



## For Immediate Release

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## Annual Converters Expo takes place virtually from New North August 24-25

*New North CEO LaMue, regional industry leaders to highlight strength of paper converting*

NEW NORTH, August 21, 2020 – The annual Converters Expo, this year a virtual event, will take place August 24-25, remaining open and accessible through March 2021. Converters Expo offers solutions to the daily challenges of those in the industry, whether their focus is on packaging and bags, tissues and diapers, or other products.

Barb LaMue, president and CEO of New North Inc., will present the event's keynote address on Monday, Aug. 24, at 10 a.m. CDT. That will be followed by a virtual tour of the Paper Converting Machine Company (PCMC) production facility at 1 p.m. CDT.

On Tuesday, Aug. 25, at 1 p.m. CDT, three New North leaders from the paper converting industry – Bryan Hollenbach of Green Bay Packaging, Andy Hetzel of NPS Corporation and Bill Bartnik of Rockline Industries – will participate in a panel discussion on industry challenges and opportunities, workforce solutions to meet market demands, and on what lies ahead for the industry.

“The New North region is excited to be the host of this year's Converters Expo,” says LaMue. “We had hoped to be at Lambeau Field, but even in the virtual format we expect large, broad participation by those in the paper converting industry from across the country.

“The history and strength of the pulp and paper industry within the New North, supported by our abundant wood forests and the Fox River, will be highlighted. Many nameplate companies in the region manufacture paper products that are used for food packaging and processing, hygiene, medical and personal care products, pressure-sensitive liners, labels, packaging and fibers.”

Wisconsin, and the New North region specifically, is home to the Converting Corridor of the United States. Both the state and region are No. 1 in paper production, and the New North region plays host to the largest concentration of the paper converting industry.

The paper converting industry in the New North region:

- Accounts for 60 percent of the labor, labor income and economic impact within Wisconsin
- Has more than 100 companies operating
- Is responsible for 16,500 direct industry jobs
- Has 44,000+ indirect industry jobs
- Produces a \$5.1 billion economic output
- Results in \$293 million in transportation purchases

A Converters Expo agenda can be found at <https://www.packagingstrategies.com/converters-expo/agenda>. Registration is available at <https://www.packagingstrategies.com/converters-expo/virtual-benefits>.

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*New North, Inc., is a 501(c)3 non-profit, regional marketing and economic development corporation fostering collaboration among private and public sector leaders throughout the 18 counties of Northeast Wisconsin, known as the New North region. The New North brand unites the region both internally and externally around talent development, brand promotion and business development, signifying the collective economic power behind the 18 counties. The counties include Outagamie, Winnebago, Calumet, Waupaca, Brown, Shawano, Oconto, Marinette, Door, Kewaunee, Sheboygan, Manitowoc, Fond du Lac, Green Lake, Marquette, Florence, Menominee and Waushara. To find out more information about New North, Inc., please visit our website at [www.thenewnorth.com](http://www.thenewnorth.com).*