

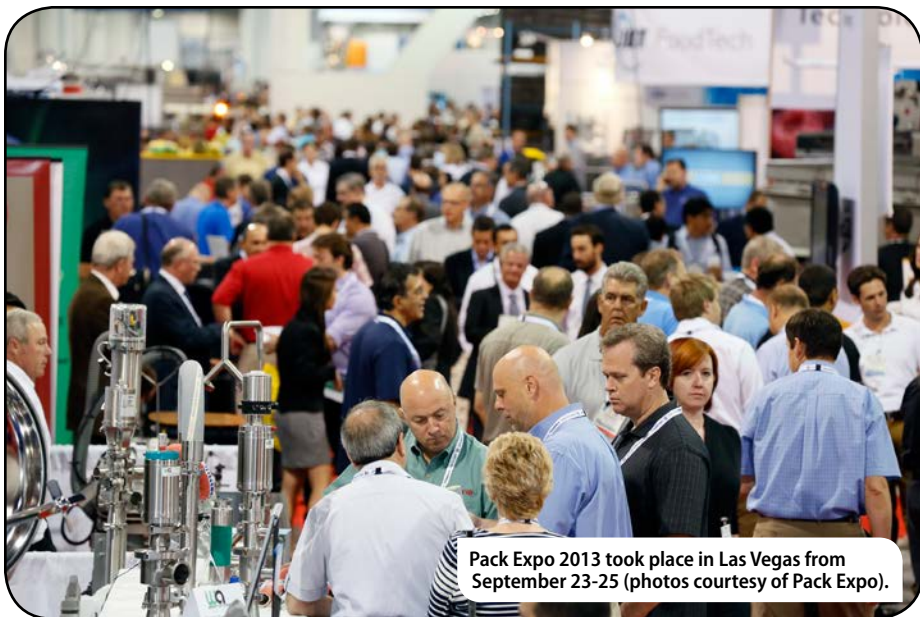
# A Focus on the Future at Pack Expo 2013

More than 27,000 packaging and processing professionals attended Pack Expo 2013 in Las Vegas from September 23–25. In addition to launching new products, creating brand awareness, achieving sustainability goals and generating new business contacts, Pack Expo was an opportunity to engage the next generation of workers in packaging, robotics and processing applications.

Local FIRST Robotics teams demonstrated their entries in the 2013 FIRST Robotics Competition during the exhibition. FIRST is a national organization that strives to connect students to “real-world engineering,” and show where STEM subjects—science, technology, engineering and math—can lead them. Five teams of students from local Nevada high schools displayed and demonstrated Frisbee-throwing robots they entered in this year’s “Ultimate Ascent” contest, a game designed to test the accuracy of the robots’ aim. High schools involved in the contest included: Cimarron-Memorial High School (Las Vegas), Northwest Career & Technical Academy (Las Vegas), Coronado High School (Henderson, Nev.), Boulder City High School (Boulder City, Nev.) and Foothill High School (Henderson, Nev.).

Teams spent half the day demonstrating their robots in action and the rest of the day exploring the show floor. “FIRST allows K-12 students to experience the STEM subjects as practical applications for what they learn in school,” said Maria Ferrante, vice president, Education and Workforce Development, PMMI. “By bringing them to Pack Expo, we also open up to them an environment where they can see technology in action, and can imagine themselves designing and/or using packaging and processing machinery.”

In addition to the FIRST Robotics Competition display, several other Pack Expo programs took place. The



Pack Expo 2013 took place in Las Vegas from September 23-25 (photos courtesy of Pack Expo).

Amazing Packaging Race, sponsored by ASCO Numatics, involved a three-hour dash around the show floor challenging students to compete for points by completing tasks with varying levels of difficulty at the booths of participating exhibitors. The Pack Solutions Challenge, sponsored by B&R Industrial Automation, allowed students to present proposals for a packaging line upgrade commissioned by a fictional processor and packager of health care products to a panel of judges with representatives from Chattem, Keurig, Pepsi Beverage Company and Schrieber Foods, Inc. The Clemson University Packaging Emporium: Design for the Future, sponsored by Esko, was an interactive exhibit featuring Clemson’s biometric technology and exploring the impact of package design on consumer behavior. This is the third such exhibit Clemson students have brought to Pack Expo, and the second time Esko has sponsored the display.

“Each of our student initiatives at Pack Expo allows an inside look at the exciting trends and technologies in packaging and processing. Typically, students have a limited vision of what opportunities exist in our industry.

Pack Expo is a unique opportunity to engage these students, broaden their vision and nurture their interest in STEM,” adds Ferrante.

## Packaging Trends and Technology

PMMI, The Association for Packaging & Processing Technologies, the owner and producer of Pack Expo Las Vegas, offered a comprehensive schedule of educational sessions on topics such as safety standards, the supply chain, lean automation solutions, control panel design, personalized packaging and more. Breakthrough educational sessions of note included “It’s Not Easy Being Green—Consumer Perception of Sustainable Packaging,” and “My Way: Packaging that Helps Consumers Personalize their Experience.”

The CTT (Booth #1358, Central Hall) presented five one-hour conference sessions each day of the show. Led by experts from Cisco, Jacobs Automation, Microsoft, Motorola Solutions, Rockwell Automation and Spectrum Control, the sessions provided insight into a range of topics including securi-

ty, line integration, remote access and cloud strategies.

Kollmorgen (booth 3118) allowed attendees to interact with its motion control technologies during the show. A new Servo Boxing interactive demo included the next-generation AKD PDMM programmable servo drive with the versatility, communications, power and bandwidth customers need to build higher throughput, greater precision and more capable features into their machines. Kollmorgen also featured a large-scale Servo Tennis video game where participants attempted to break high scores while learning about AKD Drives and the R2A Linear Actuators.

The VT Bolt and the Segway PT, both containing Kollmorgen technology as an integral part of their functional-

ity, were on display during the show. “Kollmorgen’s culture of engineering collaboration and continuous technology innovation, coupled with decades of motion control and machine automation experience, enables us to help OEMs increase machine flexibility, reliability and throughput. This year at Pack Expo we highlighted our hygienic washdown products and we shared some new solutions to deliver higher levels of processing and packaging innovation and quality – from reduced cleaning time to increased longevity,” says Andy Hansbrough, market development manager.

### Plans for 2014

After another successful Pack Expo in Las Vegas, Show Committee Chairman Emmanuel Cerf reflected on the

bigger and better things to come in the future. “I’m really excited about what’s in store for Pack Expo International 2014 (Chicago, November 2–5, 2014) and Pack Expo East, debuting at the Pennsylvania Convention Center (Philadelphia, February 2–4, 2015).”

In the Pack Expo Show Daily, Cerf reiterated the need in the market for first-class events closer to home in markets like food, beverage, personal care, electronics and pharmaceuticals and medical devices. For more information on Pack Expo, visit [www.pack-expo.com](http://www.pack-expo.com). **PTE**

