

Polyethylene Films 2010

The international marketing, business and technical conference for the polyethylene film industry



March 18-19, 2010

The Shores Resort & Spa, Daytona Beach, FL, USA

Photos courtesy of: Techmer PM and photos.com

SAVE \$150 if you register before February 4, 2010

Organized by
Applied Market
Information LLC



Incorporating R2R's
Blown Film Symposium



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AMI's POLYETHYLENE FILMS conference has established a position as the leading conference where the industry meets to discuss the major business and technical issues which are shaping its future. At the last conference the extruders in attendance accounted for over 3.0 billion lbs of resin usage resulting in a high level of discussion both inside and outside the formal conference sessions. In particular the structure of the conference allows delegates to have strong contacts with all steps in the supply chain from raw material to final users in a relaxed yet focused business environment.

The polyethylene film industry in North America has been facing many challenges for several years which have been compounded by the global recession. Extruders have had to deal with volatile raw material and energy costs, growing levels of imports of converted goods and weak market fundamentals. At the same time opportunities continue to arise through new resin formulations and sources of feedstock supply and new branding and product developments requiring increased sophistication and improved functionality and performance from packaging. Whilst balancing the need for short terms strategies to ensure the continuance of their business companies also need to keep abreast of the latest raw material, additive and machinery developments in order to be sure they are offering the best and most competitive product. POLYETHYLENE FILMS 2010 gives companies a fantastic opportunity to benchmark their position against best strategies in the industry while at the same time increasing their understanding of the future opportunities which are developing in the market.

POLYETHYLENE FILMS 2010 will look in detail at both the business challenges and technical developments and how they are affecting today's film producers and the implications for the future. An international panel of expert industry speakers has been assembled by AMI to provide in-depth analysis of trend-setting developments in polyethylene materials and additives and how they will enhance the cost and performance of film products and potentially reshape the industry. Several key papers will also cover the latest in film manufacturing technologies and how they will improve output and profitability.

POLYETHYLENE FILMS 2010 will also include a special markets/issues forum that will aim to put these material and technological developments in the context of the challenging business environment film producers and their customers operate in. Industry consultants, AMI, will provide a detailed review of globalization trends within the PE film industry as well as the market situation in North America. There will also be a panel discussion to allow all participants to put forward their views on the trends and developments in the polyethylene film industry.

Five good reasons to attend:

Get an independent view on the trends in the global trade of PE film products. What are the threats and opportunities in trade?

Find out about the latest technology developments in polyethylene grades and how they will influence film performance and costs.

Assess the latest process developments and find out how they can help improve productivity and output.

Benchmark your company's performance and experience against those of other leading players in the industry.

Network with our senior delegates and speakers drawn from throughout the industry.

C O N F E R E N C E

THURSDAY, MARCH 18, 2010

8:00-9:00 **Registration & Welcome Coffee**

9:00 **Opening announcements**

MARKET OVERVIEW

9:10 **Global Polyethylene markets – film and resin development**

Mr. Andrew Reynolds, Research Director,
APPLIED MARKET INFORMATION LLC

RAW MATERIALS/ADDITIVES

9:40 **New advancements for flame retardant films**

Mr. Abe Mor, VP of Technology,
TECHMER PM

10:10 **New polyethylene resins provide key property improvements for down-gauged films**

Mr. Stephen Imfeld, New Business Development Manager,
LYONDELLBASELL INDUSTRIES

10:40-11:10 **Coffee break**, sponsored by:



11:10 **Masterbatches for enhancing performance of polyolefin films**

Dr. Sushant Roy, Technical Manager,
INGENIA POLYMERS

11:40 **New metallocene medium density product options**

Dr. Robert Wittenbrink, Global Metallocene Film Manager,
EXXONMOBIL CHEMICAL COMPANY

12:10 **New halogen-free flame retardants for PE & PP films**

Mr. Jerome De Boysere, Group Business Manager – Flame Retardants for Plastics,
THOR GMBH

12:40 – 2:00 **Lunch**

EQUIPMENT/TECHNOLOGY

2:00 **Configuring blown film systems for multiple, high value products**

Mr. Rick Keller, VP – Blown Film Systems,
DAVIS-STANDARD LLC

2:30 **Corona treatment methodology for the film extrusion industry**

Mr. Robert Hablewitz, Business Unit Manger,
PILLAR TECHNOLOGIES

3:00 – 3:30 **Coffee break**

3:30 **Off-line & in-line film recycling technology**

Mr. Kevin McNulty, Sales Representative,
STARLINGER NORTH AMERICA

PROGRAM

4:00 **Air ring automation – manual and automated & air borne contamination evacuation systems for blown film**
Mr. Jim Winning, Technical Sales Manager,
FUTURE DESIGN INC.

4:30 **Afternoon Wrap-up and Questions**

4:45 – 6:30 **Cocktail Reception**

FRIDAY, MARCH 19, 2010

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

9:00 **Opening announcements**

EQUIPMENT/TECHNOLOGY continued

9:10 **Wireless management of oscillating collapsing frame and secondary cage in a blown film environment**
Mr. Dan Joseph, President,
D.R. JOSEPH CORPORATION

9:40 **Improving performance in today's market**
Mr. Steve DeSpain, VP Sales & Marketing
REIFENHAUSER INC

10:10– 10:40 **Coffee break**

10:40 **The latest technology for recycling PE films from both post-industrial and post-consumer sources**
Mr. Chris Strzelecki, VP Sales,
ADVANCED EXTRUSION SOLUTIONS

11:10 **The impact of innovation: you don't take a chance, you don't have a chance**
Mr. Timothy Lewis, VP Marketing & Sales,
CMD CORPORATION

11:40– 1:00 **Lunch**

BUSINESS FORUM

1:00 **The greening of trash bags**
Mr. Randy Holmes, Director of Marketing,
HERITAGE BAG COMPANY

1:30 **COEX multi layer films-associated materials – extending product shelf life**
Mr. Brian Muehl, Manager – Materials Technology & Sustainability
ALCAN PACKAGING

2:00 **The future of the American polyethylene film industry – dynamics of change**
Mr. Andrew Reynolds, Research Director,
APPLIED MARKET INFORMATION LLC

2:30 **PANEL DISCUSSION**

3:00 **Conference Wrap up and Questions**

3:30 **Conference ends – approx.**

HEADLINE SPONSORS:

AMPACET CORPORATION



As the industry's largest volume producer with technical centers and manufacturing sites in North and South America, Asia and Europe, Ampacet Corporation develops, innovates and manufactures the high quality color and additive masterbatches for cast & blown film and extrusion coating applications. Ampacet produces utility and specialty black and white masterbatches plus the broadest array of custom colors and specialty additive masterbatches including chemical foam agents, antistats, antifogs, slips and antiblocks, flame retardants, optical brighteners, release agents, UVI / UVA, conductive blacks, process aids, purges and shut down compounds.
www.ampacet.com

TECHMER PM



Founded in 1981, Techmer PM has established a solid reputation for delivering top-quality, custom-tailored additives, colorants, and masterbatches. The company regards its customers as partners and forms long-term relationships that emphasize continuous improvements in both products and quality processes. As a result, an elite circle of national and international customers relies on Techmer PM's advanced technology to add value and compete more effectively in markets ranging from food packaging and agricultural films to construction materials and textiles.

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