

## Keynote Messages



**WAL-MART**

**Responsible Leadership In Sustainability & Sustainable Packaging Strategies**

**Tyler Elm**, Senior Director,  
Corporate Strategy & Business Sustainability,  
Wal-Mart Stores, Inc.



**Policy To Profit: How the U.S. Department of Commerce Is Promoting Sustainable Production Goals & Objectives**

**Joanne Sonenshine**, International Economist,  
Office of Trade Policy Analysis,  
U.S. Department of Commerce,  
International Trade Administration

# North America's Seminal Forum On Corporate Sustainability & Sustainable Packaging & Their Impact on Operations, Innovation, & Profit

2nd Annual

# SUSTAINABLE PACKAGING FORUM

- Economic
- Social
- Environment

September 26-28, 2006 • Crowne Plaza St. Paul Riverfront, St. Paul, MN

Produced by:



Officially Endorsed by:



With Partner Host:



and Co-host:



Research Affiliates:



- Learn in 2 hours the top 10 challenges, drivers, and opportunities in corporate social sustainability and sustainable packaging programs and technologies
- Hear sustainability strategies and policies from Wal-Mart and the U.S. Dept. of Commerce
- Discover how to help customers make sound sustainable packaging material choices and sustainability-oriented supply chain decisions
- Share in the findings of the industry's only research data on consumer interest in sustainable packaging
- Define, certify, and accurately market sustainable packaging
- Understand where recycling fits in context with sustainability
- Hear best practices from H-P, Georgia-Pacific, and others
- Learn to develop and deliver sustainable packaging solutions using the principles of Wal-Mart/Sam's Club Packaging Sustainability Network

**PLUS: Rapid-fire Sustainable Packaging Technology, Innovation, and Processes Technical Presentations!**

## Two Events, One Location:

The Sustainable Packaging Coalition will co-locate its Fall Members Meeting with the Sustainable Packaging Forum, on Sept. 26 at the Crowne Plaza St. Paul Riverfront. Visit [www.sustainablepackaging.org](http://www.sustainablepackaging.org) for information.

This brochure is printed on StoraEnso post-consumer recycled stock, graciously provided by StoraEnso Specialty Papers.



## Keynote Messages...That Inspire & Inform



# WAL★MART

### Responsible Leadership In Sustainability & Sustainable Packaging Strategies

**Tyler Elm**, Senior Director, Corporate Strategy & Business Sustainability, Wal-Mart Stores, Inc.

Wal-Mart is taking a true leadership role in sustainability. Its goal is to develop a sensing organization that is aware of the external business environment and is able to incorporate this perspective into business decisions that create long-term value where business benefits are derived from improved environmental and social outcomes.

Wal-Mart has created 13 sustainable value networks, one focused directly on packaging. At the Sustainable Packaging Forum, Wal-Mart's Senior Director, Corporate Strategy & Business Sustainability, Tyler Elm, will outline these networks and explain how each will help move the world's largest retailer toward all-encompassing goals of making its stores 25% more energy efficient, reducing solid waste by 25%, and having 20% of its supply base aligned with sustainable products, all within the next three years.



### Policy To Profit: How the U.S. Department of Commerce Is Promoting Sustainable Production Goals & Objectives

**Joanne Sonenshine**, International Economist, Office of Trade Policy Analysis, U.S. Department of Commerce, International Trade Administration

Socio-environmental considerations are an increasingly important component of the globalization of supply chains. As transnational corporations increasingly integrate sustainable production/manufacturing processes into the creation of their products, they are hampered by the inability to independently assess the viability of new sustainable technologies and processes.

This session will highlight recent policy projects underway at the U.S. Department of Commerce to strengthen international cooperation among business and government in the evaluation and promotion of sustainable production/manufacturing.

# An Event That Delivers Definition & Direction In Tandem With Technology & Innovation

- Strategy
- Policy
- Best Practices

- Technology
- Innovation
- Application

*"The conference showed how fast the sustainability train is moving and helped us decide when to jump on."*

*John Helferich, VP/University Research, MasterFoods USA*

### Sustainable Packaging Expo & Networking Reception Wednesday, September 27, 5:30-7:30pm

The sessions, panels, and discussions at the Sustainable Packaging Forum will be complemented by a tabletop expo and networking reception. More than 25 top-tier global suppliers and service providers will share next-generation sustainable-oriented and renewable-resource-based technologies, processes, and services.

To reserve your Expo space, or to inquire about Networking & Enhanced Visibility Host Opportunities and Sponsorships, contact Karen Vaillancourt at 1-610-436-4220 (ext. 11) or email: [orders@packstrat.com](mailto:orders@packstrat.com).

*"The Sustainable Packaging Forum created a lot of activity at the customer level."*

*Doug Marcero, Director, Product Stewardship, MeadWestvaco*



SUSTAINABLE PACKAGING COALITION

GreenBlue

The Sustainable Packaging Coalition, a GreenBlue project, is a working group of packaging and supply chain professionals who envision packaging designs and systems rooted in cradle-to-cradle principles – packaging that complements products' and companies' pursuit of sustainability.

For membership or information, click on [www.sustainablepackaging.org](http://www.sustainablepackaging.org)

*"The conference kept me thinking that [sustainability] is an evolution, not a revolution."*

*Walter Bond, Director, Printpack*

## Is Your Sustainability 'Survival Strategy' Ready?

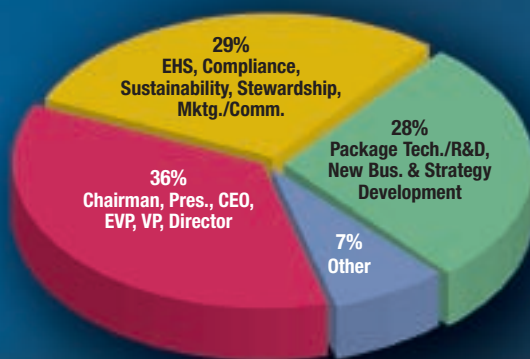
Sustainability has rapidly shifted from being an emerging triple bottom line initiative to a corporate-wide strategy necessary for survival in the 21st century.

Sustainability is being embraced as a corporate culture. It encompasses operations, manufacturing, distribution, purchasing, design, and, of course, packaging.

*What you learn at the Sustainable Packaging Forum will arm you with the competitive intelligence, resources, and technologies required to embrace, apply, and ultimately profit from sustainability and sustainable packaging initiatives.*

## Sustainable Packaging Forum Caters To The Team Approach

2005 Sustainable Packaging Forum  
Attendees By Responsibility



This uniquely positioned event will deliver a combination of strategic-level intelligence, cutting-edge technology, and actionable process innovation to attendees from all end-use segments; from all positions in the supply chain – from R&D to design to production to marketing to new business development and strategic planning to the office of the CEO.

Packaging Strategies has multiple pre-registration and team discount plans available (see the Express Registration form for details).

## AGENDA

Comprehensive session descriptions available at [www.packstrat.com](http://www.packstrat.com)

### Tuesday, Sept. 26

- 9 am – 5 pm **SPC Members-only Meeting**
- 3 – 7:30 pm **Sustainable Packaging Forum Registration & Hospitality**
- 6 – 7:30 pm **Sustainable Packaging Forum/Sustainable Packaging Coalition Joint Welcome & Networking Reception**  
*Featuring The Mintel/gnwd 'Sustainable Packaging Innovations' Demonstration*

### Wednesday, Sept. 27

- 7 – 8:30 am **Continental Breakfast & Registration**
- 8:30 am **Opening Comments On The State of Sustainability & Sustainable Packaging**  
*David Luttenberger, CPP, Director, Packaging Strategies*  
*Anne Johnson, Executive Director, Sustainable Packaging Coalition*

**Forces of Change Shaping The Future Of Sustainability & Sustainable Packaging Initiatives**  
Speakers for this rapid-fire future visions opening salvo are highlighted on the facing agenda page.

- 10:30 – 11 am **Networking & Refreshment Break**
- 11 – 12:30 pm **Keynote Presentations**
- Responsible Leadership In Sustainability & Sustainable Packaging Strategies**  
*Tyler Elm, Senior Director, Corporate Strategy & Business Sustainability*  
*Wal-Mart Stores, Inc.*
- Policy To Profit: How the U.S. Department of Commerce Is Promoting Sustainable Production Goals and Objectives**  
*Joanne Sonenshine, International Economist, Office of Trade Policy Analysis*  
*U.S. Department of Commerce, International Trade Administration*
- 12:30 pm **Networking Luncheon**
- 2 pm **Materials Assessment (and Metrics)**  
*Anne Johnson, Executive Director, Sustainable Packaging Coalition*
- Key Learning Points:**
- Hear how metrics contribute to sustainable package development, package specifications, marketing, and corporate reporting
  - Discover the potential metrics have to streamline information flow on the sustainability characteristics of packaging within the supply chain
  - Learn what level of data is needed to create general vs. specific metrics applications
  - Uncover where the competitive advantage of sustainability and sustainable packaging is for your company

**How To Define, Certify, & Accurately Market Sustainable Products, Packaging, & Processes**  
*Kirsten Ritchie, Director, Environmental Claims, Scientific Certification Systems*

- Key Learning Points:**
- Hear concise definitions of sustainable, degradable, biodegradable, compostable, recyclable, and other terms marketers must know
  - Learn how to achieve certification in the proper use of these terms
  - Hear best- and worst-case scenarios of sustainable packaging marketing

**Consumer Interest In Sustainability & Sustainable Packaging**  
*Gwynne Rogers, LOHAS Business Director, Natural Marketing Institute*

*This presentation is based on the findings of the LOHAS (Lifestyles of Health & Sustainability) Consumer Trends Database*

- Key Learning Points:**
- Hear the only available research focused on consumer understanding of sustainability
  - Gauge consumer interest in sustainable, recyclable, and eco-friendly packaging
  - Understand the purchasing power of the LOHAS consumer
  - Discover how eco-packaging rates relative to other package attributes

3:30 pm **Networking & Refreshment Break**

4 – 5:30 pm **Best Practice Sustainability & Sustainable Packaging Initiatives**

*Randy Boeller, Package Engineering Program Manager  
Global Packaging Team, Hewlett-Packard*

*Brian Reilly, Director, Georgia-Pacific Innovation Institute*

*Bruce Catoen, VP/Packaging, Husky Injection Molding Systems*

**Key Learning Points:**

- Learn how *Global 100 Most Sustainable Companies* approach and execute sustainability and sustainable packaging initiatives
- Hear best practice sustainability case histories

5:30 – 7:30 pm **Sustainable Packaging Expo & Networking Reception**

## Forces of Change Shaping the Future Of Sustainability & Sustainable Packaging Initiatives

This rapid-fire opening salvo will offer in less than two hours a crystal clear, big-picture perspective of the current state and future outlook for the most critical issues shaping strategic sustainability initiatives and cutting-edge sustainable package innovations.

Top vision- and thought-leaders representing every link in the supply chain will, in less than five minutes each, outline, validate, and summarize their opinions of one factor they believe will challenge, drive, or create the greatest opportunities in sustainability and sustainable packaging programs and technologies.

<b>CPG/Packaging</b>	Paul Earl-Tornaiainen, Senior Packaging Engineer/Leader, General Mills Sustainable Packaging Program
<b>CPG/Boardroom</b>	Dominique Conseil, President/CEO, Aveda
<b>CPG/Technology</b>	Randy Boeller, Package Engineering Program Manager, Global Packaging Team, Hewlett-Packard
<b>Raw Materials</b>	Dennis McGrew, President/CEO, NatureWorks
<b>Converter</b>	Ed Klein, Vice President/Environmental Affairs, Tetra Pak
<b>Converter</b>	Tom James, Director, Market & Business Development, Huhtamaki Packaging
<b>Trade Assoc.</b>	Joe Cattaneo, Executive Director, Glass Packaging Institute
<b>Equities Analyst</b>	James Eiler, Managing Partner, Cybus Capital Markets LLC

## Thursday, Sept. 28

8 am **Using Transparent Life Cycle Inventory Tools To Make Package Recycling Assessments**  
*Dr. Matthew Realff, National Science Foundation*

**Key Learning Points:**

- Learn how and when to use a life cycle inventory tool
- Understand the benefit life cycle inventory tools play in the assessment of recycling as a sustainable packaging strategy
- Learn the difference between recyclable and sustainable
- Hear case histories about the contributions recycling can make toward a sustainability strategy

### Defining & Delivering Sustainable Packaging Solutions Within The Principles of The Wal-Mart/Sam's Club Packaging Sustainability Initiative

*Howard Mallen, Executive Vice President, Winterborne*

**Key Learning Points:**

- Introduction of sustainable packaging principles across multiple materials
- Explanation of the Wal-Mart/Sam's Club Packaging Sustainability Initiative
- Instruction on how to develop and introduce packaging that meets the Wal-Mart/Sam's Club "7Rs" initiatives
- Learn the Wal-Mart/Sam's Club position on PVC packaging
- Hear case examples of package design and materials considerations that work within the Wal-Mart/Sam's Club Packaging Sustainability Initiatives

*\*This workshop is not endorsed by Wal-Mart/Sam's Club*

9:30 – 9:45 am **Abbreviated Networking & Refreshment Break**

9:45 am **SUSTAINABLE PACKAGING INNOVATIONS — MATERIALS, PROCESSES, & SERVICES**

15-minute technical presentations outlining a comprehensive array of sustainable technology and process innovations. Overviews include:

- Technical specifications
- Converting parameters
- Comparative performance data vs. traditional technologies
- Structural or graphic design considerations
- Best future potential or targeted end-use applications
- Overall economic considerations

**Advances in Biopolymers For Shrink Sleeves**

*Rich Eichfeld, Vice President Business Development, Plastic Suppliers, Inc.*

**Natural Fiber-based Package Manufacturing Process**

*Martin Aleksis, Vice President Marketing/Sales, PAKIT Inc.*

**Molded Pulp Palm Fiber/Empty Fruit Bunch Pressure-sensitive Label Materials**

*Shannon Boase, Founder/President, EarthCycle Packaging, Ltd.*

**EnviroShell Recycled Corrugated/PVC Blister Alternative**

*Howard Mallen, Executive Vice President, Winterborne*

**Material Lightweighting & Technical Developments in PLA Processing**

*Bruce Catoen, Vice President/Packaging, Husky Injection Molding Systems*

**AgroResin Composite Biomass Materials For Packaging**

*Dr. Xu Yan, Founder/Managing Director, Grenidea Technologies Pte Ltd.*

**Reusable Transport Packaging As A Sustainable Supply Chain Solution**

*David Rodgers, President, Reusable Pallet & Container Coalition*

**Presentation of the 2nd Annual Sustainable Packaging Technology Leadership Award**

12 Noon **Conference Adjourns**

*"Outstanding content.  
So many key brand-owner players. In 10 years' time,  
this event will draw 2,000 people."*

*David Lamoureux, Field Market Development, NOVA Chemicals*



Join Those Who Attended In 2005

- |  |                                    |
|--|------------------------------------|
| AGI / Klearford (Meadwestvaco)         | Mainove of Florida                 |
| Alcan Packaging Services AG            | MasterFoods USA                    |
| All Source AG Packaging                | MeadWestvaco Forestry Division     |
| Alliance of Foam Packaging Recyclers   | MeadWestvaco Packaging Systems     |
| Amcor, Ltd.                            | Metabolix, Inc.                    |
| ARCO Aluminum, Inc.                    | Michelman, Inc.                    |
| Artwork Systems                        | Microsoft Corporation              |
| Ball Corporation                       | Milprint, Inc. - a Bemis Company   |
| BASF Corporation                       | Mindgarden Group                   |
| Biodegradable Products Institute (BPI) | Mitsubishi International Corp.     |
| Chantler Packaging, Inc.               | Mohawk Fine Papers, Inc.           |
| Cleveland Printing Company             | Multivac, Inc.                     |
| Cliff Bar, Inc.                        | NAPCOR                             |
| Coca Cola Co.                          | NatureWorks, LLC                   |
| Coca Cola Mexico                       | Nestle Purina PetCare              |
| Coca-Cola North America                | NOVA Chemicals, Inc.               |
| ConAgra Foods                          | Novamont NA                        |
| Corrugated Packaging Alliance          | Office of Solid Waste, U.S. EPA    |
| Corus Packaging Plus                   | Packaging 2.0 LLC                  |
| Creative Forming, Inc.                 | Packaging Development Resources    |
| Crown Cork & Seal Co., Inc.            | Pactiv Corporation                 |
| Dannon Company                         | Pak-IT Technologies, Inc.          |
| Design & Source Productions            | PCL Packaging, Inc.                |
| Diversapack, LLC                       | Pepperidge Farm, Inc.              |
| DNP America, Inc.                      | PepsiCo Beverages and Foods        |
| DNP Corporation USA                    | Perseco Company                    |
| Dow Chemical Company                   | Plastic Technologies, Inc.         |
| DuPont Liquid Packaging Systems        | Printpack, Inc.                    |
| DuPont Packaging                       | Procter & Gamble                   |
| Dura-Fibre, LLC                        | Progressive Packaging, Inc.        |
| Dyne-A-Pak, Inc.                       | PWP Industries                     |
| Earthcycle Packaging, Ltd.             | Rehrig Pacific Company             |
| Eastman Chemical Co./Vordian           | Rexam, Inc.                        |
| Energizer                              | Sabert Corporation                 |
| EvCo Research, LLC                     | SAM's Club                         |
| Exopack, LLC                           | SC Johnson - Home Storage Division |
| ExxonMobil Chemical Co.                | SCA Americas                       |
| ExxonMobil Chemical Films              | SCA Packaging North America        |
| Fabri-Kal Corporation                  | SCA Packaging, Consumer Products   |
| Flexcon Company, Inc.                  | Schering-Plough                    |
| Frito Lay                              | Sealed Air Corporation             |
| Frito Lay R & D                        | Shintech, Inc.                     |
| G.H. Associates                        | Siggack International AG           |
| GA-Pacific Dixie Business              | Silgan Closures, LLC               |
| Georgia Pacific                        | Smurfit-Stone Container Corp.      |
| Global Packaging Innovations           | Sol Sustainable Consortium         |
| Hammer Packaging                       | Solo Cup Co.                       |
| Heritage Bag Company                   | Stanelco, Inc.                     |
| Hewlett-Packard Co.                    | Stora Enso Speciality Papers       |
| Honeywell International                | Tetra Pak Packaging Systems AB     |
| Honeywell Specialty Materials          | Tetra Pak, Inc.                    |
| Huhtamaki Packaging                    | The FruitGuys                      |
| Imerys Performance Minerals            | The Vinyl Institute                |
| Innovia Films, Inc.                    | TMRW                               |
| International Paper Co.                | Toray Plastics America             |
| IsraCaps, Ltd.                         | Toyo Seikan Kaisha, Ltd.           |
| Jedlicka Design, Ltd.                  | Tröfan America LLC                 |
| Jeff Timm Consulting                   | Webster Associates International   |
| Key Tech Corp. / Lock n'Pop            | Wilkinson Industries, Inc.         |
| Kimberly-Clark Corporation             | Wm. Wrigley Jr. Company            |
| Kirin Brewery Company, Ltd.            |                                    |
| Klockner Pentaplast                    |                                    |
| Kraft Foods                            |                                    |

## Two Events, One Location

On Tuesday, Sept. 26, the Sustainable Packaging Coalition will hold its annual Fall Member Meeting at the Crowne Plaza St. Paul Riverfront, the host site of the Sustainable Packaging Forum. For information on attending this members-only meeting, contact the Sustainable Packaging Coalition at 1-434-817-1424, or [www.sustainablepackaging.org](http://www.sustainablepackaging.org).

### About Our Hosts...



Packaging Strategies is proud to welcome Tetra Pak, a world leader

in preferred processing and packaging solutions for food, as its 2006 Host Partner for the Sustainable Packaging Forum.

For its efforts toward responsible industry leadership, creating profitable growth in harmony with environmental sustainability, and good corporate citizenship, Tetra Pak earned the 2006 World Business Award, bestowed by the United Nations Commission on Sustainable Development. [www.tetrapak.com](http://www.tetrapak.com)



Forum Co-host, The Stanelco Group, has distinguished itself as an

R&D and applications leader in the sustainable packaging innovation arena.

Its GreenSeal radio frequency technology and Starpol biodegradable starch-based material sciences products are leading the market with a range of sustainable packaging technologies and end-use applications.

[www.stanelco.co.uk](http://www.stanelco.co.uk)

### The Sustainable Packaging Forum: A Carbon-neutral event



Packaging Strategies has made a contribution to American Forests to purchase enough new trees to offset the estimated energy use for this meeting.

[www.americanforests.org](http://www.americanforests.org)



## EXPRESS REGISTRATION FORM

Sustainable Packaging Forum • September 26-28, 2006  
Crowne Plaza St. Paul Riverfront • St. Paul, MN U.S.A.

**YES!** / want to participate in the Sustainable Packaging Forum. / understand the registration fee includes all conference sessions, networking breaks and receptions, one luncheon, the Sustainable Packaging Expo, and all available conference papers.

### REGISTRATION INFORMATION

Name _____	First Name for Badge _____
Title _____	
Company _____	
Address _____	
City/State/Zip or Postal Code _____	Country _____
Telephone _____	Fax _____
Email _____	

### CONFERENCE FEES

- General Registration Rate ..... \$945
- General Team Discount Rate ..... \$850  
Two or more attendees from the same company registering on the same form at the same time. Refunds or credits will not be given for attendees requesting the team discount after they are already registered.
- SPC (Sustainable Packaging Coalition) Member Rate\* ..... \$795
- SPC (Sustainable Packaging Coalition) Member Team Discount Rate\* ..... \$725  
Two or more attendees from the same company registering on the same form at the same time. Refunds or credits will not be given for attendees requesting the team discount after they are already registered.

Name _____	Title _____	First Name for Badge _____
Name _____	Title _____	First Name for Badge _____
Name _____	Title _____	First Name for Badge _____

- Press Rate (Editors only) ..... \$350  
Press rate is for editors only for a trade publication that is advertising listed and/or contributing editorial content.
  - Table Top Exhibit @ \$750 each ..... \$ \_\_\_\_\_
  - Additional Exhibit Personnel not attending conference @ \$100 each ..... \$ \_\_\_\_\_
- Name \_\_\_\_\_
- Name \_\_\_\_\_
- TOTAL AMOUNT ENCLOSED ..... \$ \_\_\_\_\_

\*Packaging Strategies will verify membership with SPC

### PAYMENT METHOD

Payment Enclosed (payable to Packaging Strategies in U.S. funds)

Please charge:  Visa  American Express  MasterCard

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on card \_\_\_\_\_

Signature \_\_\_\_\_

## MAKE YOUR HOTEL RESERVATIONS NOW!

Call now to reserve your room at the Crowne Plaza St. Paul Riverfront (1-800-227-6863 or 651-282-3000). Packaging Strategies has negotiated a special room rate of \$135 (single/double occupancy. Maximum the Sustainable Packaging Forum when making your room reservations.

Or you can book your room online at [www.athaway222.com/sgsp](http://www.athaway222.com/sgsp) and enter group booking code "SPF" to receive the Sustainable Packaging Forum discounted group room rate.

Discounted rates are available until September 8, 2006 on a first-come, first-served basis. Rooms are limited and will sell out.

Substitutions/Cancellations: Substitutions are accepted at any time. To obtain a refund of your registration fee minus a \$180 processing fee, you must notify Packaging Strategies and receive a notification of confirmation before 4 pm EST September 8, 2006. No refunds will be granted after that deadline.

Special Services: If you require special services or assistance, please include a description of your needs with your registration form. Send an email to [meetings@packstrat.com](mailto:meetings@packstrat.com) or call Packaging Strategies at 1-434-817-1424. It will be our pleasure to assist you.

Produced by:



### 4 WAYS TO REGISTER

**FAX**  
your completed registration form to:  
Packaging Strategies at  
1-610-436-6277  
(24 hrs.)

**ONLINE**  
at [www.packstrat.com](http://www.packstrat.com),  
click on Conferences  
and then on the  
Sustainable Packaging Forum  
page

**EMAIL**  
[meetings@packstrat.com](mailto:meetings@packstrat.com)  
for complete registration  
information

**MAIL**  
your completed registration form to:  
Packaging Strategies/  
Sustainable Packaging Forum  
301 S. Doherty St., Suite P  
West Chester, PA, U.S.A. 19382-4550

Full-size form available to print out at [www.packstrat.com](http://www.packstrat.com)



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# SUSTAINABLE PACKAGING FORUM

- Economic
- Social
- Environment

September 26-28, 2006 • Crowne Plaza St. Paul Riverfront

- Discover how to help customers make sound sustainable packaging material choices and sustainability-oriented supply chain decisions
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*Crowne Plaza  
St. Paul Riverfront  
St. Paul, MN*