Focal Point 2015
Paper-Based Food Packaging and Serviceware
Enhanced performance and reduced environmental footprint
October 20/Dreyfus University Center, UW-Stevens Point

Conference Program
About the conference:
Brand owners generally prefer the natural look and feel of paper- and
paperboard-based food packaging and serviceware compared to plastic
products. Existing favorable environmental characteristics add appeal,
and these products have high potential for even greater environmental
advantages when it comes to end-of-life management. On the other
hand, current performance sometimes is regarded as inferior to plastic
in certain applications. But that is changing as innovative coatings
emerge from the laboratory and into the marketplace. These new
developments may lead to greater market penetration for paper- and
paperboard-based products in the food industry.

Presenters at this conference will:
• Provide brand-owner perspectives on paper-based food packaging
  and serviceware items
• Provide insights from leading converting companies about future
  needs and trends in paper and paperboard packaging
• Describe a number of innovations targeting superior performance
• Provide insights on consumer preferences and perceptions on
  packaging

WIST: Creating sustainability solutions and economic opportunities
Research, laboratory services and education provided by the
Wisconsin Institute for Sustainable Technology (WIST) help businesses
and organizations meet their goals in ways that make more sustainable
use of natural resources. Technology and ideas developed by WIST and
its partners will spur economic growth in Wisconsin and the region and
help preserve a healthy environment for future generations.

WIST is an institute within the College of Natural Resources at
UW-Stevens Point. It is a multidisciplinary institute powered by the
energy and expertise of faculty, staff and students across the
UW-Stevens Point campus. Major funding for WIST operations has been
provided by the U.S. Department of Agriculture National Institute of
Food and Agriculture.

Conference Schedule
8:15 - 8:55
Registration and Continental Breakfast
Sponsored by Expera Specialty Solutions

Opening Remarks
Paul Fowler - WIST

Connecting Retailers and Converters to Revolutionize Sustainable Packaging
Keynote Speaker: Brent Denniston - LBP Manufacturing

9:00 - 9:45
Coatings for Improved In-Use Performance of Paper and Paperboard
Jeffrey Leitinger - Dow Coating Materials

Networking Break - Sponsored by IPS Testing

9:45 - 10:15
The Future of Paper and Paperboard Packaging
Michael Richmond - HAVI Global Solutions

Lunch - Sponsored by Verso Specialty Papers

10:15 - 10:45
Optional tour: UW-Stevens Point pilot paper machine and pilot coating
and laminating line
Lindsey Hoffman and Brian Bandow - WIST

10:45 - 11:45
Consumer Insights and Perspectives on Paper and Paperboard
Erin Weinland - WestRock

Cargill’s Paper of the Future
Brian Lansing - Cargill

Compostability Testing of Coated Paper Products
Paul Fowler - WIST

11:45 - 1:15
Closing Remarks, Takeaway Snack, Adjourn

1:15 - 1:45
Cargill’s Paper of the Future
Brian Lansing - Cargill

1:45 - 2:15
Consumer Insights and Perspectives on Paper and Paperboard
Erin Weinland - WestRock

2:15 - 2:45
Compostability Testing of Coated Paper Products
Paul Fowler - WIST

2:45 - 3:00
Closing Remarks, Takeaway Snack, Adjourn
Presentation Summaries

Connecting Retailers and Converters to Revolutionize Sustainable Packaging - Brent Denniston, Senior Vice President, Business Development and International Operations, LBP Manufacturing

- Consumer sentiments and the regulatory landscape are changing, requiring increasingly sustainable packaging solutions.
- Leading foodservice retail brands demonstrate leadership and innovation in sustainability.
- Successful packaging innovation in the foodservice retail channel delivers benefits to the consumer, the operator and the environment.

Coatings for Improved In-Use Performance of Paper and Paperboard - Jeffrey Leitinger, Global Paper Coatings Technical Service and Development Manager, Dow Coating Materials

- Paper and paperboard producers are demanding improved and differentiated performance from coating suppliers.
- Coatings need to provide equivalent performance at lower cost of usage.
- New paper and paperboard grades/market uses are requiring suppliers to innovate to meet the demands.
- Barrier coating market requirements are driving innovation of new products.

The Future of Paper and Paperboard Packaging - Mike Richmond, Vice President, Packaging Technology Integrated Solutions, HAVI Global Solutions

- The changing consumer and consumer insight.
- Accelerating technology change is driving packaging innovation.
- Sustainability means transparency and risk reduction.
- Personalization and customization will continue.
- Consumers' rising appetite to purchase products equates to more packaging required for existing and new channel demands.

Consumer Insights and Perspectives on Paper and Paperboard - Erin Weinland, Senior Manager, Consumer and Customer Insights, WestRock

- Macro environmental factors and trends, such as the increasing pace of life, the uncertainty of an ever-changing world, and the increasing desire for wellness through authenticity, are profoundly shaping consumers' daily lives and beliefs.
- These macro factors also have an impact on consumer demands for the food and food service packaging industries.
- We'll explore what consumers want and need from food and food service packaging. Where are the gaps between what they want, and what they currently experience?
- Paper-based packaging for food and food service can support the needs that consumers have, driving greater product satisfaction and improved consumer experiences with your brands.

Cargill's Paper of the Future - Brian Lansing, Senior Director, Global Packaging and Ingredients, Cargill

- Food Packaging Market Overview (Trends, Growth Segments, Requirements)
- APP Food Grade Board (attributes and applications)
- Innovation in bio-based coating materials
- Chemical applications and coating

Compostability Testing of Coated Paper Products - Paul Fowler, Executive Director, Wisconsin Institute for Sustainable Technology

- Definitions and terminology
- Compostability testing in the context of end-of-life management
- Supporting product marketing claims
- Standard specifications and test methods
- Labeling and logo

Wireless Internet Access is Available

The "UWSP_Guest" network is available throughout the Dreyfus University Center. Users in the building will be able to connect to the wireless network without any UW-Stevens Point credentials; however, signal levels will vary from place to place within the building. If you are having trouble accessing the Wi-Fi network please contact UW-Stevens Point Help Desk at 715-346-4357 or 715-346-HELP.

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Dow Coating Materials
Global Paper Coatings Technical Service and Development Manager
Jeffrey Leitinger
will discuss momentum that paper-based packaging is achieving in the market and look at what may be on the horizon.

Brent Denniston
Senior Vice President, Business Development and International Operations
LBP Manufacturing
Brent Denniston previously worked at Starbucks, where he was Vice President Global Sourcing and Supplier Relations. Manufacturing and Product Innovation, Denniston has more than 20 years of experience in global sourcing & value chain relationships with big food and beverage packaging suppliers for coffeehouse, convenience store and grocery chains, with a focus on sustainability and reducing environmental footprints. With his perspective from both the retailer and the supplier side, Denniston will discuss momentum that paper-based packaging is achieving in the market and look at what may be on the horizon.

Paul Fowler
Executive Director
Wisconsin Institute for Sustainable Technology
Paul Fowler is a strong advocate for the sustainable use of renewable raw materials in industrial applications and end-uses. He has worked extensively with companies in the bio-based chemicals and materials fields in Europe and the U.S. With strong interests in bioplastic and fiber based packaging, Paul has helped implement end-of-life studies and testing capabilities on the UW-Stevens Point campus. Since arriving in Stevens Point five years ago, Fowler is networking with public and private-sector organizations and companies to develop new, sustainable technologies with commercial applications to benefit the economy and the environment.

Prior to his appointment to WIST in 2010, Fowler was director of the Welsh Institute for Natural Resources, a financially self-supporting unit at Bangor University in the UK. He has more than fifteen years’ experience in contract research and development of new products and opportunities from bio-based materials. Fowler has a Ph.D. in organic chemistry.

Brian Lansing
Senior Director, Global Packaging and Ingredients
Cargill
Brian Lansing has been with Cargill more than 20 years at seven locations including a few years based in the Philippines. He held various roles with Cargill’s Animal Nutrition business unit before moving into Strategic Sourcing and Procurement more than nine years ago in the packaging category. Current responsibility includes developing and executing sourcing strategies for all global packaging and food ingredients purchases ($2B+) for Cargill’s 70 business units as the Senior Director, Global Packaging and Ingredients. He supervises a team of 40 packaging and ingredients professionals servicing approximately 400 plant locations in 50 countries.

Jeffrey Leitinger
Global Paper Coatings Technical Service and Development Manager
Dow Coating Materials
Jeffrey Leitinger joined Dow in 2012 as the group leader for the Paper Coatings North American Technical Service team. While in this role, Leitinger was responsible for development of the next generation of POLYCO binders for global food contact compliance paperboard markets, use of HYPOD polyolefin dispersions for barrier coatings and the expansion of RODAQIE Hollow Sphere Pigments (HSPs) for coated paper.

In 2014, Leitinger became the Global Paper Coatings Technical Service and Development Manager. Since taking this new role, he completed the commercialization of PRIMAL styrene acrylic binders for Brazil, expanded the global presence of VR1 Acrylic (VR) binders, completed the development of High Strength Diamond vinyl acrylic and styrene binders, and initiated the next generation of barrier coatings. Prior to joining Dow, Leitinger spent more than 20 years in operational and technical management positions at several large paper companies, including RockTenn and Smurfit. Leitinger has a bachelor of science degree in chemical and paper engineering from the University of Wisconsin-Stevens Point. He is certified Sigma Black Belt from RockTenn and the George Group. He holds a master of business administration from Moravian College in Bethlehem, Pennsylvania.

Mike Richmond
Vice President, Packaging Technology Integrated Solutions
HAVI Global Solutions
Co-founder of Packaging & Technology Integrated Solutions (PTIS), Michael Richmond is a strategic business and technical leader with 30 years of experience with consumer packaged goods companies including Kellogg’s and Kraft, and both research and teaching at Michigan State University in the School of Packaging.

Prior to building PTIS, Richmond successfully developed, staffed and led packaging and global research organizations at Kellogg’s and Kraft. Richmond was inducted into the Packaging Hall of Fame in 2010. More recently he received the MSU Ag and Natural Resources Alumni of the year award (2014).

In addition to strong vendor knowledge, Richmond has brought new consumer and trade focus to the development of superior solutions to problems globally. He also has exceptional expertise in benchmarking and best practices and has used this expertise extensively in his consulting practice to assist clients in developing their growth strategies. Richmond has completed executive business programs at both Harvard University and The Thunderbird School. He is currently a member of the Board of Directors of Alliance Foods.

Prior to working in industry, Mike was a professor at Michigan State University in the School of Packaging. Richmond has B.S. and Ph.D. degrees in Food Science and Human Nutrition and has tenures in packaging have helped him better understand and provide enhanced integrated solutions for product and systems.

Richmond has numerous achievement awards and commendations. He is past head of the Industrial Advisory Committee for the Center for Advanced Food Technology (CAFT) at Rutgers University. He is also an active member of the Institute of Food Technologists. Mike continues to support academia through the PTIS Packaging Endowment at Michigan State University and also lectures at Michigan State University and Western Michigan University in their packaging and food marketing programs respectively.

Erin Weinland
Senior Manager, Consumer and Customer Insights
WestRock
Erin Weinland believes that packaging is the voice of the brand. At WestRock, she serves as the voice of the consumer. A deep understanding of consumer needs and behaviors is what drives Weinland’s passion for finding the harmony between those two voices. Currently, Weinland leads consumer and customer insights for WestRock’s global Packaging Solutions business. Weinland has almost 20 years of experience leading primary consumer research for both the market research agency and manufacturer sides. She has conducted research in 25 countries, across numerous categories, including food and beverage consumer packaged goods, QSR, consumer health care, financial services and retail. Weinland holds an M.B.A. from the Kellogg School of Management at Northwestern University, and graduated summa cum laude from Virginia Tech with a B.S. in marketing and statistics.
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