



# “Cutting Through the Greenwash III”

**Wednesday, April 27<sup>th</sup>, 2011 Mississauga Convention Centre**

**Registration plus full breakfast 7:30 am, Start time 9:00 am**

## **Join PPEC’s third annual seminar on separating fact from fiction:**

- The truth about trees
- What you can say about recycled content in Canada
- Recovery rates, recyclability and compostability
- Scorecards and calculators, do they make sense?
- The good, the bad and the ugly about life cycle analysis

This morning-only seminar will feature two keynote speakers followed by a panel of retailers and brandowners on sustainability/environmental issues.

**Speakers:** *Dwight Schmidt*, President, Fibre Box Association (representing North American manufacturers of corrugated). FBA is a member of the Corrugated Packaging Alliance which recently released the first ever ISO meeting life cycle analysis of the average US corrugated box. *Laura Rowell*, Director, Sustainable Packaging with MeadWestvaco, a founding member company of the Sustainable Packaging Coalition (SPC). Laura represents MeadWestvaco on the Global Packaging Project, EUROOPEN, and is co-chair of the Paperboard Packaging Council’s Sustainability Task Force. *Catherine McVitty*, Manager, Corporate Responsibility Programs, NA, Unilever Canada. *Jeffrey Fitzpatrick-Stilwell*, Manager Sustainability and Government Relations, McDonalds Canada **plus** invited speakers from Sobey’s and Kraft Canada.

Come hear what they have to say about their sustainability efforts and what they want from you. Open discussion from the floor will be encouraged.

This is **THE** environmental event for Canada’s paper packaging industry.

**“Cutting through the Greenwash” was packed last year so register soon to make sure you don’t miss out.**

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