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**SUSTAINABLE PACKAGING
SYMPOSIUM 2012**

FOR IMMEDIATE RELEASE

Sustainable Packaging Symposium 2012 Scheduled for April 3-5 in Houston

Summit Media Group's Greener Package and AIChE's Institute for Sustainability will produce Sustainable Packaging Symposium 2012 in Houston, Texas, April 3-5. Meghan Stasz, Director of Sustainability for the Grocery Manufacturers Association, will co-chair this year's program.

Chicago, IL & New York, NY (November 22, 2011) — Summit Media Group's Greener Package and the Institute for Sustainability, a technological community of the American Institute of Chemical Engineers (AIChE), have announced plans for Sustainable Packaging Symposium 2012 – Advancing Sustainable Supply Chains with Optimized Packaging. This event, slated for April 3-5, at the Hilton Americas in Houston, Texas, will examine the pivotal role of optimized packaging in helping to create more sustainable supply chains. Co-chairing this year's program committee is Meghan Stasz, Director of Sustainability for the Grocery Manufacturers Association.

Co-produced by AIChE and Greener Package, this annual event will bring scientists and engineers with cross-industry expertise in sustainability together with packaging professionals looking for real-world solutions. This year's event looks at optimized packaging as an essential component of a more sustainable supply chain. Presentations will cover the value proposition for the optimized package; data and analysis measurement tools, including total cost assessment (TCA); reducing retailer food waste; the key attributes that define a sustainable package; the technical underpinnings essential to sustainable package designs, and other relevant topics.

“Now more than ever before, optimized packaging is taking center stage as a key driver of the sustainable product supply chain,” says Christine Smallwood, Greener Package director of business development.

“Although packaging typically represents less than ten percent of the overall product environmental footprint, when optimized, packaging plays a disproportionately high role in positively influencing overall product environmental outcomes.”

“The optimized package can play a significant role in the reduction of product waste,” says Meghan Stasz, Director of Sustainability, Grocery Manufacturers Association, “and this is of key importance to brand owners and retailers.”

Darlene Schuster, executive director of the Institute for Sustainability, emphasized that the symposium will again offer program information of interest to sustainability and packaging professionals employed by raw materials manufacturers, brand owners, converters, suppliers, and retail professionals, as well as the engineers and scientists who implement sustainable solutions. “There is a real need to apply technically-sound, robust best practices to develop functional, sustainable supply chains for products and their packaging,” says Schuster. “Packaging is a critical value for the product supply chain, and the knowledge shared at this conference should lead to better decision-making.”

This year’s event will feature two days of programming, including keynote presentations, technical sessions, panel discussions, tabletop exhibits and ample time for networking. Information about the event program, registration and sponsorships is available at <http://www.sustainablepackagingsymposium.com>.



**Greener
Package™**

About Greener Package™

Greener Package is a knowledge exchange for sustainable packaging, launched in February 2009 by Summit Media Group. An Advisory Board and Expert Network guides all Greener Package initiatives; this group consists of retailers, packaged goods companies, converters, raw material suppliers, academics, and trade groups. In addition to reporting on industry news and sustainable packaging developments, Greener Package offers a comprehensive database, educational resources, online discussions, the Greener Package Awards competition and face-to-face and virtual events. To learn more, visit www.greenerpackage.com.



About the Institute for Sustainability

Established by American Institute of Chemical Engineers in 2004, the Institute for Sustainability’s mission is to serve the needs—and influence the efforts—of professionals, academics, companies and government agencies that contribute to the advancement of sustainability and sustainable development. Participants in the Institute come from a broad spectrum of industries and disciplines. To learn more, visit <http://www.aiche.org/IFS/About/Index.aspx>.

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