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FOR IMMEDIATE RELEASE

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ICE USA ON COURSE FOR IMPRESSIVE DEBUT

Machinery suppliers to display running machinery

Burlington, MA, June 10, 2010 – Preparations are well underway for the launch ICE USA exhibition, which will take place from 6th-8th April 2011 in Orlando, Florida, in the South Building of the Orange County Convention Center (OCCC).

A total of 48 000ft² of booth space is currently available and going fast. “We have space for approximately 250 exhibitors,” says ICE USA marketing and sales director Bob Chiricosta. “So far about half is accounted for with some 120 companies already on board, and I am glad to say that exhibit demand is still very high. Machinery suppliers signed up already include Davis-Standard, NEW ERA, Polytype, Kroenert, Catbridge, Kampf, Lever, and Dolci.

Bob Pasquale, president of NEW ERA, is one of many planning to show and run machinery. “We look forward to presenting new machine innovations next April at ICE in Orlando, and I encourage my competitors and fellow OEMs to do the same,” he says. “We need a machinery-led show, and ICE USA is in a strong position to fill that slot.”

“Within the slitting rewinding community, ICE in Europe has become a Mecca for machinery buyers, and we are confident that ICE will command a similar position in the market here in the USA,” comments president of Catbridge Machinery, Michael Pappas.

“We are in the final phase of tough negotiations with the venue and contractors to maximize cost savings for machinery suppliers,” adds Chiricosta. “We are doing everything possible to encourage running machinery and moving exhibits, while keeping things as simple as possible.”

A large number of specialist ancillary equipment suppliers have also set their sights on ICE USA next spring. These include Maxcess, Accuweb, Double E, Montalvo, Goldenrod, Circonix, StopStatic, and Daetwyler.

“Regardless of how many of us (ancillary equipment suppliers) take part, the success of ICE USA is dependent on the machinery suppliers,” comments president of the Montalvo Corporation, Ed Montalvo. “Their exhibits make the show attractive and help to pull the right quality and quantity of converters looking to invest in new plant. If machines are specified as a result, there will be a domino effect and we will all benefit,” concludes Montalvo.

ICE USA event director Michael Boyle summarized the current mood: “Since the fall of 2008, paper, film, and foil converters in North America have restricted or delayed new investments due to uncertainty in the overall market. But now there are encouraging signs that the US has entered a phase of cautious optimism, and larger investments are once again being planned. At a number of industry events in the USA this spring, the mood was upbeat and attendance was considerably higher than last year. We are hopeful that this will continue and the timing of ICE USA in April 2011 looks perfect.”

For more information contact Event Director Michael Boyle at (781) 791-5090, michael.boyle@mackbrooks.com, or Sales & Marketing Director Bob Chiricosta at (781) 791-5091, bob.chiricosta@mackbrooks.com

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ABOUT ICE

ICE USA is the newest of a series of four trade shows for the paper, film and foil converting industry organized by Mack Brooks Exhibitions. Later this year, ICE South America will be held for the first time from August 4–6, 2010 at the Transamerica Expo Center in São Paulo, Brazil. Europe’s leading exhibition for paper, film and foil converting, ICE Europe, will take place again in November 2011 in Munich, Germany. ICE Asia is scheduled to take place in Shanghai in August 2012.