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Media Contact:

Bob Chiricosta
Director of Sales and Marketing
Mack Brooks Exhibitions
(781) 791-5091
bob.chiricosta@mackbrooks.com
www.ice-x-usa.com

New 'ICE Age' Dawns on U.S. Converting Industry

Burlington, MA, April 12, 2011 — The converting industry embraced a new 'ICE Age' in Orlando, Florida April 6-8, as thousands of converting professionals from 37 countries came together to see a comprehensive range of new products and technologies from more than 250 exhibiting companies at the inaugural International Converting Exposition (ICE) USA, which took place at the Orange County Convention Center.

According to discussions with several exhibitors, the show was a great success. "A lot of quality people have come to the show and spent time in our booth" boasted Bob Pasquale, President of New Era Converting. Kim West, Marketing Manager at SIMCO added, "We are pleasantly surprised with the number and the quality of leads that we've received, and we expect to generate significant revenue from them."

John Godbold, CEO of Ashe Converting, summarized: "This has been a solid show. We have some very serious and interesting sales leads from new potential customers, so it was certainly worthwhile for us to display and run machinery."

Many attendees came to see the abundance of operating machinery and ongoing demonstrations from exhibitors including Atlas Converting, Manufacturers Supplies, Deacro, Kongskilde, Jennerjahn and CMC Cevenini. John Ferreira, Executive VP of Comexi North America, commented "We used ICE USA as a platform to present our Nexus Evo Laminator and are delighted with the number and quality of sales leads generated."

Hundreds of attendees also came to attend the technical sessions sponsored by AIMCAL and/or get expert advice on solving their specific challenges at the popular 'Ask The Experts' booth on the show floor.

"Our goal was to make this a complete converting show experience and fill a void that has long existed in the U.S. converting industry," said Michael Boyle, ICE USA Event Director. "And

based on the feedback from exhibitors, visitors and conference delegates we have accomplished our goal.”

Sales Director Bob Chiricosta added: “Our exhibitors have done a great job. The show looks great and many attendees are pleasantly surprised by the amount of running machinery and technology on display. Because of that, many have stayed for two or even three days. It is encouraging to see so many converting buyers and technical experts make the most of the opportunities available to them here in Orlando at this first-class facility.”

Orders closed and announced during the show included the sale of a Titan ER610 compact slitter rewinder by Atlas Converting to Plemsa, Mexico and the sale of two compact GR80 granulators/cutters by Lundberg to Argent International, MI.

Conference Program Highlights

Education was a large part of the event. ICE USA partnered with CEMA, TAPPI, and AIMCAL to put on comprehensive educational sessions over four days and a distinguished line-up of industry experts. “This was the first time TAPPI has conducted its Flexible Packaging program as a one-day session and we were very happy with the turnout, venue and organization,” commented TAPPI VP Global Planning & Membership John Harrison.

Craig Sheppard, Executive Director of AIMCAL expressed his excitement: “For sure the turnout has exceeded our expectations. There has been standing room only at many of the technical sessions. Speakers have been well-received and there has been some good follow-up on the show floor.”

The ICE USA 2011 conference program provided converting professionals with valuable information and insights they need to enhance their companies’ operations and productivity. Topics covered under AIMCAL’s sessions included three simultaneous tracks on Web Coating/Laminating, Web Handling/Winding and Package Printing and Converting. Additionally, CEMA presented two of their most popular fundamental sessions on slitting/rewinding and coating/laminating.

TAPPI PLACE covered a variety of critical topics including:

- New Developments in Renewable Source Resins and Films
- Extrusion of Biopolymers
- Employing Sustainable Flexible Packaging Practices
- Progressive Sustainability - Achieving Your Goals

Ask The Experts

ICE USA also provided an extremely valuable new feature designed to help converting professionals find solutions to their specific technical challenges. Named 'Ask The Experts', four industry consultants widely recognized for their expertise in specific segments of the converting industry were available during the show to help attendees solve their technical and operational problems. Fifty attendees set up appointments.

Robert Appel of Crystal Poly Converters was one of the attendees who found an open spot in ‘expert’ Vincent DiTrollo’s calendar. “Vince took me through the principles of flexographic printing and all the specific and detailed requirements that I require as I need to purchase equipment, which is here, on the ICE USA show floor.”

New Social Media Network

Technology was also used in the digital playground with the addition of the ICE USA social media network. The channels that include Twitter, Facebook and the ICE USA Blog assisted attendees and exhibitors with networking, promotions and real-time information sharing at the expo.

The ICE USA social media network was designed to foster social media engagement among professionals in the converting of web materials, such as paper, film, foil, and nonwovens. To see some comments from the expo, log into the social media channels at:

[Twitter](#)

[LinkedIn](#)

[Facebook](#)

[YouTube](#)

[Blog](#)

Press Conferences

Press conferences were also an avenue for exhibitors to provide additional insight into their new products and services and companies Maxcess, ISRA Vision and the ICE USA Show Management used the opportunity to meet dozens of converting industry editors and publishers.

“Our press conference provided us with an opportunity to share our bold innovative initiative with our new sharpening system,” said Greg Jehlik, President and CEO of Maxcess. “ICE USA was a great place to make this new product announcement.”

A pre-show ICE Open golf tournament on Tuesday, April 5 created early buzz with 40 golfers driving and putting their way around the beautiful Shingle Creek Golf Course, many winning great prizes.

A decision to run the next ICE USA in two years time (Spring 2013) at the same venue (OCCC) was made by Show Management after meeting with the Steering Committee on the morning of April 8, the final day of the event.

For more on ICE USA 2011 and the 2013 event visit www.ice-x-usa.com.

Official statistics:

Total ICE USA event attendance was 2,431 converting professionals from 37 countries and 275 exhibiting companies; 60 TAPPI PLACE Flexible Packaging Symposium attendees; 150 CEMA Technical Seminars attendees; 298 AIMCAL sponsored three-day Technical Conference attendees.

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Photos

ICE USA 2011 images are available by contacting Tim Ward at tward@h-a-intl.com or calling 312-332-4650, ext. 18.

About Mack Brooks

ICE USA is organized by Mack Brooks Inc., a subsidiary of the Mack Brooks Exhibition Group based in St. Albans, UK, which has branches and partner companies in France, Greece, Italy, Poland, Russia, India, China and the USA. The Mack Brooks Exhibitions Group has been

organizing industrial trade fairs around the world for almost 50 years. As a privately-owned, independent and professional show organizer, the company organizes a program of highly specialized trade exhibitions throughout Europe, Asia and the Americas, in the fields of engineering, transport, metalworking, information technology, textiles, food and beverages, railways, construction, tunneling, printing, converting, airport management and aviation. The Group also publishes related directories, magazines, sector reports and internet sites. Visit Mack Brooks Exhibitions online at www.mackbrooks.com.