AWA International Sleeve Label Conference & Exhibition 2015

April 29–30, 2015 - Miami, FL, USA

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Karlville Development Group

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The Only Conference Dedicated to Sleeve Labels
The "AWA INTERNATIONAL SLEEVE LABEL CONFERENCE & EXHIBITION 2015" is the 9th in the series of dedicated conference platforms addressing this unique method of product labeling and decoration.

Sleeve labels are renowned for the exceptional range and combinations of graphics and container shapes that stimulate consumer interest in brands and grow brand equity. They have been, and continue to be, the leading performer of the major labeling formats. While growth has slipped back from the double digit ranges enjoyed over recent years, they continue to gain market share and grow at a rate significantly higher than alternatives such as pressure-sensitive and glue applied labels. Of the three recognized sleeve label formats – heat shrink TD sleeve labels, stretch sleeve labels; ROSO™/RFS MD shrink sleeve labels – heat shrink sleeve labels remain the leading sleeving technology, but there is significant and growing interest in the RFS MD shrink sleeve alternative driven by ongoing developments in material and application technologies.

The growth of volumes of all sleeve label technologies is supported by the actions of all participants along the sleeve label value chain from the innovations of raw material suppliers in the introduction of polymer resins offering ever improving performance; through film manufacturers whose development of base films has continued to offer a wider variety of ‘user friendly’ films; by printers'/converters’ improved understanding of the position of sleeve labels in their portfolios; and by machinery suppliers developing higher efficiency converting and labeling equipment.

The conference will provide delegates with a review of the global and regional markets by materials and end uses and update delegates on material and equipment developments, as well as discuss how sleeve labels continue to address the needs of brand owners to promote brands and gain shelf appeal. Presentations and discussions by experts and industry leaders from across the value chain will identify the key drivers, trends, and innovations shaping this label format by providing market data, independent research, case studies, and discussions on materials and process developments. The conference provides excellent networking opportunities.
Previous Delegates

The Absolut Company – Malibu/
Kahlua Operations
Accraply Inc
American Fuji Seal Inc
APR
ASTERISCO CONSULTORIA E
Participações
Austin Label Company
Avery Dennison Materials Group
Bandrex
Bonset America Corp
Brown-Forman Production
Company
Bruckner Group USA, Inc
Bruckner Maschinenbau GmbH
Campbell Soup Company
CCL Label, Inc
CL & D Graphics Inc
Commodore Plastics
Derka Corporation
Eastgate Graphics
Eastman Chemical Company
Eckart America Corporation
Environmental Inks & Coatings
Esko
Flexcraft Industries
Flint Group
Gibreth Packaging Systems
Gintzler Graphics Inc
Hammer Packaging
Hoover-Dayton Corp.
Identification Multi Solutions
Impact Sleeves
Jindal Films
Karlville Development USA, Inc.
Klöckner Pentaplast of America
Kraeger Company
Krones, Inc.
Lakeview Engineering, LLC
Mathein Bay Associates
MRI Flexible Packaging
Müller Martini Corp.
Multi-Color Corporation
Outback Group Corp
PDC International Corp.
PepsiCo
Plastics Forming Enterprises
Polysack Flexible Packaging
Printpack Inc.
Proctor & Gamble
Sealed Air Corporation
Shanghai Palm Springs New
Material Company
Sidei Group
SKC Inc.
SpinLabel Technologies, Inc.
Sun Products Company
Syracuse Label & Surround
Printing
TagHeef Industries Inc
TDPAS Advanced Polymers, Inc.
LPM RafiaTac
Verst Group Logistics
Vista Packaging & Logistics
Walle Corporation
Wind Walker Label, Inc.
WS Packaging Group
Over 200 delegates have attended
in each of the last two years

Platinum Sponsors:

![Accraply](image)
![Karlville](image)
![Verst Group](image)
Program Day One (29 April)

8.00 – 9.00am  Exhibition Open, Registration & Welcome Coffee

9.00 – 9.15  Conference Opening & Introduction
Chair: Dr. William Llewellyn, Vice President & Senior Consultant, AWA Alexander Watson Associates

9.15 – 9.45  Sleeve Label Market Overview
Dr. William Llewellyn, Vice President & Senior Consultant, AWA Alexander Watson Associates

9.45 – 10.15  Global Packaging and Labels Consolidation: Lead, Follow, or Get Out of the Way
Thomas Blaige, Chairman and CEO, Blaige & Company
Utilizing proprietary research over the past decade, Tom Blaige will discuss the impact of global consolidation on the packaging and labels industries. As discussed in Blaige & Company’s comprehensive Twelve Year Plastics and Packaging M&A Consolidation Study, approximately 58% of the top 50 plastics and packaging companies of 2001 have undergone a change of ownership or have been eliminated. Thomas will provide a summary analysis from the 84-page study and cover valuable strategies to help company owners understand how to survive and thrive in an increasingly competitive market.

10.15 - 10.45  Short Run Shrink Sleeve Challenges & Solutions : How to Turn Trash into Cash!
Ben Smith, VP of Sales, ActionPak Inc
In this presentation, Ben will discuss a few different shrink sleeve labeling scenarios. He will share the obstacles that block a shorter volume shrink sleeveing run from materializing, provide a real life start up scenario with a total cost comparison, and share a case study of how a shrink sleeve transformed the image of a national product during a desperate time.

10.45 – 11.30  Coffee & Networking Break

11.30 - 12.00  Implicit Processes and Consumer Decisions: Packaging Psychology
Dr. Joel Weinberger, Partner, Implicit Strategies

12.00 - 12.30  Sleeve Label Awards 2015 Presentation
Presentation of the winners of the first sleeve label awards

12.30 – 1.30  Lunch

1.30 – 2.00  New Ink/Curing Technology Conforms with Shrink Applications
Tom Hammer, Product Manager North America, Flint Group Narrow Web
This presentation will highlight new curing and ink technologies that are revolutionary to the marketplace, and what they will bring to the shrink sleeve industry from a printer’s perspective. New technology being developed will increase speeds, improve quality and decrease process waste. Learn about new technology that will change your paradigm in the pressroom.
Program Day One

2.00 – 2.30  MDO versus TDO – Market Threat or Enabler?
Chris Frank, Global Marketing, Labelling, Klöckner Pentaplast Group
Chris will introduce the basic technologies of MDO and TDO before discussing the global product footprint. This will be followed by a technical comparison of the two film types including product differentiation and machinery applicators that drive decision making. Corey will evaluate market opportunities and differentiation before concluding with an opinion on what the future holds for shrink film.

2.30 – 3.00  MDO Sleeve Technologies
Yann Renard, Business Development Manager - Labeler, Sidel, Inc

3.00 – 3.30  Shrink Sleeve Converting & Application for High Volume Beverage as well as Digital Applications
Raul F. Matos, VP Sales & Marketing, Karlville Development
Specific technical insight for the converting and application of shrink sleeves for both high speed and digital segments are to be shared. With specific material discussions for each segment, such as Low Gauge, Light Blocking Performance for Dairy as well as Pre-treated Films for Digital, the discussion will lead up to the tour. During the tour, attendees will reinforce the information with first-hand equipment demos from Converting with turrets and roll to roll machines as well as for Shrinking with various Steam and Hot Air Solutions.

3.45  Coach Transfer

4.00 – 6.00  Facility Tour hosted by Karlville Development
includes a tour of machinery and a cocktail reception

Karlville Development LLC, is a leading global manufacturer of shrink sleeve converting and shrink sleeve application, pouch converting, narrow web slitting/inspection, tamper application and handle application equipment sold under the Karlville – Beyond Converting brand. For Wide Web slitting and inspection, Solventless lamination and blown film extrusion equipment, Karlville is the global sales partner for Webcontrol and Sun Centre.

During the conference the delegates will have the opportunity to see first-hand equipment solutions for nonstop turret seaming followed by high speed application as well as for finishing solutions for digital applications followed by prototype shrink equipment.

6.15  Coach Transfer back the Hilton Miami

Platinum Sponsors:

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Program Day Two (30 April)

8.00 – 9.00am Exhibition Open, Registration & Welcome Coffee

9.00 – 9.15 Conference Opening
Chair: Dr. William Llewellyn, Vice President & Senior Consultant, AWA Alexander Watson Associates

9.15 – 9.45 Innovative Recycle Solutions for Shrink Film Containers
Holli Alexander, Market Development Manager, Sustainability, Eastman Chemical Company
In August of 2012, Eastman Chemical launched the Full-Wrap Label Consortium to better understand the challenges recycling PET bottle with shrink labels and to identify solutions to improve recovery of these containers at the end of their life. During this session, Holli will provide a current update on the innovative technical solutions that didn’t exist two years ago as a result of the consortium collaboration.

9.45 – 10.15 Get in Sync with Recyclable Shrink
Will Schretzman, Vice President – Packaging, Verst Group Logistics
This presentation focuses on the collaboration of container supplier, label supplier, decorator and customer required to successfully develop recyclable/sustainable sleeve label and container combinations. The presentation highlights will focus on updates on floatable, thin gauge and other label testing that has occurred at Verst Group since the installation of the Sidel Roll Sleeve Labeler in April 2014.

10.15 – 11.00 Coffee & Networking Break

11.00 – 11.30 LDPET, Sustainable Solution for PET Bottle to Bottle Recycling
Dr. Pascal F. Chapon, Group Research, SLEEVER TECHNOLOGIES
Shrink sleeve labels can interfere with sortation equipment used in recycling and can contaminate recycled PET plastics. Sleever International innovates and launches the first shrink sleeve made from low density PET, which enables recovery of used PET bottles. The APR Critical Guidance Test for Sleeve Labels on PET Bottles confirms that the LDPET will float in water and that the label does not interfere with the color or haze of recycled PET.

11.30 – 12.00 Stand Up Pouch – Competitor and Companion
Steve Coulson, Director, Takigawa Corporation
While stand up pouches are at times replacing rigid containers that utilize sleeve labels, they are also assisting ingrowing the overall market to the benefit of both products. The presentation will cover the overall pouch market and growth prospects as well as a case study along with several market segment applications of interest to sleeve label market participants. It will also delve into some areas where both pouch and sleeve label may be threatened by new market entries.

12.00 – 12.30 Direct Print Technology
Dave Niemuth, Technical Sales - Labeling, Krones, Inc.
As a competitive technology direct print continues to grow in the marketplace. Developments continue and Dave will share Krones’ new, direct print labeling machine to run both round and rectangular containers. The technology has a host of marketing benefits including quick reaction to print changes; i.e., product types, UPC code, product personalization, exact production quantities and allowing print on both concave and convex surfaces.

12.30 – 12.45 Conference Closing Comments

1.00 Exhibition & Conference Close

Platinum Sponsors:

Accraply
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Verst Group Logistics
AWA Alexander Watson Associates have launched the first-ever sleeve label awards. The "AWA Sleeve Label Awards 2015" have been developed to recognize this fast-developing industry’s outstanding achievements in stretch-and shrink-sleeve labeling and product decoration.

The 2015 AWA Sleeve Label Awards competition will be open for entries from September 1, 2014. The winners, chosen by an independent panel of industry experts, will be announced and prizes presented at the AWA International Sleeve Label Conference & Exhibition to be held in Miami, Florida, USA, on 29 & 30 April, 2015.

**CLOSING DATE FOR ENTRIES: Thursday February 12, 2015.**

### Awards Categories

The award categories are listed below, in addition all submissions will automatically be entered to the "Best Sleeve Label Award 2015" category.

- Heat TD Shrink Sleeves
- Stretch Sleeves
- Roll-Fed MD Shrink
- Environmental

### How to Enter

Please complete and submit the entry form via email to sleeve.awards@awa-bv.com. The entry form can be downloaded from www.awa-bv.com/sleeve_awards. All entries are acknowledged by email receipt. The Sleeve Label Awards 2015 will be open for entries until February, 12 2015.

All entries must be accompanied by 20 examples of the printed sleeve and 3 product containers fully labeled submitted to either:

- Sleeve Label Awards, AWA Head Office, P.O. Box 69035, 1060CA Amsterdam, the Netherlands (preferred address)
- Sleeve Label Awards, AWA Chicago Office, 1343 W. Fillmore, Suite B, Chicago, IL 60607, United States

### Judging Panel

- Yolanda Simonsis, President & Editorial Director, PFFC
- Dr. Séamus Lafferty, President, Accraply, Inc
- Tom Hammer, Product Manager North America, Flint Group Narrow Web
- Will Schretzman, Vice President of Packaging, Verst Group Logistics
Event Sponsors

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Accraply, Inc.
Accraply – a division of Barry-Wehmiller Companies, Inc. is a worldwide provider of label application equipment for a multitude of industries, as well as converting equipment for the flexible packaging and shrink sleeve label converting industries. Stanford - Well known in the converting industry for its Doctor Machine®, provides material suppliers with the latest equipment in shrink sleeve seamers, slitter rewinders, and roll-to-roll winding machines capable of processing the most challenging materials. Trine - Roll-fed labeling equipment is used by the world’s most respected companies to label soft drinks and dairy products as well as many other roll-fed labeling applications. Graham, Sleevit – Known for advances in shrink sleeve label application technology and high-quality custom labeling solutions, offering shrink sleeve label application equipment, shrink tunnels, and unique product handling technology for beverage, cosmetic, industrial, and pharmaceutical products.

Karlville Development LLC
Karlville Development LLC is a leading global manufacturer of shrink sleeve converting and shrink sleeve application, pouch converting, narrow web slitting/inspection, tamper application and handle application equipment sold under the Karlville – Beyond Converting brand. For Wide Web slitting and inspection, Solventless lamination and blown film extrusion equipment, Karlville is the global sales partner for Webcontrol and Sun Centre.

Shrink Smart with Verst
A third-party logistics leader for more than 45 years, Verst Group Logistics is often the first choice for one-source shrink sleeve contract decorating. Many of the most well-known brands count on Verst to complete even the most intricate sleeve labeling jobs with ease – saving companies the costly capital investment of buying their own packaging equipment, and reassuring them with their ultra-efficient processes, tight quality control, and knowledgeable team of technical experts. The company also recently finished an expansion of its packaging facility, resulting in 402,000 square feet of LEED gold-certified manufacturing and storage space.

Gold Sponsors

Bonset America Corporation
Bonset America Corporation is a global supplier of heat-shrinkable films for heat-shrinkable labels. A subsidiary of C.I. Kasei Company, Ltd. of Tokyo, Japan. Bonset America represents the first U.S. venture by any Japanese heat-shrinkable film manufacturer. Bonset’s PVC, PETG, and OPS films are used for printed full-body sleeves for labeling, bundling, and proofing of many different consumer products.

CCL Label
CCL Label is a division of CCL Industries serving the packaging industry for over sixty years. Combining superior manufacturing with innovative technologies to create high quality shrink sleeves has led to our being one of the largest global shrink sleeve providers as we support customers in a variety of consumer markets. Let CCL Label work to reveal the unique personality of your brand.
**Eastman Chemical**
Eastman manufactures chemicals, fibers and plastics materials which are used by our customers to make products that people use every day. Eastman is focused on delivering innovative and technology-based solutions while maintaining its commitment to safety and sustainability. Serving customers in approximately 100 countries, Eastman employs approximately 15,000 people worldwide, and had 2014 revenues of approximately $9.5 billion.

**Flint Group**
Flint Group offers a product portfolio spanning inks, blankets, pressroom chemistry, flexographic plates and sleeves, consumables and colorants. With global resources, local service and personalized expertise, Flint Group provide printers, publishers, packaging printers and converters with the most reliable products in the most streamlined fashion.

**The Klöckner Pentaplast Group**
The Klöckner Pentaplast Group is a global leader in providing packaging, printing and specialty solutions serving the label, pharmaceutical, medical device, food, beverage, and card markets among others. With a broad portfolio of rigid plastic films and services powered by innovation, kp plays an integral role in the customer value chain by marketing and protecting product integrity, safety, consumer health, and, ultimately, brand reputation.

**Sidel, Inc.**
Sidel is one of the world’s leaders in solutions for packaging liquids including water, soft drinks, milk, sensitive beverages, edible oil, beer and alcoholic beverages, as well as home and personal care products.

**SKC, Inc.**
SKC Inc. is a subsidiary of SK Group, the world’s leading manufacturer of specialty PET films sold under Skyrol®, Skywel®, Skynex®, and SKC P® film brand based in Korea. SKC, Inc. produces a wide range of films used in packaging, industrial, imaging, electrical, bio-compostable and solar applications.

**Sustanium**
Sustanium produces high quality, low price roll-fed Machine Direction (MDO) PETG shrink films. With factories based in Shanghai and Zhejiang, China, Sustanium has been designing and creating custom materials for large customers for over 20 years. They do not work with solvents or other toxic materials at any of their facilities.

**Taghleef Industries**
Taghleef Industries is one of the largest manufacturers of BoPP, CPP and BoPLA films in the world, with over 410,000 tpa of standard and specialty BoPP film capacity. Ti offers a wide range of bi-axially oriented polypropylene packaging films suitable for applications as diverse as food packaging, labeling, adhesive tapes and other applications.
**Workshop: Introduction to Heat Shrink Sleeve Label Technologies - Minneapolis, MN, USA**

**Workshop A: July 21-22 & Workshop B July 23-24, 2015**

The "Introduction to Heat Shrink Sleeve Label Technologies Workshop" is an interactive guide to the technologies and processes involved with sleeve labels. The workshop is designed to update participants on developments in heat shrink sleeve label processing including their background, manufacture and end-use.

The workshop covers topics to improve the level of understanding of the production and application of heat shrink sleeves. It gives participants the opportunity to see the printing, converting and application process in real life.

The interactive workshop program incorporates theoretical presentations with dedicated live demonstration sessions at the Accraply Inc. and Flint Group Narrow Web facilities in Plymouth (Minneapolis), Minnesota, USA.

[View the Program]
[Register Online]

**Attendees of this conference are entitled to a 10% discount on the Global Sleeve Label Market Study 2014**

Please contact reports@awa-bv.com to discuss, or visit our website to order

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I would like to register for the International Sleeve Label Conference & Exhibition 2015
(Please use capital letters and complete all fields)

**Registration fees:**
- Conference: $1295
- Group Price p.p**: $995
- AWAccess™ members: 10% discount

**Registration fee includes:**
- Conference and facility tour attendance, lunch, coffee, light refreshments, cocktail reception, digital proceedings

**Payment:**
The registration fee must be paid to confirm registration. Payments can be made by bank transfer, credit card, or check.

Alternatively, complete the form below and mail or fax it to:
AWA Conferences & Events Head Office
P.O. Box 69035, 1060 CA
Amsterdam, The Netherlands

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**Venue and accommodation:**

**Hotel reservation information:**
AWA has arranged special room rates for delegates: single/double occupancy: $189 (plus tax). The special rate is available until April 3, 2015 for a limited amount of rooms based on a first come, first served basis. Follow [this link](#) when making your reservation to receive the discount. After this time the hotel will accept reservations based on availability and best available rate.

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**Price, how to register, accommodation**

**Registration fees:**
- Conference: $1295
- Group Price p.p**: $995
- End-users: Complimentary

**End-users: Complimentary**

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**Cancellation Policy**
If you cannot attend please submit a cancellation by email 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 cannot 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 workings 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.

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**To pay by credit card**
(such payments incur to a 7% surcharge)

**Card Number**

**Expiry Date**

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**Please send me a copy of the Heat Shrink Sleeve Label Manual & Test Methods $85**

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**To pay by credit card**
(such payments incur to a 7% surcharge)

**Card Number**

**Expiry Date**

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**Bank transfer**

**Name of cardholder**

**Address of cardholder**

**Signature**