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# AWA Label Release Liner Industry Seminar 2015

September 28, 2015 - Brussels, Belgium

For suppliers, producers and users associated with the  
pressure-sensitive label and release liner market

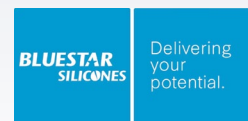
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## Seminar Introduction

This seventh edition of the annual AWA Label Release Liner Industry Seminar is a key and important event for all associated with and involved in the pressure-sensitive label and release liner market, as supplier, producer, or user. The prime location and timing of the event aims to draw industry professionals from around the globe.

The pressure-sensitive label market still represents nearly 50% of all release liners produced and used, supplied both through in-house siliconizers and merchant coaters. Although paper liners still dominate, film liners continue to grow at a very fast pace, creating growth opportunities across the value chain. Although future prospects for release liners continue to be encouraging, the pressure-sensitive laminate, particularly the release liner, is receiving much attention due to waste issues and high material costs.

## About the Seminar

The event will feature presentations by key industry players presenting available release liner and related technologies, discussing today's industry issues, and giving up-to-date information on the market and its evolving platforms of opportunities. In addition to the formal event program, there will be a table top exhibition and networking opportunities.

## Target Audience

The event is targeted for all associated with the pressure sensitive label and release liner market as supplier, producer, or user. The prime location and timing of the event aims to draw industry professionals from around the globe.

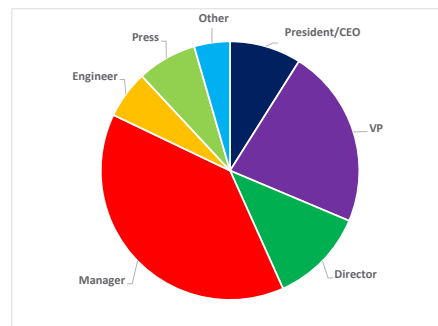
## What do Previous Delegates Think? \*

**95%** said the seminar met their objectives

**98%** would recommend this seminar to their colleagues

\* of post-event evaluation respondents

## Expected Attendees



**85%** are key decision makers \*\*

\*\* based on previous attendance data

## Become a Seminar Sponsor

As a sponsor your logo and/or company name will be included in event marketing and promotional materials, press releases, social media advertising and much more. We offer two sponsorship packages and the opportunity for you to create a tailored package to suit your individual company needs.

To receive the sponsorship proposal please contact:  
[conferences@awa-bv.com](mailto:conferences@awa-bv.com) or call +31 20676 2069.

**Share and gain ideas on industry hot topics, discuss key strategic challenges and learn about the latest developments and trends in this industry**

## Seminar Provisional Program

08.00 - 09.00 **Registration & Welcome Coffee**

09.00 - 09.15 **Seminar Opening & Welcome**

09.15 - 09.45 **Global Release Liner Market Overview**

Corey Reardon, President & CEO, AWA Alexander Watson Associates

09.45 - 10.15 **Efficiency requirements of modern converting: how release liners continue to adapt in the label market**

Mikko Rissanen, Business Development Director, UPM

UPM has developed thinner base papers and an advanced technology to meet the sustainability requirements in the label market and ever toughening requirements of a high speed silicone coating of release base materials. With innovative treatment of biofibrils a multifunctional structure has been achieved that works as a composite structure and reinforcement materials to add mechanical strength to the surface treatment at the same time acting as an amphiphilic surface to chemically compatibilize the base paper with silicone

10.15 - 10.45 **Competitive Label Technologies Aim at Pressure Sensitive Labeling**

Dan Muenzer, Vice President Marketing, Constantia Flexibles

Prime labeling represents 45% of all pressure sensitive constructions worldwide including leadership positions in both the food and beverage applications. What once was the hunter has now become the hunted as pressure sensitive labels are being targeted by competitive technologies trying to gain position in the coveted prime label sector. This presentation will address the current state of the prime label market and review technologies trying to take pressure sensitive label's lucrative place.

10.45 - 11.15 **Coffee & Networking Break**

11.15 - 12.15 **Linerless Label Panel: Linerless...A Reality Check**

Moderator: Mike Cooper, Business Development Director, Catchpoint Ltd.

Panelists: Scott Fisher, President, Smyth Companies, LLC.  
Jakob Landberg, Sales & Marketing Director, Nilpeter  
Jeffrey Arippol, President, Novelprint

Are linerless decorative labelling technologies a threat or an opportunity? While threats from alternative decoration technologies are a reality, opportunity emerges with the conversion of decorative linerless labels from original laminates. Introduced by Ritrama as Core Linerless Solutions, this development continues to benefit the existing Industry Value chain. Mike Cooper will moderate this panel discussion among industry leaders familiar with these new opportunities, to engage with seminar delegates and assess where and how this re-invention of Mactac originated technology can affect our industry's target to deal with the waste burden.

12.15 - 12.45 **Linerless Label Case Study**

Roelof Klein, Commercial Manager, Maan Engineering

This presentation will show an example business case of a end-user using linerless labels versus traditional lined labels. In cooperation with Belona BV this presentation will explain the different benefits of using linerless labels and put a number to the savings and efficiency gains. It will explain how the linerless labels at Belona are made on the Maan Engineering Inlinerless Module.

12.45 - 13.45 **Lunch**

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## Seminar Provisional Program

13.45 – 14.45

### Release Liner Waste and Recycling Panel

Moderator: Calvin Frost, Chairman, Channeled Resources Group  
Panelists: Ernst Brunbauer, General Manager, Lenzing Papier GmbH  
Ulrich Leberle, Raw Materials Director, Confederation of European Paper Industries  
Petri Tani, Managing Director, cycle4green Ltd.  
Mark Macaré, Senior Public Affairs & Recycling Project Manager, Lejeune

This session on liner recycling brings together several industry experts, who reflect on the success and failure in the European Region. Several questions are answered: Are there conflicting schemes that detract from the primary objective: increase participation? Are there solutions to logistics and packaging? How do we develop regional involvement in Spain, Italy, Ireland, etc.?

14.45 – 15.15

### Keeping Our Eye on Quality

Robyn Buma, Global Procurement Director, Paper, Avery Dennison  
A consolidated look at how suppliers are performing in product quality and some key trends around this.

15.15 – 15.45

### Coffee & Networking Break

15.45 – 16.45

### Silicone Technology Panel

Moderator: Corey Reardon, President & CEO, AWA Alexander Watson Associates  
Panelists: Dr. Hans Lautenschlager, Senior Technical Manager, Release Coating, Wacker Chemie AG  
Alexander Knott, AETS Senior Specialist, Dow Corning Europe SA  
Sean Duffy, Global Business Manager – Silcolease Release Coatings, Bluestar Silicones

The Silicone Technology Panel is focused entirely on silicone and silicone coating technology for label stock production and applications. The Panel will discuss developments, technical advances, and innovation. The Panel discussion will be of interest to all industry professionals in the silicone-release liner and self-adhesive labelling market.

16.45 – 17.15

### Label base material and silicone coatings: Make your customers happy and start saving money with Automatic Inline Optical Inspection (AOI)

Hans Oerley, Senior Manager Business Development, Dr. Schenk Industriemesstechnik GmbH  
In the production of release liners and label stock manual optical quality control is still widely applied; the performance of human inspection however, often cannot meet the increasingly high material quality requirements. This presentation will discuss how automatic optical inspection systems (AOI) can overcome this situation, including how applying AOI helps to raise the quality of the components of label stock, resulting in higher product quality and improved label performance. Manufacturers of label stock achieve higher output with reliable material quality, hand in hand with lower production costs. In addition, AOI assist with more precise production planning.

17.15 – 17.30

### Seminar Close

17.30 – 19.00

### Cocktail Reception

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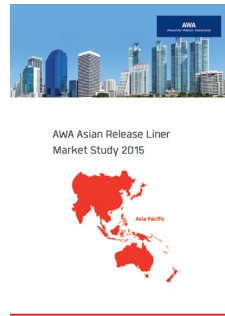
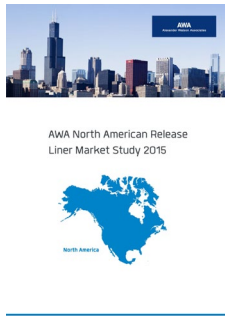
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## Discounts on Related AWA Studies

AWA Alexander Watson Associates publish a selection of market reports, several of these are directly in the release liner industry:



### Special 'combination package' deals:

When purchasing all five of the above release liner studies as a combination package a special discount of 30% will be applied and an optional 30 minute Q&A session\* with an AWA consultant will be included.

When purchasing two or more studies a 20% discount will be applied.

\* the Q&A session is a telephone conversation. If a face-to-face discussion is preferred, then travel costs will be charged.

Please contact us via [reports@awa-bv.com](mailto:reports@awa-bv.com) or +31 20 676 2069 to discuss, or visit the AWA website to order.

## About AWA

AWA Alexander Watson Associates is a global business-to-business market research, publishing, events and advisory services company with a unique focus on the speciality packaging, coating, and converting industries. AWA provides a complement of Market Research, Events, Business Development and Advisory Services. We have been providing clients with expert knowledge since 1971.

AWA Alexander Watson Associates has a reputation for providing focused, practical, reliable, and cost-effective information, and for a high degree of integrity in maintaining the confidentiality and trust of its industry information sources. As an added guarantee of consistency and quality assurance, AWA's Principals are personally involved at every stage of a project.

### Contact Information:

Reports: [reports@awa-bv.com](mailto:reports@awa-bv.com)

Events: [conferences@awa-bv.com](mailto:conferences@awa-bv.com)

General: [info@awa-bv.com](mailto:info@awa-bv.com)

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AWA Alexander Watson Associates

PO Box 69035

1060 CA Amsterdam

The Netherlands

**WWW.AWA-BV.COM**

## Platinum Sponsors

### **DOW CORNING**

#### **DOW CORNING CORPORATION**

Dow Corning has more than 70 years of labeling expertise and market-driven innovation. Our global network of technical experts work alongside customers to identify ways in which Dow Corning's silicone technology can reduce cost, improve efficiency and deliver optimal performance. An extensive portfolio of silicone solutions is available for pressure-sensitive adhesion and release coating applications include labeling solutions, water-based release coatings, pressure-sensitive adhesives, protective films and tapes. For customers who need help to improve a formulation or to refine and improve production processes, we offer ongoing technical support. But we're also keen to put our innovation expertise to work to meet market trends whether it's the shift from paper to heat sensitive filmic release liners, or the desire to reduce platinum dependency or increasingly challenging converting conditions. For more information on how we can help you visit [www.dowcorning/psi](http://www.dowcorning/psi)



#### **UPM**

UPM is the world's leading producer of high quality face and release base papers. Its packaging papers' range consists of C1S and Barrier papers.

We are constantly developing our solutions and technology to fulfil our customers' requirements. The global presence guarantees local e.g. sales, logistics, technical and extensive environmental services worldwide.

UPM is responding to the rapidly growing demand for environmentally sustainable products. Our products are sustainable over their lifecycle. The products are made of renewable, recyclable and biodegradable materials in two high-performing mills.

We optimise our processes to minimize the environmental impact of our product throughout their entire lifecycle.

For more information, please visit: [www.upmpaper.com](http://www.upmpaper.com)

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#### **BLUESTAR SILICONES**

Bluestar Silicones is one of the foremost fully-integrated silicone manufacturers in the world. With over 60 years' silicones expertise, Bluestar Silicones offers a comprehensive range of silicone products in the sectors of release coatings, engineering elastomers, healthcare products, specialty fluids, emulsions and resins.

The Bluestar Silicones SILCOLEASE range is unique in its ability to cover all technologies used in silicone release coatings: Solventless Thermal, Solventless Radiation (epoxy chemistry with cationic cure, Acrylate chemistry with free radical cure), Emulsion and Solvent. For 2013 and 2014 UV products to complement our already wide range have been launched.

**WACKER**

#### **WACKER**

WACKER is a globally operating chemical company with 25 production sites, 21 competence centers and 52 sales offices; we are close to our customers. Its SILICONES division, with a range of over 3,000 silicone products, ranks among the world's largest manufacturers of silanes and silicones. Whether you want more efficient processes, innovative coating solutions or higher machine speeds, WACKER offers a perfect combination of siliconebased DEHESIVE® release systems, industry knowledge and technical expertise.

# Seminar Information

## Registration fees:

Regular fee:	€ 795
Group fee**:	€ 595
AWAccess Member fee:	10% discount

\*\*Valid for 3 or more people from the same company

## How to register:

It is very easy to  via our website

Alternatively, complete the form below and mail or fax to:

**AWA Conferences & Events Head Office**

**P.O. Box 69035, 1060 CA**

**Amsterdam, The Netherlands**

**Fax: +31 (0) 20 820 86 33**

## Registration fee includes:

Seminar attendance, lunch, coffee & light refreshments, cocktail reception, digital seminar proceedings.

## Payment:

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

## Venue and accommodation:

Thon Hotel Bristol Stephanie  
93 avenue Louise, 1000 Brussels, Belgium  
Tel: +32 2 543 33 11

## Website

## Hotel reservation information:

Hotel rooms are **not included** in the seminar fee and are the responsibility of individual participants.

The hotel offers a limited number of rooms at a special rate: €95 (single) or €105 (double). The rate includes breakfast and VAT but does NOT include city tax (fixed rate).

The special rate is available until August 27, 2015 for a limited number of rooms, on a first come, first served basis. After this time the hotel will accept reservations based on availability and best available rate.

To book your hotel room please download the hotel reservation form **here** and return this **directly** to the Thon Hotel Bristol Stephanie.

# Registration Form

## I would like to register for the AWA Label Release Liner Industry Seminar 2015

(Please use capital letters and complete all fields)

Name	<input type="text"/>	
Salutation	<input type="text" value="Mr./Ms./Miss/Dr./Prof."/>	
Job Title	<input type="text"/>	
Company	<input type="text"/>	
Industry	<input type="text"/>	
Address	<input type="text"/>	
City	Zip Code	<input type="text"/>
Country	<input type="text"/>	
Phone	<input type="text" value="Please include area + country code"/>	
e-Mail	<input type="text"/>	
VAT # (EU only)	<input type="text"/>	

Please register me for (please tick):

- Regular fee €795  
 Group fee (3 or more people from same company) €595  
 AWAccess™ member rate (10% discount)  
 I cannot attend, please send me the proceedings after the event €495  
 I am an end-user/brand-owner and my attendance is complimentary

<input type="checkbox"/> Bank transfer	<input type="checkbox"/> To pay by credit card [payments due to a 7% surcharge]
Please charge to:	<input type="checkbox"/> AMEX <input type="checkbox"/> MasterCard/EuroCard <input type="checkbox"/> VISA
Card Number	<input type="text"/> Expiry Date <input type="text"/>
CVC Code	<input type="text"/>
Name of cardholder	<input type="text"/>
Address of cardholder	<input type="text"/>
Signature	<input type="text"/>

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**Account #: 66.40.32.842**  
**SWIFT (BIC): INGBNL2A**  
**IBAN: NL69 INGB 0664 032842**  
**Checks Payable to:**  
**AWA Conferences & Events**  
**VAT # NL8105.09.969B01**

## 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 personally 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.