



Announcing...

## Sustainable Plastics Packaging – Technologies, Markets and Trends

May 30 & 31, 2011, hotel Galeria Plaza (Hamburgo, No. 195, Col. Juarez)  
Mexico City, MEXICO



With all the media around the global warming, Packaging is *l'enfant terrible* due to its environmental impact. A few years back, the word **sustainability** wasn't that popular in the packaging industry. Today, CPGs agree that all packages should be convenient, informative, 'catch-the-eye', hygienic and... **Sustainable**. According to a global food packaging survey conducted by A.C. Nielsen, 90% of eco-friendly consumers are willing to give up an aesthetic attribute of packaging in exchange of **greener** options. **Sustainable Plastics Packaging** will cover topics such as packaging and the environment, bioplastics / bioresins: what's available today, compostable vs. biodegradable materials, life cycle and environmental footprint assessment, metrics and scorecards, test methods and environmental associations that regulate packaging sustainability, case studies and trends. You cannot miss it!



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## **Sustainable Plastics Packaging – Technologies, Markets and Trends**

May 30<sup>th</sup> and 31<sup>st</sup>, 2011 – hotel Galeria Plaza  
Mexico City, MEXICO

Latin America is an integral part of the Sustainability Movement that has embraced the world. In fact, it is in **Brazil** where the first sugarcane based **green** polyethylene is manufactured. Sustainability implies the packaging' life cycle and its environmental impact. The first edition in Latin America of **Sustainable Plastics Packaging** will cover criteria and challenges that CPG industries (food, pharma and healthcare, household and beauty products, etc) need to address to meet the new triple bottom line in business: Planet, People and Profits. You will learn the state of the art of what's impacting the plastics packaging industry today and tomorrow.

DATE: May 30<sup>th</sup> and 31<sup>st</sup>, 2011  
PLACE: Hotel Galeria Plaza, Mexico City, MEX

Partial list of take-aways:

- Learn on the key properties of biopolymers, their strengths and weaknesses
- Browse on life cycle assessment for bioplastics
- Learn on the present and future of biopolymers vs. oil-derived plastics
- Review of Wal-Mart's scale of sustainability metrics (Wal-Mart scorecard)
- Learn about opportunities on sustainability in the packaging supply chain

Limited **Corporate Sponsorship** opportunities are available. It includes a tabletop display in the exhibit area. For information, please contact us.

Early-bird registrations are recommended. They are active until **April 29<sup>th</sup>, 2011**. For information on corporate sponsorship and registrations, please contact:

- In MEXICO: Leticia Jimenez, [l\\_jimenezmx@yahoo.com.mx](mailto:l_jimenezmx@yahoo.com.mx), 52.55.4168-3740,  
Cell 044.55.1612-1070
- In U.S.A.: Veronica Wiedmann, [LatinPack@yahoo.com](mailto:LatinPack@yahoo.com), [info@LatinPack.com](mailto:info@LatinPack.com)  
847.309-3731, 630.240-8294



**Announcing...**

**Sustainable Plastics Packaging** will be addressed by professionals with many years of experience in the plastics packaging industry and consumer packaged goods companies



**Said Montelongo, MSc**

Mr. Montelongo is a packaging professional with over 15 years of global experience in packaging materials, packaging innovation and development, manufacturing operations, quality improvement, technology transfer and supplier's strategic relations. During his career, he has lead technical and managerial assignments with Kraft Foods' Latin America Operations, PepsiCo, Jugos del Valle, Equity Packaging, Effem-M&M Mars, and Gamesa.

Mr. Montelongo holds a bachelors degree Biochemical Engineering, with emphasis on Food Science from ITESM (Mexico), and a Masters degree in Materials Science and Engineering from Rutgers University (USA). He is an active member of AMEE (Mexican Association of Packaging) and IoPP (Institute of Packaging Professionals).



**Gonzalo Mazuera, MSc, MBA**

Mr. Mazuera holds a BSc in Chemical Engineering from Universidad del Valle (Colombia) and MSc in Chemical Engineering (major: Polymers Science and Engg.) from the City University of NY (USA) and MBA from Tulane University (USA). During his 20 years tenure with ExxonMobil, Dow, Kraft Foods, ConAgra Foods, and Baxter he has taken leadership roles in flexible packaging development and innovation, with strong emphasis on multilayer barrier films for food and medical packaging applications. During the last 6 years, Mr. Mazuera has lead sustainable packaging platforms aimed at reducing the environmental footprint and materials savings.

Mr. Mazuera is co-founder and Sr. Partner of LatinPack, Inc., consultants in packaging innovation and sustainable packaging development, and organizers of packaging conferences in Latin America. He is a member of IoPP (Institute of Packaging Professionals) and SPE (Society of Plastics Eng.)

Register online at: [www.LatinPack.net](http://www.LatinPack.net)



**Announcing...**

## **Sustainable Plastics Packaging – Technologies, Applications and Trends**

May 30<sup>th</sup> and 31<sup>st</sup>, 2011

Hotel Galeria Plaza (Hamburgo, # 195, col. Juarez), Mexico City, MEXICO

### **TECHNICAL PROGRAM**

#### **DAY ONE**

- Sustainable packaging – The big picture
- Packaging and the environment
- Bioplastics and bioresins – What’s available today?
- Biopolymers - Structures, properties, applications
- Degradability and renewable polymers:
  - Classification
  - Degradable materials
  - Degradable mechanisms
  - Standard methods and regulations
- Life cycle assessment – definition and analysis
- 3Rs strategy – Reuse, Reduce Recycle
- Metrics and Scorecards
- Case studies of sustainable packaging (food and pharma)

#### **DAY TWO**

- Sustainability – strategy towards the consumer
- Carbon footprint – definition and analysis
- Programs on sustainability
  - Cases and existing programs
  - Tips to establish a sustainable packaging program
- FTC **green** guidelines for packaging
- Outlook to a sustainable future – global and regional

<b>HOURS</b>		
<b>MAY 30:</b>	Sign-up:	8:30AM - 9:00AM
	Program:	9:00AM – 6:00PM
<b>MAY 31:</b>	Program:	8:00AM - 1:00PM

### **For more information, please contact:**

#### **In USA**

Veronica Wiedmann  
 Tel. 847.309-3731, 630.240-8294  
[LatinPack@yahoo.com](mailto:LatinPack@yahoo.com), [info@LatinPack.net](mailto:info@LatinPack.net)

#### **In MEXICO**

Leticia Jimenez  
 Telefax 52.55..4168-3740, cell 044.1612-1070  
[l\\_jimenezmx@yahoo.com.mx](mailto:l_jimenezmx@yahoo.com.mx)

**Sponsorship Opportunities.** Limited Corporate Sponsorship opportunities are available. It includes a table-top display in the exhibit area. Take advantage of showcasing your sustainable products, equipment and services at front of decision makers of the packaging supply chain. Please contact us for more information

**Hotel Reservations.** Hotel Galeria Plaza has assigned a number of bedrooms at LatinPack discounted rate of USD 85.00/night, single or double bed. To get this rate you have to make the reservation through LatinPack.

Name \_\_\_\_\_ Check-in \_\_\_\_\_ Check-out \_\_\_\_\_

**‘Sustainable Plastics Packaging: The answer to Packaging Innovation, Sustainability and Savings’®**



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Mexico City, MEXICO

Registration includes attendance to the technical program, conference proceedings, coffee and refreshments during intermissions and lunch. Hotel lodging is not included. **There is a 10% discount for 2 or more persons registered from the same company. 25% discount for full time University students and faculty staff (must present a copy of ID card). Cancellations and refunds are not permitted.** Substitutions are allowed with one-week minimum of advanced notice.

NOTE: Contact us for group discounts.

	Name, company, title and e-mail address
1	
2	
3	

	# of people	Cost	Total
Registration to <b>Sustainable Plastics Packaging</b>		<b>Until APRIL 29:</b> USD 445/person <b>After APRIL 29:</b> USD 495/person	

Requested by:

Name		Title	
Company			
Address			
City		Postal code	
State or Province		Country	
Teléfono		Fax	
E-mail			
Signature		Date	

Payment Method:

**Check** in US Dollars from a USA bank, payable to LatinPack

**Credit card (additional 5% charges for CC technical support fees)**

American Express

Visa

MasterCard

Card number

Expiration date (month/year)

Cardholder name

Signature

Date

**ACH or wire transfer** – in USD: to PNC Bank of Illinois. Contact us to provide bank information

**Send invoice (after pre-payment)**

**Send information on Sponsorship opportunities**

**Send information on specialized in-plant seminars at your location**

### IMPORTANT NOTE

### Información adicional e Inscripciones

<p>- Certificates of attendance will be issued</p> <p>- All registered people must have paid at the start of the program on: <b>MAY 30<sup>th</sup></b> <b>NO EXCEPTIONS</b></p>	<p><b>In Mexico</b> Leticia Jimenez Telefax 52.55..4168-3740, cell 044.1612-1070 <a href="mailto:l.jimenezmx@yahoo.com.mx">l.jimenezmx@yahoo.com.mx</a></p>	<p><b>En EE.UU.</b> 847.309-3731. 630.240-8294 Veronica Wiedmann <a href="mailto:info@latinpack.net">info@latinpack.net</a> <a href="mailto:LatinPack@yahoo.com">LatinPack@yahoo.com</a></p>
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