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## *PaperCon 2010 Programming Drives Record Participation*

**NORCROSS, Ga., June 21, 2010** – TAPPI's annual PaperCon Conference and Trade Fair reflected signs of renewed industry optimism among pulp, paper, and converting professionals. It took place May 2-5 in Atlanta, Georgia USA. 1200 registered attendees and over 70 exhibiting companies were present. These levels are the highest ever for the three-year old event, and reflect a sixty percent increase over 2009. More information appears below on participant demographics and photos at the end of this summary.

"This was clearly the best PaperCon ever," said **Larry N. Montague**, TAPPI President and CEO, "It is clear the industry has turned around and the informal discussions and presentations I heard reflected that assessment. The industry's success can also be attributed to committed volunteer organizers from our PIMA, Coating, Engineering, Paper & Board, Process Control and Process and Product Quality Divisions who put together an outstanding program."

By the numbers, US participants came from 40 states (Alaska to Virginia) and the District of Columbia. 25 foreign countries were represented with Canada having the largest contingent. North America was followed by Western Europe (Finland, Sweden Germany, Switzerland, and the United Kingdom in that order). Growth economies were represented by Brazil, China, and India. The event featured five programming tracks totaling 58 sessions, many of which had multiple sub-sessions.

### **Prominent Keynote Speakers on Hand**

**Nina B. Link** from the *Magazine Publishers of America* spoke to a standing room only crowd and gave a frank, yet upbeat portrayal of the challenges facing publishers today. "Magazine publishers must find innovative ways to work with electronic media as well as find more efficient ways to publish their products. But paper is still a vital link in the supply chain," she said.

**Jim Hanna**, Director of Environmental Affairs from *Starbucks Coffee Company*, shared Starbucks's environmental philosophy and explained his company's goal to develop a 100% recyclable cup by 2012. He called on the assembled pulp and paper industry experts to help Starbucks meet this challenge. He also shared anecdotes about being both environmentally responsible and responsive to consumer demands.

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## CEOs Deliver Corporate Transformation Case Studies

Four pulp and paper company presidents discussed the enormous transformational changes their companies have faced. **Suzanne Blanchet**, president and CEO of *Cascades Tissue Group*, described how her company grew through acquisition. It has become a US \$4 billion corporation producing tissue and packaging products, mostly from recycled fiber. Today Cascades is the fourth largest tissue producer in North America.

**Randy Nebel**, president of *Longview Fibre Paper and Packaging*, described his company's "transformation to excellence." Longview established a framework on which to operate based on safety and environmental aspects supporting operational excellence, capital management, and commercial excellence. It also set about instilling a performance-based, results-driven culture in which the top 15% of employees receive career mentoring.

**David Scheible**, president and CEO of *Graphic Packaging* gave a lively presentation during which he described some of the changes that have taken place within his company, a US \$4.2 billion corporation. Through acquisition it has increased its share of the North American Folding Carton Market from 13% in 2001 to 32% today. "A good strategy is not enough," said Scheible. "You also need good execution."

**Don Rubright**, president and CEO of *CP Kelco*, described approaching transformation within his company by analyzing the "commercial gearing" of the company. His team analyzed the "commercial gearing" of the company and in doing so they discovered that the company wasn't structured to meet customer needs. Today the company has changed so that innovation and technological innovations can now exist at any point.

### "The Science Behind Sustainability" Forum Launched

Many PaperCon visitors were drawn by TAPPI's first ever **Sustainability Forum**. The one day program provided an overview of existing and developing sustainability standards, metrics and labeling practices. Speakers from *Colgate-Palmolive*, *MeadWestvaco (MWW)* and *GreenBlue* highlighted the program. The program was well received and a second Sustainability Forum is being planned for PaperCon 2011.

### Innovation and Carbon Management Analyzed

PIMA's dynamic program featured two tracks exploring critical areas for the pulp and paper industry. Innovation for pulp and paper was discussed in three sessions. They covered both the corporate cultural factors nurturing

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innovation and specific technological developments in the pipeline at leading supplier companies. Nobel Laureate and global energy policy expert **Dr. Marilyn Brown** highlighted a series of presentations on carbon footprinting, carbon life cycle analyses, changing energy issues and policies, national energy security, global trade, balance of payments, altered business sustainability fundamentals, print versus digital carbon tradeoffs, and the emergence of biofuels/biochemicals businesses.

Innovation was highlighted from the perspective of a paper company (*Appleton*), suppliers (*Metso, ABB, EKA Honeywell, ACA Systems*) and several innovation experts.

### **Papermaking and Coating Innovations Shared**

As usual, papermakers at PaperCon had a large choice of presentations and roundtables wet their appetite. The most popular sessions addressed current and future paper and tissue machine innovations, technologies for strength improvement, headbox and forming innovations for packaging grades and a papermaking additives roundtable. Two tissue sessions, a first for PaperCon, were very well attended.

Coating experts from around the world attended standing room only sessions on coating structure and a session of the best paper finalists. The overall Coating Best Paper was awarded to **Chris Nutbeem, Janet Preston, Anthony Hiorns, and John Husband** of *Imerys* for their paper "The Influence of Kaolin Aspect Ratio on Offset Printability". Another popular session was "New Developments in the Future of Papers" where speakers from *Imerys, ECOSYNTHTIX* and *Hewlett-Packard* participated.

### **PIRM Addresses Reliability and Maintenance**

Co-located at PaperCon this year was the 23<sup>rd</sup> Process Industry Reliability and Maintenance Conference (PIRM). Jointly organized by TAPPI and IDCON, the meeting brought together leading experts to hands-on experience and process methodologies for cost-effective reliability and maintenance management, root cause problem elimination, financial improvement strategies and lean maintenance. The attendees had access to the PaperCon exhibit and receptions to enhance learning and networking opportunities.

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### Access to the PaperCon 2010 Proceedings

Most of the presentations and technical papers presented at PaperCon are included on the PaperCon Proceedings CD, distributed to all registered attendees. It is now available for sale on TAPPI's website by going [online](#). Special member pricing is available on over 100 presentations.

*PaperCon 2011* is scheduled for May 1-4 at the Northern Kentucky Convention Center in Covington, KY USA, right across the river from Cincinnati, Ohio. Another compelling program is being planned. It will emphasize operational excellence, an expanded tissue track, a look forward at pulp and paper's new products, and environmental stewardship. Visit [www.papercon.org](http://www.papercon.org) for program updates and to be added to the mailing list.

### About TAPPI

TAPPI is the leading association for the worldwide pulp, paper, packaging and converting industries and publisher of *Paper360°* and *TAPPI JOURNAL*. Through information exchange, events, trusted content, and networking opportunities, TAPPI helps members elevate their performance by providing solutions that lead to better, faster, and more cost-effective ways of doing business. As the Management Division of TAPPI, PIMA helps management professionals address relevant industry issues and develop their management and leadership skills. Visit [www.tappi.org](http://www.tappi.org).



Nina Link of MPA (Magazine Publishers Association of America) opens PaperCon 2010 with her keynote address on Monday, May 3 in Atlanta, GA.

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Dr. Richard Kerekes, professor emeritus, University of British Columbia, receives the Gunnar Nicholson Gold Medal Award, TAPPI's highest honor. Also pictured are Larry Montague, TAPPI President, Gary Baum (Gunnar Nicholson winner from 2009) and Jeff Siegel, TAPPI Board Chair.



The PaperCon trade fair was full of attendees meeting their colleagues and viewing more than 70 exhibits and posters.

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