PMMI's 'Powerful Show' Of Processing And Packaging

Arlington, Va. — Several new features at next October's 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 show's 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 Place's 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 world's leading candy and confection brands — brands such as Ferrara Pan Candy Company, Goetze's

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. “October’s 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 PMMI’s Show Department at 703-243-8555.

About PMMI

PMMI *[2] is a trade association with more than 530 member companies that manufacture packaging, processing and related converting machinery, commercially-available packaging machinery components, containers and materials in the United States and Canada. PMMI's vision is to be the leading global resource for packaging, and its mission is to improve and promote members' abilities to meet the needs of their customers.*

PMMI organizes the PACK EXPO *[1] trade shows: PACK EXPO International, PACK EXPO Las Vegas and EXPO PACK México, connecting packaging and processing equipment and materials suppliers with their customers around the world. Coming in 2010: EXPO PACK México in Mexico City, June 22–25, and PACK EXPO International, Oct. 31–Nov. 3, at Chicago’s McCormick Place. PACK EXPO Las Vegas returns to the Las Vegas Convention Center Sept. 26–28, 2011.*

Learn more about PMMI and the PACK EXPO trade shows at PMMI.org *[2] and* Packexpo.com *[1].*

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