



Your Special Invitation

**To This Year's Most Important
Packaging Technology Summit**

The **AMERICAS** **TECHNOLOGY** **SUMMIT**

April 16th and 17th, 2008

Caribe Hilton, San Juan, Puerto Rico

- ▶ Conducting Essential Discussions That Affect Packaging Compliance
- ▶ Showcasing Important Innovations for the Entire Pharmaceutical Industry

- **BRAND PROTECTION AND BRAND SECURITY**

Custom and Cost-Effective Solutions For Overt and Covert Anti-Counterfeiting Devices and Technologies

- **SERIALIZATION AND TRACK & TRACE**

New Solutions That Will Comply With All Pending Government Regulations on Pharma Product Serialization

- **GREEN PACKAGING INITIATIVES**

Cost-Effective Environmental Packaging, Successful Sustainability, Recycling and Composting Plans and Programs

- **NEW PACKAGING CONCEPTS**

See the Latest/Newest Material Options for Printing and Packaging

**Sponsored by Industry Leaders
National Label and MeadWestvaco (MWV)**



Meet with Major Participating Technology Sponsors • Including Top Specialists from North America and Europe

Know these facts...

e-pedigree legislative requirements
"Standardized numerical identifier unique to each package" plus "all prescription drugs..."

- Overt optically variable counterfeit-resistant technologies
- Visible to the naked eye, providing for visual identification of product authenticity without the need for readers, microscopes, lighting devices, or scanners
- Similar to that used by the Bureau of Engraving and Printing to secure United States currency
- Manufactured and distributed in a highly secure, tightly controlled environment
- Incorporate additional layers of non-visible covert security features up to forensic capability

REGISTER NOW!

AN INFORMATION-PACKED AGENDA

Delivered by innovative technology experts.
With conference costs totally underwritten
by sponsoring technology companies.

Platinum Sponsors - Summit Hosts Who Will Lead This Conference

NATIONAL LABEL COMPANY

James H. Shacklett III, Chief Executive Officer
Dean R. Shacklett, Chief Operations Officer



MWV

Gene V. Giordano, Vice President
Thomas R. Grinnan, Director,
Business Development & Marketing



Gold Sponsors - Innovators Who Will Present Their Latest Technologies



Silver Sponsors - Leading Companies Who Will Demonstrate Advanced Solutions



YOUR HOSTS

National Label Company and MWV, plus the Technology Coalition sponsors will underwrite your seminar expense for this 2-day event. There will be no conference costs to you. This includes lunch each day plus a Gala Dinner Celebration on Wednesday night.

National Label Conference Registration

Register **Online.** <http://www.nationallabel.com>
By **Email.** TechnologySummit2008@NationalLabel.com
By **Phone.** 1-610-825-3250

OR

MWV Conference Registration

Register **Online.** <http://us.meadwestvaco.com/AmericasTechnology/index.htm>
By **Email.** TechnologySummit2008@NationalLabel.com
By **Phone.** 1-610-825-3250

Attendance at this Seminar is Free!

Enlightening Messages from Featured Speakers

MWV

Keynote Speaker - [Mr. John A. Luke, Jr.](#)
Chairman and Chief Executive Officer

MWV provides packaging solutions to the world's best-known companies and most-admired brands. Their research, design, manufacturing and distribution capabilities serve leaders in the global food and beverage, media and entertainment, personal care, home and garden, cosmetics and healthcare industries. Mr. Luke was elected chairman of MWV in November 2002.



FBI – *Enforcement Initiatives to Combat Counterfeit Pharmaceuticals*
[Mr. Eric W. Paris](#), SSA FBI HQ, Health Care Fraud Unit

The Federal Bureau of Investigation in conjunction with the Department of Justice works diligently to fight healthcare fraud as well as healthcare product counterfeiting. Special Agent Paris will provide highly important information regarding FBI initiatives in the area.

Brand Protection Alliance – *A Prescription for Pharmaceutical Brand Protection*

[Mr. Lynn G. Crutchfield](#), President, The Brand Protection Alliance, LLC

Understand intellectual property issues in the pharmaceutical industry and how they can be overcome through effective brand protection programs, including best practices to design, develop and implement brand protection. Mr. Crutchfield is President of The Brand Protection Alliance, a for-profit corporation that serves as a resource group for genuine brand owners.



NASPO – *Developing a Security Management System for Pharmaceuticals*

[Michael O'Neil](#), Executive Director and former Chairman of the North American Security Products Organization

Pharma works hard to ensure that products reach consumers in a secure manner, and recent legislation will focus attention and regulations on this supply chain. Strong security management systems must be in place. Mr. O'Neil has been a contributing member of the Document Security Alliance and the International Association of Financial Crimes Investigators.



Johnson & Johnson – *Global Serialization in Healthcare*

[Mr. Edward Dzwil](#), Manager Package Technology
Johnson & Johnson Global Pharmaceutical Supply Group

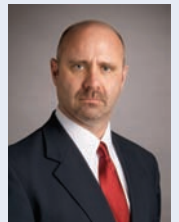
Global serialization and ePedigree are where U.S. pharma companies are heading. Here's what to watch for as the globe gears up for serialization of healthcare products. Mr. Dzwil provides supply chain management to a number of Johnson & Johnson sales and marketing companies.



Rochester Institute of Technology – *Unlikely Allies in Sustainability – Packaging and Marketing*

[Dr. Thomas Voss](#), Chair & Professor, Packaging Science

The relationship of marketing and packaging grows closer with the emerging importance of the sustainability movement. The impact of changing societal perceptions and expectations will be revealed by Dr. Voss, the Packaging Science Program Chair at the Rochester Institute of Technology.



AGENDA

Wednesday, April 16th

7:00–8:15 Registration/Continental Breakfast

8:15 National Label Company Welcome Comments

8:30 Keynote Speaker – John A. Luke, Jr.
 Chairman and Chief Executive Officer, MeadWestvaco

9:00 National Label The Importance of Today's Sessions Neil Sellars

9:15 FBI Health Care Fraud Eric Paris

9:45 EMD Merck Secure Pigment Solutions Aram Terzian

10:15 Brand Protection Alliance A Prescription for Pharmaceutical Brand Protection Lynn Crutchfield

10:30 **Conference break** **Opening of Exhibition Room**

11:00 FLEXcon Brand Protection with Pressure Sensitive Films Rick Harris

11:30 National Label New Innovative Brand Security Solutions Nica Bellenger

12:00 SunChemical Did Someone Say Layered Security? Robert Allsop

12:30 NASPO Developing a Security Management System for Pharmaceuticals Mike O'Neil

12:45 **Lunch** **Table Top Exhibits Remain Open Until 2 PM**

2:00 Applied DNA DNA Embedment and Authentication Solutions Dr. James Hayward

2:30 Kurz Transfer Products Holographic Foil Solutions Alex Lewis

3:00 ACTEGA Radcure State-of-the-Art UV Curable Technology for Pharmaceutical Label Applications Jim Wittig

3:30 **Break** **Exhibition Room Opens**

4:00 AlpVision Solutions to Distinguish Genuine Products from Counterfeits Roland Meylan

4:30 Acucote Secure Self-adhesive Labeling in the Pharmaceutical Industry Raymond "Bud" Gray

5:00 Conference closes for day one

6:30 Cocktail Hour – Casual Dress

8:00 Dinner Gala

Be sure to attend this gala evening. Many door prizes will be awarded. Expect this outstanding evening event to be highly memorable and great fun. Your hosts for the evening have put together a very special gathering to assemble all attendees to The Americas Technology Summit. This is an event you don't want to miss!



AGENDA

Thursday, April 17th

8:00 Registration / Continental Breakfast

8:30	National Label Company	The Importance of Today's Sessions	Philip Henry
9:00	Johnson & Johnson	Global Serialization in Healthcare	Edward Dzwil
9:30	Atlantic Zeiser	Serialization and Security Solutions for Pharma	Dr. Thomas Bickl
10:00	UPM Raflatac	RFID/e-pedigree Update	Scott McFall
10:30	Break	Opening of Table Top Exhibits (1/2 Hour)	
11:00	Nutec Systems Inc.	Pharma Track and Trace Case Study	Dennis McLaughlin
11:30	SICPA	Integrating Technology for a Global Product Security Program	Jack Henderson
12:00	National Label	Serialization Options	Philip Henry
12:45	Lunch	Table Top Exhibits Remain Open until 2 PM	
2:00	Rochester Institute of Technology	Unlikely Allies in Sustainability: Packaging and Marketing	Dr. Thomas Voss
2:30	Avery Dennison	Sustainability for Value and Profit	Amy Kovach
3:00	Atlantic Paper	The Carbon Footprint in Pharmaceutical Packaging	Laura Blayney
3:30	MWV	Environmental Solutions to Comply with the Wal-Mart Scorecard	Thomas Grinnan
4:00	Closing Comments		
4:15	Break	Table Top Exhibits	

5:00 Conference Adjourns



Why you should attend

Make the most of your time at The Americas Technology Summit

Meet with packaging experts and technology specialists. Learn from peers facing the same hurdles as you and discover how they intend to overcome brand, security and environmental issues. Plan for special one-on-one meetings when you attend. Unlike any other conference that we are aware of, The Americas Technology Summit 2008 will expose you to the many innovative, cost-effective solutions vital for sound decision-making today.

Your hotel costs will be steeply discounted

Special seminar hotel rate of \$185.00/night at the Caribe Hilton. This is an outstanding location for The Americas Technology Summit. Call or email the Hilton Reservations Department directly at (787)721-0303 ext. 6080 or (800)468-8585, fax (787)724-6992 or email the Hilton at reservations.caribe@Hilton.com.

Be sure to refer to group code LABA08 when you make your reservations.

Hotel Registration *

Register **Online**. For easy registration at the Caribe Hilton, go to www.hilton.com/en/hi/groups/personalized/SJN/IIHH-LABA08-20080414/index.jhtml, the personalized website set up for the summit.

By **Email**. reservations.caribe@Hilton.com

By **Phone**. (787)721-0303, ext. 6080

By **Fax**. (800)468-8585

Caribe Hilton

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www.hiltoncaribbean.com/sanjuan

**Reservations must be made no later than March 28, 2008. One night deposit will be non-refundable. Your only expenses will be hotel accommodations and transportation.*

THE MOST IMPORTANT PACKAGING CONFERENCE & EXHIBITION OF 2008!

Register as soon as possible. Seating is limited.

REGISTER ONLINE – [HTTP://www.nationallabel.com](http://www.nationallabel.com)



100% Post Consumer Reclaimed Materials & Process Chlorine Free (PCF)

