

2009 PET Strategies+ Conference Proceedings

The 2009 PET Strategies+ Conference departed from the script of past years by co-locating with NPE09 at McCormick Place in Chicago. The event, held June 23-24, was notable for its pivotal brand owner speakers – including a call to action for PET recycling and reuse from keynoter Nilang Patel of Coca-Cola Co. – and the unfurling of new technologies that could fuel further growth for PET packaging.

There were many key learning lessons and industry announcements presented during the engaging two-day event. Among those was the emergence of new plastics recycling technologies for PET, thermoformed materials, and all types of plastics. Other topics addressed such issues as problems with the biodegradability of alternative materials and the growth of both demand and supply in plastic resin from Asia. The conference concluded with an entertaining discussion from Tom Lange of Procter & Gamble on virtual simulation software and its future in packaging.

What Presenters Said At the 2009 PET Strategies+ Conference

“Our goal is to recycle and reuse 100 percent of the PET in our bottles in the U.S. marketplace. We hope to convince others to join our journey.”

Nilang Patel
Coca-Cola Co.



Francesco Zanchi
Global Service International

“The price volatility in the global PET market offers both risk and opportunity. But many unpredictable events will need to be managed.”

“Right now, there is very little recycling capability west of the Mississippi. There is a need for local recycling and for smaller-sized recycling operations to help generate more recycled PET.”

Robert Deardurff
Phoenix Technologies Intl.



Anthony Gallo
Associated Packaging Technologies

“There is a massive need for more education with consumers on recycling. About 5 percent of product weight is packaging weight, and much of that can be wasted.”

“A ton of plastic waste can be worth the same as a ton of crude oil. We have the capability to capitalize on this opportunity.”

Joseph Hensel
Polyflow



Ramani Narayan
Michigan State University

“Degradability, partial biodegradability, or a material that will eventually biodegrade is not an option. Serious health and environmental consequences can occur.”

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The 2009 PET Strategies+ Proceedings includes 11 full-color presentations

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