



FOR IMMEDIATE RELEASE

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Ask the Experts Team Finalized for ICE USA 2017 Including New Pressure Sensitive Adhesive Expert

Chicago, IL, September 29, 2016 – Converting professionals attending ICE USA 2017 – the international converting exhibition in Orlando, FL, April 25-27, 2017 will have access to even more innovative solutions and troubleshooting advice for their specific technical challenges thanks to an expanded Ask the Experts program. Mack Brook Exhibitions Inc., the event organizer, has announced that Ingrid Brase, Technical Market Strategist, will join the Ask the Experts program team.

The Ask the Experts program is a unique and popular service that ICE USA provides its attendees, offering them the chance to book one-on-one complimentary appointments with some of the industry's leading consultants. They can use their time to get outside opinions on strategic decisions, discover innovative solutions to expand their business, or receive troubleshooting advice to solve production or operational challenges.

ICE USA has expanded the program this year, launching an Ask the Experts community on LinkedIn, where professionals in the converting industry can connect, share expertise, and continue conversations started at the show any time of the year. Converting industry professionals can join the LinkedIn Group here - <https://www.linkedin.com/groups/12005251>.

With the addition of Brase, ICE USA will have a team of seven experts offering more opportunities for attendees to book appointments. Brase brings over 20 years experience in the converting industry and is a well-recognized industry speaker on the topic of pressure-sensitive adhesives and their applications. Prior to launching her consulting business, she was the Market Segment Director for Henkel Corporation's Pressure-Sensitive Adhesives and co-chair of Henkel's Bridgewater Networking Organization for Women's Professional Development Committee.

“We are very excited that Ingrid has joined our Ask the Expert team,” said Melissa Magestro, Executive Vice President of Mack Brooks Exhibitions, Inc. She added, “Her expertise in pressure-sensitive adhesives rounds out our team of experts to cover almost every facet of the converting industry. We are also thrilled to have a woman with unparalleled technical expertise join the team to serve as a mentor to women in the industry.”

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Brase will join the ICE USA 2017 Ask the Experts Team which includes:

Dr. Edward D. Cohen (Web Coating) – Dr. Cohen is a technical consultant in all aspects of the web coating process. His expertise includes thin film coating and drying process development, litigation support, film defect mechanisms and elimination, formulating coatings, and troubleshooting manufacturing process problems. He has over 50 years experience in coating research and manufacturing technology.

Vincent DiTrollo (Flexo Printing) – With more than 20 years of experience in the flexographic industry, Vince DiTrollo is highly regarded as a flexo expert and pioneer in formal press operator training. Through DiTrollo Flexographic Institute, an Illinois State Board of Education and Dept. of Veterans Affairs approved program, his organization has trained hundreds of press operators.

Kelly Robinson (Static) – Kelly Robinson is the founder of Electrostatic Answers, an engineering consulting company dedicated to eliminating injury and waste from static electricity. Kelly is also a contributing editor for *PFFC-Online* and writes “Static Beat,” a monthly column on static control.

Dr. Dave 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*. He is also a principal of Finishing Technologies Inc., having provided instruction and consulting services at nearly 1,000 sites for those who convert or manufacture; paper, film, foil, nonwovens, textiles, and many other materials.

Dave Rumson (Slitting & Rewinding) – Dave Rumson, Slitting Educator / Consultant, has 17 years slitting and winding experience with Dienes Corp. and Parkinson Technologies. He has presented for CEMA, AIMCAL, and TAPPI for over 20 years and has conducted numerous nationwide public and corporate shear, crush and razor slitting seminars.

Dr. Kenneth McCarthy (Clean Room Coating Solutions) – Ken McCarthy has over 35 years of experience in the coating industry. He previously served as Senior Product Development Manager at Polaroid and Multilayer Coating Technologies. He now heads up Clean Room Coating Solutions, which provides consulting services in coating, drying, defect characterization, coating heads, mixing, and scale-up projects, and more.

For more information on ICE USA, visit www.ice-x-usa.com or contact Mack Brooks Exhibitions Inc. at 866-899-4728 or exhibit@ice-x-usa.com.

About Ingrid Brase

Ingrid Brase is a technical marketing strategist recognized for her ability to translate technical needs into business solutions. Prior to launching her consulting business, she was the Market Segment Director for Henkel Corporation's Pressure-Sensitive Adhesives. Passionate about mentoring, she was also co-chair of Henkel's Bridgewater Networking Organization for Women's Professional Development Committee.

She is a well-recognized industry speaker and author on the topic of pressure-sensitive adhesives providing insight into their application and use in a broad variety of applications. She has served on the Board of Directors of the Association of International Metallizers, Coaters and Laminators (AIMCAL) and the Tag and Label Manufacturers Institute (TLMI). She has chaired task forces and technical teams for both trade associations.

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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.

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