sessions focusing on the label and tape market discussing technologies and then the afternoon is more related to the key applications. The seminar is complemented with a social program and networking opportunities."

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

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Relevant Reports:

Global Specialty Pressure-sensitive Tapes Market Study & Sourcebook 2012

This study analyzes the strength and weaknesses of the specialty tape market and other characteristics across the value chain. This global study builds on the experiences AWA has built over several years in researching and publishing data on the European and North American regional specialty tape markets, and detailing trends in the market by tape format, materials, technologies, and end uses with particular emphasis on the changing structure and developments within this key business area.

Global Adhesive & Adhesive Technology Assessment for Pressure-sensitive Materials 2012

This study provides an independent assessment of pressure-sensitive technology, and focuses on the major formulations used on pressure-sensitive laminates – solvent, aqueous, and hot melt (including radiation cured).

For more information please visit www.awa-bv.com or contact reports@awa-bv.com

**Wednesday,
October 9**

- 8.00 - 9.00am **Seminar Registration & Welcome Coffee**
- 9.00 - 9.15 **Seminar Opening & Welcome**
Corey Reardon, President & CEO, Alexander Watson Associates
- 9.15 - 9.45 **Pressure-sensitive Technology Market Overview**
Jackie Marolda, Vice President & Senior Consultant, Alexander Watson Associates
An overview of the global market for pressure-sensitive by market sector served, including volumes, geographic considerations and trends.
- 9.45 - 10.15 **Pressure-sensitive Label Market Overview**
Corey Reardon, President & CEO, Alexander Watson Associates
- 10.15 - 10.45 **M & Trends in 2013 - Not the Year Anyone Expected**
James M. Hill, Partner and Executive Chairman, Benesch, Friedlander, Coplan & Aronoff LLP
- 10.45 - 11.30 **Coffee & Networking Break**
- 11.30 - 12.00 **Silicone PSA in Specialty Tape Applications**
Kyle Rhodes, Application Engineer - PSA & Specialty Film, Dow Corning Corporation
Silicone PSA's find a unique place within specialty tape applications, with attention focused on the ability to survive high temperatures, bond to difficult substrates, create unique masking materials and protective films. A review of typical applications, the chemistries involved, and application testing data will be studied. New findings on high temperature survivability, and rheometric testing of modulus through a wide temperature range up to 300oC will be explored.
- 11.30 - 12.00 **UV Curable Hotmelt PSA with the Target Application in Specialty Tapes**
Dr Zhaohui Sun, Technical Group Leader and Product Manager, Ashland Inc.
Some UV products have similar performance attributes as solution PSA products, but without the need for expensive drying ovens and incinerators. AROCURE™ UV curable hot melt PSAs have been developed using new technology that permits generation of solution like performance at even high film thickness. This presentation reviews AROCURE™ products including application on conventional hot melt coaters at a temperature range of 100-120° C at reasonably high line speeds. A broad range of products are possible with this technology, including applications for high or low temperatures, high cohesive strength, and low surface energy (LSE) adhesion.
- 12.00 - 12.30 **Superior Performance – Pressure Sensitive Labels Using UV-Acrylic Adhesives**
Dr. Christoph Timm, Development Group Leader, Pressure Sensitive Adhesives, Novamelt GmbH
In the past, there have been lots of discussions about the UV-Acrylic HMPSA technology, despite market interest there was no breakthrough. Many hotmelt coaters have been equipped with UV-lamps but they were not in use on a regular basis. In the last several years, the status quo is changing. A lot of applications have been found where this technology offers advantages versus the other available adhesive technologies. The first part of this presentation discusses the properties of UV-Acrylic adhesives versus other common technologies and the second section takes a look at three applications especially suitable for these UV-Acrylic adhesives (wash off labels, wet wipes packaging closures, and high performance permanent labels).
- 12.30 - 1.30pm **Lunch Break**
- 1.30 - 2.00 **Manufacture and Uses of Differential Release Liners**
Jeff Kruger, Applications Engineer, Release Liner, Mondi
Differential release liners are two side coated release liner products designed to allow material, normally a pressure sensitive adhesive to be delivered to its designated application point. The presentation will review what a differential release liner is, discuss some aspects of their manufacture and finally their uses.
- 2.00 - 2.30 **Pressure-sensitive Tape Market Overview**
Corey Reardon, President & CEO, Alexander Watson Associates
- 2.30 - 3.00 **New Hot Melt Formulations for Tape & Label Applications**
Ingrid Brase, Market Segment Director, Pressure Sensitive Adhesives, Henkel Corporation
Co-author: Dr. Yuhong Hu of Henkel Corp
The use of pressure sensitive hot melt adhesives has expanded in both tape and label applications. This paper will discuss some of the key features needed for these two different applications and how adhesive companies utilize different formulation techniques to provide the necessary performance to meet them. Case histories illustrating how new products for each application were developed will be discussed.
- 3.00 - 3.45 **Coffee & Networking Break**
- 3.45 - 4.45 **Panel Discussion**
- 4.45 - 5.00 **Seminar Closing Comments**
Corey Reardon, President & CEO, Alexander Watson Associates
- 5.00 - 6.30 **Cocktail & Networking Reception**

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 Seminar registration fee and is the responsibility of individual participants. The Hyatt Rosemont Hotel offers a special room rate to seminar 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.

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.

Terms & Conditions

Payment

The seminar 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 & Events. You may cancel your registration for a 75% refund from the date of registration until 30 working days prior to the seminar. Cancellations received between 29 and 0 working days prior to the seminar will not receive a refund. If you can not attend, you may designate an alternative attendee from your company by contacting AWA Conferences & Events. 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

Adhesive Technology Seminar 2013

October 9, 2013

Chicago, IL, USA

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:

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- ☐ I am unable to attend. Please send me the proceedings \$400 USD

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