



## **FOR APPROVAL**

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## **2011 ICE USA Announces Complimentary "Ask The Experts" Consulting Sessions**

**Burlington, MA, January 21, 2011** — ICE USA has announced a 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 will be available all three days of the Show to help attendees solve their technical and operational problems.

Show attendees can schedule 10-minute consultations in a special "Ask The Experts" area on the Show floor with one or more of the experts, based on their availability. Show management is encouraging attendees to schedule these sessions online at [www.ice-x-usa.com](http://www.ice-x-usa.com) in advance to insure they get the times they want. Sessions can also be scheduled onsite with the receptionist in booth #1235, but it will be based on availability. The technology to help solve many of the problems attendees have can be found on the Show floor.

"The ICE USA Advisory Board felt this was an excellent opportunity to provide attendees with objective technical advice," Michael Boyle, ICE USA Show Director. "In many instances, our Experts may recommend solutions that can be found on the Show floor so it provides them with a one-stop solution. They can get the experts recommendations and then compare the technologies among different suppliers at the Expo."

The four Industry Experts are:

**Dr. David Roisum - Web Handling & Converting**

Dr. Roisum is a well-known authority in the area of web handling and converting. He has authored seven books, including *Winding, Rollers and Web-Handling* and has coauthored or edited several others. He was a technical editor for *Converting Magazine* with a monthly column entitled "Web Works." Dave has been honored by TAPPI with their Finishing & Converting Division Award, Thomas W. Busch Prize and Finest Faculty awards and is a TAPPI Fellow. Dave received his Ph.D. from the Web Handling Research Center. He is now a principal of Finishing Technologies Inc., providing consulting services to more than 300 clients who convert or manufacture: paper, film, foil, nonwovens, textiles and many other materials.

**Dr. Edward D. Cohen - Web Coating**

Dr. Cohen is a technical consultant in all aspects of the web coating process. He has over 35 years experience in coating research and manufacturing technology with the duPont Company and retired as a duPont Fellow. He has extensive publications in the field and has published two books, *Modern Coating and Drying Technology*, *Coating and Drying and Defects: Troubleshooting Operating Problems*. Currently he is Technical Consultant for AIMCAL and President of the International Society of Coating Science and Technology. He has a Bachelor of Science in Chemical Engineering from Tufts University and a Ph.D. in Physical Chemistry from the University of Delaware.

**Dave Rumson - Slitting & Rewinding**

Dave Rumson, Slitting Educator/Consultant has had 17 years slitting and winding experience with Dienes Corporation and Parkinson Technologies. He has presented for CEMA, AIMCAL and TAPPI for over 19 years and has conducted numerous nationwide public and corporate shear, crush and razor slitting seminars.

**Vincent Di Trolio - Flexographic Printing**

Vincent DiTrolio has worked in the Flexographic printing industry for over 20 years. He is highly regarded in the industry as "Flexo Expert", and "pioneer in formal press operator training." He has performed countless hours of training and consulting for flexographic companies throughout the United States, as well as being a published author in various industry magazines. Through DiTrolio Flexographic Institute, an Illinois State Board of Education and Department of Veteran's Affairs approved program, his organization has trained hundreds of press operators.

ICE USA 2011 takes place April 6-8, 2011 at Orlando's Orange County Convention Center (OCCC). For further information visit [www.ice-x-usa.com](http://www.ice-x-usa.com).

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**PHOTOS:** Industry Experts Images are attached. Additional logos and pictures of ICE exhibitions are available from the Press Office on request.

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**ABOUT AIMCAL**

AIMCAL, The Association of International Metallizers, Coaters and Laminators, is a nonprofit International trade organization serving converters, suppliers, and users of metallized, coated, and laminated products since 1970.

**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](http://www.mackbrooks.com)