

MASTERBATCH

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"Ready for Recovery"

8-10 June 2010
Maritim Hotel, Cologne, Germany

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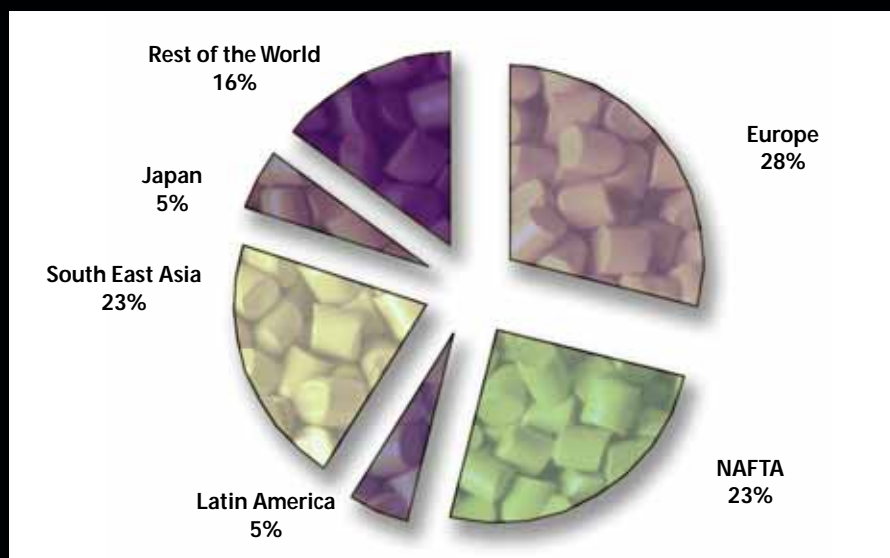


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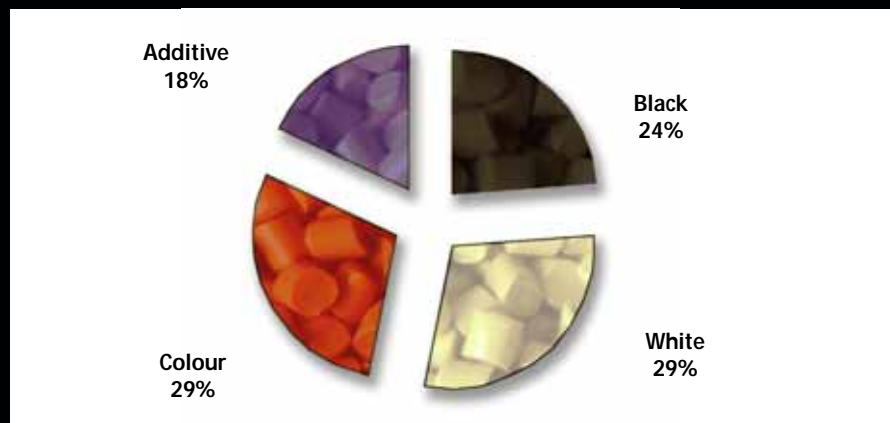


MASTERBATCH - Get up to date on...

Masterbatch demand by region



**The structure of the market:
Global demand for masterbatch by type**



MASTERBATCH 2010

Ready for Recovery

An Overview

After the worst economic period probably any of us can remember, signs of recovery are beginning to tentatively emerge. Economic analysts are pointing to the recession drawing to a close in Europe driven by fiscal and monetary stimuli together with relatively resilient growth in Asia and Latin America. However having survived the recession thus far, plenty of challenges still lie ahead for the masterbatch industry. While companies have been looking to drive out costs and streamline operations during the downturn, the industry must also look to investment in new innovations and markets if it is to achieve a healthy future. Without that long term vision, growth will be grabbed by other players or technologies as the economy recovers.

Masterbatch 2010 will give you an opportunity to step back from the day to day running of your business and consider what the long term trends are and help identify the opportunities out there for you. AMI's events have consistently delivered quality papers which add value to your knowledge, and superb cost-effective networking opportunities with your customers to help you stay ahead in your business.

This year's event is no different and the Masterbatch 2010 programme is focussing on the trends and developments in consumer manufacturing and the opportunities these offer for the masterbatch industry going forward. Leading pigment producers will look at how you can be ready to take advantage of new colour trends and effects for branded products, while equipment suppliers will consider how you can optimise performance and cut costs. End users will let you know about their needs and the product innovations they are looking for and I will also be presenting an update of AMI's survey on customer perceptions of the masterbatch industry (first presented at the 2009 conference) which will give you invaluable insights into their needs.

Now more than ever is the time to come together with your peers and colleagues to discuss and exchange views to make sure you have the strategy in place to take full advantage of the economic recovery. I look forward to seeing you in Cologne for AMI's Masterbatch 2010 conference.

Andrew Reynolds

*Research Director
AMI Consulting*

THE CONFERENCE

MASTERBATCH 2010 is the international meeting for the masterbatch industry. AMI has been organising its regular Masterbatch conference since 1987, and the event typically attracts over 200 delegates from around the world including most leading masterbatch producers. In two days in Germany you can achieve contacts and networking within the industry that would normally take significant time and travel to achieve. The conference offers a highly cost effective use of your time giving you the opportunity to meet with other manufacturers, customers and suppliers to discuss the challenges facing the industry today.



KEY TOPICS TO BE COVERED:

Latest developments in pigments and additives

- Effect pigments for new product applications
- Eco-friendly pigments
- Non-migrating additives
- Heat management solutions

Developments in technology to improve productivity and flexibility

- Latest innovations in masterbatch production technology
- Optimising twin screw performance

Market trends and developments

- The global development of the masterbatch industry
- Effective use of masterbatch in mass manufacturing
- Brand development and its role with colour

5 GOOD REASONS WHY YOU SHOULD ATTEND

1. Key market papers will give you unrivalled information on market size, growth and the global trends for masterbatch and the plastics industry as a whole to inform you in your decision making.
2. You will get to hear about some of the latest technical developments in the use of additives and pigments in masterbatch to make sure you can meet your customer needs.
3. Get up-to-date reports on technology developments in masterbatch production to maximise productivity and cut costs.
4. Benchmark your company's performance and experience against those of other leading players in the industry that will be at this event to better understand the competition.
5. Network with our senior audience from around the world and get inspired to grow and develop your business.

**Save € 110* if you register
before 30th April 2010**

EXHIBITION AND SPONSORSHIP OPPORTUNITIES

There are many ways that you can ensure that your company makes an impact at this important international event. With over 200 high calibre delegates expected this conference is an ideal opportunity for you to target key masterbatch producers with your products and services. Choose from a variety of options designed to suit individual budgets.



Exhibition space

Make it easy for delegates to find you at this busy event with your own table top exhibition space. Bring your own display stand, or just use the space to have literature and samples available and ensure that you make an impact. The table top exhibition will run throughout the conference in the spacious lobby to the main meeting room.

Space is limited, to avoid disappointment please register for this service as soon as possible.
Companies that have already booked a table top include:

BASF

AARON EQUIPMENT COMPANY

MERCK KGaA

MEMBRANA GmbH

KONICA MINOLTA SENSING EUROPE B.V.

ROCKWOOD PIGMENTS (UK) Ltd.

Sponsorship opportunities

Make a real impact by becoming an official Masterbatch 2010 sponsor. Please contact Sabine Prack for further information, email: sp@amiplastics.com

THE PROGRAMME

Tuesday 8th June 2010

- 17.00 Registration
- 18.00 – 19.30 Welcome cocktail reception
There are no conference sessions on this day

Wednesday 9th June 2010

- 08.00 Registration and morning coffee
- 08.50 Opening announcements

MARKET OVERVIEW

- 09.00 Outlook for the European masterbatch industry
-an exclusive AMI investigation
Mr. Andrew Reynolds, Research Director,
AMI CONSULTING, United Kingdom

SESSION 1- PIGMENTS

- 09.30 Leveraging additives and pigments know-how to ensure performance and sustainability in the market
Mr. Christophe De Monie, Marketing Manager Packaging and Consumer Goods, BASF, Germany
- 10.00 – 10.30 Morning coffee
- 10.30 Effect pigment preparations (new products are driving efficiency in Masterbatch production)
Mr. Martin Schaal, Global Head of Technical Service Plastics, ECKART GmbH, Germany
- 11.00 PAHs & carbon black - technical issues and regulatory update
Dr. Gilles Moninot, Manager, Product Safety & Stewardship, COLUMBIAN CHEMICALS COMPANY, Italy
- 11.30 Functional pigments and pigments with functional uses
Mr. Gordon E Price, Technical Manager, Pigments (plastics applications), MERCK KGaA, Germany
- 12.00 The eco friendly way to sustain bright orange shades
Mrs. Helen Hatcher, Global Product Management & Marketing Manager, ROCKWOOD PIGMENTS (UK) Ltd., United Kingdom
- 12.30 – 14.15 Lunch

SESSION 2- MACHINERY

- 14.15 Dispersion and mixing characteristics of high volume and high torque twin screw extruders
Mr. Michael Thummert, Head of Marketing and Alexander Koschmieder, Head of Lab Department, LEISTRITZ EXTRUSIONSTECHNIK GmbH, Germany
- 14.45 Black/white masterbatch & compound applications - continuous & batch mixing technologies
Mr. Fraser Bruce, Sales Application Engineer, FARREL Ltd., United Kingdom
- 15.15 – 15.45 Afternoon tea
- 15.45 The pelletizing process – the ultimate step to quality in the masterbatch production
Dr. Horst Mueller, Product Manager, AUTOMATIK PLASTICS MACHINERY GmbH, Germany
- 16.15 Know - how makes the difference – New opportunities in colour management for masterbatches
Mr. Ullrich Andreas, Marketing & Sales Manager EMEA, KONICA MINOLTA SENSING EUROPE B.V., Switzerland
- 20.00 Conference Dinner

Thursday 10th June 2010

- 08.30 Welcome coffee
- 09.00 Opening Announcements

SESSION 3- ADDITIVES AND CARRIERS

- 09.10 **Non-migrating antistatic additive for polyolefines and styrenic polymers**
Mr. Karheinz Hausmann, R&D Fellow,
DuPONT DE NEMOURS INTL. SA, Switzerland
- 09.40 **Effective heat management solutions**
Dr. Guenter Scherer, Business Development,
BASF SE, Germany
- 10.10 **NOR technology for agricultural films – the evolution continuous**
Mr. Joachim Kohler, Technical Marketing Polymer Additives,
CLARIANT PRODUKTE (DEUTSCHLAND) GmbH, Germany
- 10.45 – 11.20 Morning coffee
- 11.20 **New developments in additives**
Dr. Jonathan Hill, Technology Director,
CHEMTURA CORPORATION, United Kingdom
- 11.50 **Overcoming pigment initiated nucleation and warpage in polypropylene with hyperform HPN nucleating agents**
Mr. Sami T.K Palanisami, Market Manager Plastic Additives EMEA,
MILLIKEN EUROPE BVBA, Belgium
- 12.20 – 13.45 Lunch

SESSION 4- MASTERBATCH 2010 BUSINESS FORUM

- 13.45 **Use of masterbatch for mass production, advantages and challenges**
Mr. Søren Kristiansen, Director of Polymer Technology,
LEGO SYSTEM A/S, Denmark
- 14.15 **The eye of the dragon – Socio-perspective 2012 and their indications**
Mrs. Anne Luneau, Managing Partner,
DRAGON ROUGE GmbH, Germany
- 14.45 **The global masterbatch market-the drivers of opportunity and success**
Mr. Andrew Reynolds, Research Director,
AMI CONSULTING, United Kingdom
- 15.15 Coffee break
- 15.45 approx conference ends

C O N F E R E N C E D E T A I L S

Conference venue

Masterbatch 2010 will be held at the Maritim Hotel, Cologne.
8-10 June 2010 Maritim Hotel Heumarkt 20, D-50667 Cologne, Germany
Tel: + 49 221 2027-0 Fax: + 49 221 2027-826

Hotel accommodation

AMI has negotiated a room rate of €149 for a single or €187 for a double room (including breakfast) at the Maritim Hotel, Cologne. To reserve a room please contact the reservation department and state that you are attending AMI's Masterbatch 2010 conference on:
Tel. +49 221 2027-849 Fax: +49 221 2027-826/843

Social events

The social events organised for **Masterbatch 2010** provide an ideal setting for delegates and speakers to mix business with pleasure.

* **Cocktail reception:** A welcoming cocktail reception will be held on the first evening. All delegates are invited to attend and it will offer an excellent opportunity to meet speakers and other colleagues. The cocktail reception will run approximately from 18:00 to 19:30 and is included in the delegate fee.

* **Conference dinner:** The conference dinner will take place on the evening of 9th June. The additional cost for the dinner is €100*.

Conference languages

The official language for the conference is English only.

Cancellations

Full refunds, less a cancellation fee of €200 will only be made on cancellations received prior to 7th May 2010. Thereafter we regret that no refunds can be made. Delegates may be substituted at any time. Please note no refunds can be made on table tops.

Conference Fees

The registration fee is €1100* per person and includes attendance to all conference sessions, the welcome cocktail reception, and also lunch and refreshment breaks on both days, and a set of conference proceedings.

Early bird registration: Register before 30th April 2010 for only €990*.
Thereafter the cost is €1100*.

Group rates

For companies wishing to send more than one delegates, group discounts are available. Please call the Conference Organiser on +44 (0)117 924 9442.

Exhibition package

This package includes an exhibition place in the registration area and coffee lounge located directly outside the conference room and 1 free delegate place. Exhibitors may either use tables provided by the hotel (120x45x75cm), or bring their own stand or display. Please note that only a limited number of table top exhibition spaces are available. Please contact the Conference Organiser for more information.

Sponsor this event and promote your company

A variety of sponsorship opportunities are available at this event that can help to promote and enhance your company's products and services to this highly targeted international audience. For further information, please contact :

SABINE PRACK, CONFERENCE ORGANISER on +44 117 924 9442 or by
e-mail: sp@amiplastics.com to discuss your individual requirements.

*+19% German VAT

CONFERENCE HOTLINE:

SABINE PRACK, CONFERENCE ORGANISER
Applied Market Information Ltd.,
45-47 Stokes Croft, Bristol BS1 3QP, United Kingdom

Tel: +44 (0)117 924 9442 Fax: +44 (0)117 311 1534 e-mail: sp@amiplastics.com

Applied Market Information Ltd.

Applied Market Information Ltd. (AMI) is Europe's leading strategic and market research consultants and publishing authority for the plastics industry.

AMI's Strategic Consulting division provides a wide range of services to clients involved in plastics and speciality chemicals. The division works on a global basis with offices in North America and clients include many of the leading polymer companies in Europe and Fortune 500 companies from North America.



Applied Market Information LLC is the North American operation of Applied Market Information Ltd. AMI LLC now offers the full range of AMI services and products to North American clients. Together with our well-established European based operations this means AMI is well placed to provide a truly global research capability to our clients.

AMI also publishes an extensive range of guides and reports on the plastics processing industry in Europe. Publications cover thermoplastics compounding, injection moulding, film extrusion and other sectors.

In addition our book selling division, Plastics Information Direct, has available a wide range of technical literature from Chapman & Hall, Hanser Verlag and others.

See our stand at MASTERBATCH 2010 to find out more about the whole range of AMI's products and services or call Andrew Reynolds, Research Director on +44 (0)117 924 9442 if you would like to know more now or visit our website www.amiplastics.com

Compounding World is AMI's monthly digital magazine for compounders and masterbatch producers around the world. Packed with business news, market analysis and technical information, it is available free-of-charge from www.compoundingworld.com

OVER 20 YEARS OF MASTERBATCH CONFERENCES



S P O N S O R S

HEADLINE SPONSOR

BASF

BASF is a leading manufacturer, supplier and innovation partner of ultraviolet (UV) light stabilizers, antioxidants and process stabilizers, organic and inorganic pigments, effect pigments, and other additives for the plastics industry.



Our technologies and materials offer high value, long-term performance, vibrant colors and eye-catching special effects for a variety of plastics applications. BASF offers solutions to address coloration and stabilization needs including approved ingredients for food and beverage applications as well as innovative solutions such as heat management. With global distribution, technical support and manufacturing, BASF has the infrastructure to effectively meet the demands of local and worldwide markets.

CD SPONSOR - FARREL Ltd.



CONFERENCE HOTLINE

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The latest programme, including any new speakers or changes to the schedule can be viewed on our website: www.amiplastics.com