



## PETnology chose ALL4PACK Paris 2018 to hold its 22<sup>nd</sup> European Conference for the first time in France

With the 22nd PETnology Conference, which will be held in Paris on 26-27 November, 2018, PETnology is charting new waters in connection with ALL4PACK, the important international packaging trade fair.

The decision to hold the conference in Paris underlines the event's increased internationalization. ALL4PACK and PETnology Europe are particularly well matched in terms of their focus, with ALL4PACK's mission statements also playing a strong role in the PET process chain: packaging, printing, processing & logistics solutions.

### Focus: Technology

In 2018, PETnology Europe will shine a light on technical and technological developments along the value chain for thermoformed and stretch blow moulded packaging systems. The latest developments in material, films, preforms, caps and closures, bottles and containers, labels, recycling etc. are a response to today's omnipresent market requirements, in particular circular economy, sustainability, digitization and eco design.

### Focus: Sustainability

Keeping the end in mind right from the start: consumers are calling for environmentally friendly packaging. The companies that bring packaging into circulation, such as manufacturers of consumer goods, food and beverages, are rising to the challenge and working at full steam to find solutions by entering into partnerships with packaging producers and recycling companies as well as environmental and humanitarian organizations. Converters and machine and equipment manufacturers all along the value added chain are responding by optimizing the sustainability of their products and processes, by collaborating and by presenting new approaches for the manufacturing industry.

### Focus: Partnerships

Partnerships and networking is another focus of the conference: networking between industry, nongovernmental organizations and social initiatives. With the help of digital processes in particular, networking can accelerate the development of suitable and – above all – sustainable solutions. The benefits of networking will be in evidence at PETnology Europe 2018, which will highlight technologies and products that aim at conserving resources and producing environmentally friendly and sustainable PET packaging products. Rather than being incinerated and ending up in landfills, such products are recoverable and will be reused, because they make ideal recycling materials.

PETnology Europe is an independent, neutral event platform. Under the motto of "connecting compETence", PETnology strives to promote communication, bundle knowledge and provide information for the benefit of all segments of the value creation chain, thereby benefitting our products, our environment and our jobs.



**PETnology Europe 2018**  
PARIS, FRANCE, 26-27 NOV

## BARBARA APPEL, PETNOLOGY MANAGING DIRECTOR, INTERVIEWED BY VÉRONIQUE SESTRIÈRES, ALL4PACK PARIS SHOW DIRECTOR



### What is PETnology?

For many years, PETnology has served as an information platform for the international PET packaging industry. Since our first international PET Technology Conference in 2001, we have held another 20 PETnology conferences. PETnology Europe is an independent, neutral event platform. The conference is the practical expression of PETnology's motto of "connecting compETence". The objective: promoting communication, bundling knowledge and providing information for the benefit of all segments of the value creation chain.

### Who should attend the conference?

As an international technology platform, PETnology Europe covers all aspects of the value creation chain, from market reports to sustainability initiatives to machine technology for films, preforms, bottles, caps and labels, as well as recycling. Participants come from all areas of the PET-processing industry: suppliers, converters, packaging manufacturers, food and beverage producers.

### Why did you choose ALL4PACK Paris for your next PETnology conference in Europe?

The decision to hold the conference in Paris underlines the event's increased internationalization. ALL4PACK and PETnology Europe are particularly well matched in terms of their focus, with ALL4PACK's mission statements also playing a strong role in the PET process chain: packaging, printing, processing & handling solutions.

### What are the issues and the key topics that will be covered during the conference?

Naturally, we will shine a light on the technical and technological developments of thermoformed and stretch blow moulded packaging systems. The latest developments are a response to the omnipresent market requirements, in particular circular economy, sustainability, digitization and eco design. The general theme of technology is supported by networking, which functions like a catalyst by accelerating developments. More and more manufacturers of consumer goods, food and beverages are entering partnerships with packaging producers and recycling companies as well as environmental and humanitarian organizations. This is a response to the demands made in the markets for more environmentally friendly packaging and sustainable secondary use. PETnology Europe 2018 will be focusing on just that.

### A FEW WORDS FROM VERONIQUE SESTRIERES

We are delighted that the PETnology Europe Conference is being held for the first time in France during ALL4PACK Paris (Comexposium Group).

Our organizations mutually pursue the same objective of quality and expertise for professionals in the packaging and intralogistics ecosystem.

We welcome participants to the conference and hope they will enjoy ALL4PACK and Paris. Welcome to France! Bienvenue à Paris!

[www.all4pack.fr](http://www.all4pack.fr)



#ALL4PACK