

Sustainability Forum

@PaperCon 2010

May 4, 2010

**Hyatt Regency
Downtown**

Atlanta, Georgia

What is it?

This special single-day forum will focus on non-governmental initiatives that will transform how we think about sustainable packaging.

These initiatives include ISO-based environmental standards for packaging, metrics and guidelines for measuring packaging sustainability and limitations on environmental marketing claims.

There will also be a session on the next frontier in sustainability - inks, coatings and adhesives.

Who Should Attend?

- Sustainability/Environmental Corporate Managers
- Merchants Buyers
- Technical Marketers
- Product Managers
- Paper Purchasers
- Business Development Managers

Who is Speaking?

Industry experts from these companies will speak. (See other side for full Technical Program)

- MWV
- GreenBlue
- Sustainability Consortium
- Imerys
- NCASI
- Environmental Packaging International
- Colgate-Palmolive
- International Paper
- Greener Packaging/MarketGate
- Recycled Paperboard Alliance
- Danimer

How do you Register to Attend?

Go to www.papercon.org and click **“Register Now”**
or call 1.800.332.8686 (in the US) or +1.770.446.1400 (Worldwide)

Registration fees:

On or before Tuesday, April 13	\$485 members* / \$595 non-members
After Tuesday, April 13	\$710 members* / \$915 non-members

**members of TAPPI, Korean TAPPI, Japan TAPPI, IOPP, FBA, AICC, Pira, PRA, RPA, FSEA and NPTA all qualify for member discounts.*

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Technical Program

May 4, 2010 - Atlanta, Georgia

- 8:00-10:00am **Session 1 - Standards, Metrics and Labeling**
An overview of existing and developing sustainability standards, metrics and labeling practices
Session Chair: Laura Rowell, MWV
- ISO Packaging Standards and the Global Packaging Project**
Joan Pierce, Colgate-Palmolive
- Greenwashing**
Keystone Center's Green Product Roundtable
Laura Rowell, MWV
- Labeling – Review of Standards and Organizations**
Victor Bell, Environmental Packaging International
Anne Bedarf, GreenBlue
- 10:00-10:30am Networking Break in PaperCon Exhibit Hall
- 10:30am – 12:00pm **Session 2 - Scorecards, Databases and Tools (Part I)**
What tools are available, what value they offer, and what is on the horizon
Session Chair: Wil Cote, International Paper
- New Database Coordination Efforts**
Sustainability Consortium – Greg Norris
Greener Packaging/MarketGate – David Newcorn
- 12:00 – 1:30pm Lunch – PaperCon Exhibit Hall
- 1:30 – 3:00pm **Session 2 – Scorecards, Databases and Tools (Part II)**
- Scorecards**
Walmart – Paul Schutes, Recycled Paperboard Alliance
- Tools**
LCA/Carbon Footprint/WRI - Reid Meiner, NCASI
COMPASS – Minal Mistry, GreenBlue
- 3:00 – 3:30pm Break
- 3:30 – 5:00pm **Session 3 – New Frontiers in Inks, Adhesives, Coatings & Laminates**
Innovations and new developments in biobased materials, balancing use of coatings and barriers in sustainably-designed products
Session Chair to be announced
- SPC Activities**
Minal Mistry, GreenBlue
- Inks**
Speaker to be announced
- Biobased Polymers**
John Moore, Danimer
- Coatings**
Paul Meizanis, Imerys

Complimentary Lunch and Breaks for Sustainability Forum participants will be provided on Tuesday, May 4 in the PaperCon Exhibit Hall.

Register to attend at
www.papercon.org