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FOR IMMEDIATE RELEASE

Greener Package and the Institute for Sustainability to Produce Sustainable Packaging Symposium 2012

Summit Media Group's Greener Package and AIChE's Institute for Sustainability are collaborating on the second Sustainable Packaging Symposium, to be held on April 3-5 at Houston Hilton and George Brown Convention Center in Houston, TX.

Chicago, IL & New York, NY, June 27, 2011 — Greener Package and the Institute for Sustainability, a technological community of the American Institute of Chemical Engineers (AIChE), announce plans for Sustainable Packaging Symposium 2012. Slated for April 3 -5 at the Houston Hilton and George Brown Convention Center in Houston, TX, next year's event will again bring scientists and engineers with cross-industry expertise in sustainability together with packaging professionals looking for real-world solutions.

The first collaboration between these two organizations – Sustainable Packaging Symposium 2011 – took place in Chicago in March, and attracted over 200 attendees. The event program spanned a wide range of topics related to the critical issues manufacturers face when implementing sustainable packaging along the supply chain. Next year's event will again invite attendees to explore technology and materials innovations and best practices of global companies with forward-thinking sustainability programs.

“What we know to be true is that sustainable packaging cannot be implemented in and of itself,” says Christine Smallwood, director of business development, Greener Package. “Both package and product must be considered if one is to achieve a truly sustainable outcome.”

“Packaging shares similar challenges in sustainability with other sectors with which we engage,” says Darlene Schuster, Executive Director, Institute for Sustainability. “The problem must be examined as a system and, in the case of packaging, it is a very complicated and far-reaching one that requires the application of a robust analytical problem-solving approach.”

More information on 2012 symposium registration, sponsor opportunities and program details can be found soon at <http://www.sustainablepackagingsymposium.com>.

Greener Package™

Greener Package (<http://www.greenerpackage.com>) is a knowledge exchange for sustainable packaging, owned by Summit Media Group, Inc. Greener Package initiatives are guided by an Advisory Board and Expert Network consisting of retailers, packaged goods companies, converters, raw material suppliers, academics, and trade groups. Greener Package offerings include an awards program, a supplier database, online discussions and virtual and face-to-face educational events, such as the Sustainable Packaging Symposium.

About the Institute for Sustainability

Established by AIChE 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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