



Media Contact:

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

**Multi-Faceted Conference Program Will Highlight
Inaugural ICE USA 2011 In Orlando In April**
Industry Experts To Lead Over 30 Presentations

Burlington, MA, November 22, 2010 — Featuring the industry’s most comprehensive educational sessions and a distinguished line-up of industry experts, the ICE USA 2011 conference program was created to provide converting professionals with valuable information and insights they need to enhance their companies’ operations and productivity. Organized by the Association of International Metallizers, Coaters and Laminators (AIMCAL), the three-day program will focus on new technology and is divided into three tracks: Web Coating/Laminating, Web Handling/Winding and Package Printing and Converting.

Each day will begin with a thought-provoking keynote presentation by well-known industry experts on such critical topics as “Global Consolidation in the Packaging Industry.” These presentations will be followed by three concurrent 2-hour technical sessions, one in each track, led by such industry icons as Dr. Edward D. Cohen, Dr. David Roisum, Timothy Walker, Steve Zagar and many more.

More than 30 papers will be offered from 10am to noon each day to provide attendees ample time to visit the show floor and experience converting technology in action. Some of the topics covered under the three tracks will include:

Web Coating/Laminating:

- Optimized die technology
- Plasma treatment
- Coatweight and thickness measurement
- Drying technologies

Web Handling/Winding

- Conveyance roller nip mechanics
- Precision tension control
- Simulation of drive systems
- Quantifying web bagginess

Package Printing and Converting

- Solvent-related emissions
- Advances in color measurement
- Laser processing of flexible packaging materials
- UV curable PSAs

CEMA & TAPPI Pre-Show Programs

In addition to the three-day conference program, other valuable educational opportunities will be offered on April 5th, the day before the show opens. CEMA, the Converting Equipment Manufacturers Association, is running two educational programs. In addition, TAPPI is offering a comprehensive full-day flexible packaging symposium. Additional information on these and other show features will be announced soon.

“ICE USA will provide converting professionals with a very valuable learning experience both in the conference sessions and on the show floor,” says Michael Boyle, ICE USA Show Director. “AIMCAL is recognized world-wide for the excellent educational programs they provide on a wide variety of technical topics.”

Craig Sheppard, AIMCAL Executive Director added, “We are creating some new sessions as well as offering some of our most popular programs to provide attendees with the information they need to perform their jobs more effectively.”

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.

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Logos and pictures of ICE exhibitions are available from the Press Office on request.

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

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