

## EMA SPRING 2006 GENERAL MEETING REPORT

*Held at the NH Harrington Hall Hotel London, UK, 9<sup>th</sup> & 10<sup>th</sup> March 2006*

### Excellent rating EMA Spring Meeting programme

Recently the European Metallizers Association Spring meeting was held in London, UK. The programme featured speakers from both inside and outside the Metallizing Industry and following the feedback from those attending, was very well received. Also attendance was again highly satisfactory with around 70% of the member companies attending.

Motivational speaker Mark Cornelissen of XMARX, a professional adventurer and member of a very select group of people that has succeeded in reaching both the North Pole and the South Pole on their own strength, mesmerized his audience with beautiful images of his expeditions and inspiring stories of what it takes to reach ones goals, which left the audience with many good resolutions for the challenges in their own daily activities. How large these challenges can grow was vividly demonstrated by Felix Pintgen of Roland Berger in his paper on the German deposit system for drinks packaging (one way PET bottles, cans and glass bottles). Main concern for metallizers with this costly and highly complicated system are the problems with metallized surfaces and the security label and ink that were developed to anticipate possible fraud.



Other guest speakers included Dr. Martin Wolf of Brückner, whose paper dealt with the recent developments and test results of new 7 layer barrier films. Although the general feeling of the audience was that multi layer polymer films are not yet competition for the barrier qualities and the appearance of metallized materials, it was recognized that developments within multi layer polymer films are moving ahead. James Quirk of Labels & Labelling magazine covered the trends and developments in the European beverage labels market. And Ken Pizucco of Multi-Color Corporation presented the opportunities for Metallizers in the North American beer market.



By invitation of Bill Simmons, Export manager for Fullers Smith and Turner Plc. and speaker during the last EMA Autumn Meeting in Lisbon, a tour through Fuller's brewery in Chiswick was included in the programme. Followed by an informal tasting of beers and a 'traditional English' dinner, which greatly contributed to the pleasant atmosphere and highly rated networking opportunities of the Spring Meeting.

The concluding Round Table session resulted in a number of interesting views on how to promote the EMA further amongst (pan) European metallizers, activities to enhance membership value, film metallizer statistics and ways to improve the feeling of ownership of the organisation amongst EMA members.

The next EMA General Meeting will be held 19 - 20 October 2006 in Bilbao, Spain.

Pictures of the EMA Spring 2006 General meeting can be sent upon request; for enquiries or further information about the EMA please contact:

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