

KOZARSKY TO SPEAK ON STICK PACKAGING AT PACK EXPO

Marlton, NJ – Neil Kozarsky, president and CEO of Technical Help in Engineering and Marketing (“T.H.E.M.”), will be a featured speaker at the Packaging Machinery Manufacturers Institute (PMMI) Pack Expo to be held in Chicago, Illinois from October 29 through November 2, 2006. Kozarsky’s talk is entitled Commercialization of Stick Packaging in the USA and will be given on the third day of the international conference and exposition.

Kozarsky’s Marlton, New Jersey-based company is leading the packaging industry movement in the area of flexible, single-serving stick packs. Stick packaging technology, which is already impacting a wide range of products in the food, beverage and healthcare sectors, was first developed in Japan 30 years ago. Kozarsky will present a comprehensive overview of this major new trend and examine the factors driving the expansion of stick packaging, current industry applications, and an analysis of which product categories will most likely be the next to offer stick packaging.

Now measured in the billions on a unit basis, stick packaging is being utilized for products marketed by companies including Nestle, Unilever, 4-C, P&G, Bristol Myers Squibb and Heinz. As major companies in North America introduce stick packaging for some of their flagship brands, those who attend Kozarsky’s talk will learn about the development of the technology behind this increasingly popular type of vertical form-fill-seal equipment, as well as the relative economics and fill speeds in comparison to traditional sachets.

Although Kozarsky promises to explore just how far the stick pack revolution may go, a good deal of the talk will cover the mature stick markets of Japan and Europe, and what can be learned from them.

Kozarsky has led a number of successful technology transfer initiatives with Japanese machinery and material innovators, resulting in mass commercialization of these technologies on both sides of the Pacific. Sanko stick packaging machinery and Hosokawa Yoko’s proprietary Fancy Cut® easy-open film were introduced in North America by T.H.E.M, through Kozarsky’s efforts.

Founded in 1973, T.H.E.M. has served as the gateway for North American companies to find innovative packaging solutions. By monitoring packaging trends globally, T.H.E.M identifies innovations from all over the world and has put them to work for a wide range of companies in North America. Kozarsky joined T.H.E.M. in 1980 and became President/CEO in 1992, significantly advancing the company’s ability to provide innovative packaging solutions to major food, beverage and healthcare organizations on a global basis.

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