



FOR IMMEDIATE RELEASE

Media Contact:

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

TAPPI Place and CEMA To Offer Pre-Show Educational Programming At ICE USA 2011

New Sessions Complement AIMCAL's Conference Program

Burlington, MA, December 27, 2010 — A comprehensive line-up of insightful pre-show educational sessions, including the only TAPPI Place conference in North America in 2011, will help launch the inaugural ICE USA 2011, April 6-8, at Orlando's Orange County Convention Center (OCCC).

TAPPI PLACE will present a full-day symposium on Tuesday, April 5, covering 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

The full-day event will feature presenters from such industry-leading organizations as European Bioplastics, Allied Development, Optex Process Solutions and the Flexible Packaging Association. This is the only Polymers Laminations Adhesives Coatings Extrusions (PLACE) event scheduled for North America in 2011. The sessions begin at

8:30 am in the convention center. A full list of all sessions can be found at www.ice-x-usa.com/conference/tappi-place

At the same time, The Converting Equipment Manufacturers Association (CEMA) will present two of their most popular fundamental sessions on slitting and rewinding and coating and laminating. The Slitting and Rewinding Fundamentals for Converters seminar is structured to be easily understood by those who are new to the industry, while providing advanced information to those with more experience, such as those who design and manufacture slitting and rewinding equipment. It provides a step-by-step explanation of the best practices in such areas as winding, slitting, cores and cutting, retrofitting, chucks, shafts, spreading and guiding.

The Coating and Laminating Fundamentals For Converters seminar takes the attendee through the web coating operation from unwind to rewind and provides real-world tips for improving productivity, reducing downtime and waste and increasing yield and through output. Both sessions begin at 8:00 am in the convention center. A full list of all sessions can be found at www.ice-x-usa.com/conference/cema-slitting-rewinding-seminar.

These insightful pre-show sessions compliment the three-day AIMCAL Conference Program that 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 and will be followed by three concurrent 2-hour technical sessions, one in each track. More than 30 papers will be offered from 10 am to noon each day from April 6 -8, to provide attendees ample time to visit the show floor and experience converting technology in action. Conference sessions can be found at www.ice-x-usa.com/conference/ice-usa-aimcal.

“With the addition of TAPPI PLACE and CEMA, ICE USA will now offer the most comprehensive educational programming to converting professionals in North America,” says Michael Boyle, ICE USA Show Director.

For further information visit www.ice-x-usa.com or visit the ICE USA social media network at:

[Twitter](#)

[LinkedIn](#)

[Facebook](#)

[YouTube](#)

[Blog](#)

###

For press inquiries, please contact:

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

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

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