

Packaging & Processing To Converge At Pack Expo 2010

Arlington, Va - Several new features at next Octobers [PACK EXPO International 2010 \(October 31-November 3; McCormick Place, Chicago, IL \[1\]\)](#) will make it easy for packagers and processors from around the globe to enhance operational excellence across the production line, speed new product commercialization and grow brand sales.

One of the shows most significant changes involves an expanded focus on processing solutions. PACK EXPO International 2010 will feature the full array of packaging and processing solutions providers that a consumer goods company leverages to bring packaged goods to market.

The show will provide attendees with direct access to more than 2,000 packaging and processing equipment suppliers, containers and materials companies and components manufacturers. These exhibitors will display throughout McCormick Places North, South and Lakeside Halls.

"In October, more than 45,000 manufacturing professionals and brand managers will come to PACK EXPO to find packaging and processing machinery, materials and containers solutions, and the components they need to deliver a product to a retailers shelves," said Charles D. Yuska, president and CEO of PMMI, the sponsor and producer of PACK EXPO. "These solutions will be found throughout 1.2 million net square feet of space in McCormick Place, and within specialized zones."

PACK EXPO International will debut three new features to the October event:

- The Processing Zone – The new Processing Zone will highlight the latest processing technologies for diverse market sectors including beverage, baked goods, snack food, meat, dairy, produce, pharmaceuticals and cosmetics. Exhibits will include technologies to enhance food safety, reduce waste, ensure product freshness and improve sustainability.
- The Brand Zone – PACK EXPO International 2010 will be the first time the show features the highly successful Brand Zone within McCormick Place. The Brand Zone will provide inspiration and innovation to brand managers at consumer goods companies who understand that packaging plays a critical role in successful products.
- The Confectionery Pavilion – This new pavilion will be sponsored by the National Confectioners Association (NCA). The NCA has represented the candy, chocolate and gum industry since 1884, and its members include the

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worlds leading candy and confection brands - brands such as Ferrara Pan Candy Company, Goetzes Candy Company, Crown Candy Company, Ghirardelli Chocolate Company, Liberty Orchards Co Inc, MARS Snackfood US, Russell Stover Candies, Inc., The Hershey Company and Tootsie Roll Industries, Inc.

New Logo and Tagline Demonstrates, Supports New Focus

To clearly communicate the expanded focus of its PACK EXPO shows, PMMI is unveiling a new logo and tagline: Packaging. Processing. One Powerful Show.

"We know the industry is changing and evolving into a total systems approach where the entire manufacturing process is considered together," said Yuska. "Octobers PACK EXPO will demonstrate this trend and will be the single largest, most comprehensive packaging and processing event in the world in 2010, offering the widest possible solutions set for any company looking for innovative and new packaging and processing solutions."

For more information about PACK EXPO International 2010, visit www.packexpo.com [1] or contact PMMIs Show Department at 703.243.8555.

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