



## FOR IMMEDIATE RELEASE

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### ASC TO PARTICIPATE AT WAL-MART'S SUSTAINABLE PACKAGING CONFERENCE

Croson to Speak in Panel Discussion on Adhesives and Recyclability

Bethesda, MD - June 13, 2011 – The Adhesive and Sealant Council is participating in Wal-Mart's Sustainable Packaging Conference, being held June 22, 2011 as part of the PAC Conferences at PACKEX Toronto, produced by PAC – the Packaging Association.

ASC's President, Matt Croson, will participate in a supply chain discussion devoted to "Material Optimization Throughout the Lifecycle." The session will be moderated by Leon Hall, Director of Sustainable Packaging and Christian Shelepuk, Residuals Diversion Manager, Walmart Canada. Session participants will include Albino Metauro, CEO, Cascades Recovery, Inc. and Ryan L'Abbe, VP and GM of Ice River Springs.

"ASC member products touch virtually all of the packages developed for the global consumer goods companies," noted Croson. "Because of this, they are strong and able partners when collaborating on any material optimization discussion for the incredibly diverse product lifecycles they support. I'm looking forward to sharing the collaboration story we have with the packaging community during the Walmart Conference."

For more information about the Walmart Sustainable Packaging Conference, produced by the PAC – the Packaging Association, visit [www.pac.ca](http://www.pac.ca).

To learn more about the ASC, visit [www.ascouncil.org](http://www.ascouncil.org).

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