

## TAPPI Symposium

"Trends, Technology, and Management Issues in Box Plants Worldwide".

6-9 April 2011

Shanghai New International Expo Centre

### Programme - 7 April 2011, Thursday Conference Room M9, Hall W2, Shanghai New International Expo Centre

10:00~10:15

Welcome Remarks and TAPPI Anti-trust, Davide Friedman

10:15~11:15



#### **Global Outlook for Containerboard Packaging By Dr Graham Moore, Strategic Consultant Pira International Ltd., Leatherhead, UK**

The presentation will give an overview of the global containerboard packaging sector from the perspective of manufacturing and end use application sectors. It will examine a number of macro and micro factors and assess their impact on future use and demand. These will include: Macro factors such as economic issues, environmental related, e-technology developments; and Micro factors such as lifestyle and demographics, on-line shopping, design and innovation trends, material substitution lightweighting. Current and future opportunities for containerboard will also be discussed

*Graham Moore has over 30 years experience of the paper and board industry, encompassing process and product knowledge, recycling, deinking, wet end chemistry, product performance and strategic futures related research. He has carried out a number of technical and strategic based consultancies for companies and organizations around the world. He has been a major contributor to Pira International's strategic futures based research programme that examined the issues and technology trends that affect the papermaking supply chain. More recently he has developed and run Pira's Paper Perspectives research programme which assess the impact of a range of issues and trends on the future demand of a range of paper products.*

11:15~11:30

Morning Tea Break

11:30~12:30



#### **Effective Box Plant Management A Manufacturing Focus By Tom Pearce, President, Pearce Corrugated Consulting, USA**

This presentation will focus on two areas: 1) the principles key to meeting effectively the requirements for managing a successful box plant. 2) presentation of an assessment tool, derived from experience, to identify the gaps in production management. The assessment areas will be overviewed and case examples presented. Further use of development guidelines for the production manager will be discussed as well as average results from various production managers.

*Tom Pearce has been in the corrugated container industry for 36 years, focused in manufacturing management. 12 years have been in a Director position with 2 large integrated companies – Smurfit Stone and Weyerhaeuser Company. Tom is recognized in Paper 360 reader survey in June 2007 as #23 top "movers and shakers" in the paper industry*

12:30~13:30

Lunch Break

13:30~14:30



#### **Innovative Ideas for Corrugated By Pankaj Shah, Director, Supack International**

The presentation will cover the origin of corrugated material. How it was conceived and what were the early uses. Various designs will be discussed and how each design fits into a particular use. Journey from conventional RSC "Brown Box" to more efficient "die cut" boxes will be covered. Newer concepts of coating to expand the possibilities of paper will be shown with examples from various countries. Some new uses of corrugated material will be highlighted along with examples of uses of corrugated material for non-packing application.

*Pankaj Shah, member of the managing committee of Federation of Corrugated Box Manufacturers of India and member of the managing committee of the National Centre for Quality Management. Pankaj Shah worked for Continental Can Company in USA from 1968 to 1981. He is currently the Managing Director for Mehta Paper Industries and Director for Supack International Pvt Ltd and Nova Machineries Limited*

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14:30~14:45

Afternoon Tea Break

14:45~15:15



### **Corrugated Success Strategies: "Holistic Margin Management of the Supplier and End User Relationship"** **By Davide R. Friedman, President Fibre Tech Packaging Solutions, LLC**

This presentation covers the "traditional" relationship between the Boxmaker and the End User, exploring ways to optimise that relationship from a holistic point of view. From a total systems approach to the supply chain, we discover cost/benefit and needs and shortcomings of each party/ This talk explores factors to optimise the overall process with the ultimate goal of improving efficiencies and producing the highest quality boxes at the lowest total system costs:

1. Why should the Boxmaker and the End User Consider a partnership relationship?
2. What things can both the Boxmaker and End User change in their internal system, specifications, and processes that will benefit both parties?
3. How does understanding the total Supply Chain affect ways to optimise the process.

*Davide R. Friedman is a 30-year veteran of the packaging industry and served as Senior Packaging Scientist at General Mills since 1985. In October of 2010 he retired from General Mills after 25 years and created Fibre Tech Packaging Solutions L.L.C. He is now working as an Independent Consultant in the Packaging Industry. In 2000, Friedman earned the IOPP-Certified Packaging Professional (CPP) designation; He has contributed heavily to the corrugated industry through research and development, container testing, design and specification, and through numerous Technical Information Sheets. Friedman's fields of specialization include the Corrugated Packaging Converting Process and how it affects package performance in the real world including structural design, development of performance based specifications and Distribution/Supply Chain Damage and Unsalables.*

15:15~16:15



### **Panel Discussion of International Corrugated Issues** **Moderated by Daniel M Brunton, Managing Director, Brunton Business Publications Ltd**

This panel will include all of the speakers from the Symposium programme and will address some general questions regarding current issues for the International Corrugated Market. There will also be an opportunity for questions from the audience.

*Danilel M Brunton has been publishing the world's leading magazines for the global corrugated and folding carton industries for over 16 years. Brunton Business Publications, a fifth generation family business, is publishers of leading titles such as International Paper Board Industry, Folding Carton Industry, Board Converting News International, and Corrugated Today. Brunton is 37 years old and is a passionate triathlete in his spare time.*

Programme subject to change without notification.

Please refer to [www.sino-corrugated.com](http://www.sino-corrugated.com) or [www.tappi.org](http://www.tappi.org) for the updated programme

**Register  
today!**

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