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For Immediate Release

**CPP EXPO Conference Registration Opens – Features Include:  
Management Content, Fundamentals, and Package Printing & Finishing Innovations**

Paramus, New Jersey – H. A. Bruno, LLC, organizers of CPP EXPO Cleveland has opened conference registration with over 20 sessions complementing the solutions present on the CPP EXPO show floor. Taking place April 18-19, 2012, CPP EXPO has crafted a program that focuses on innovations, cost-savings, as well as compliance and legislation so as to provide the information and tools necessary to promote growth within existing converting operations.

The program takes place over the course of 4 days: two days leading to the event will cover fundamentals, while actual show days begin with morning sessions broken into four distinct tracks:

**Management Resources:** Presenting marketing and global sales strategies, as well as cost-savings and government legislation. These sessions are designed for director level and above so as to give a perspective beyond the day-to-day operation.

**Finishing:** Focusing on the finishing process (coating, laminating, drying – including best practices, cost-savings and technical solutions), this track allows attendees to review processes and techniques in both theory and practice. It has been designed to focus on the bottom line success in the finishing operation.

**Package Printing Solutions:** Focusing on the techniques and processes in the actual printing process, most converters and package printers will find something of interest in this track. This track covers flexographic, digital and more; it is recommended for all those involved in press operation.

**Packaging Solutions:** Offering technical elements for all types of packaging, this track focuses on specific processes as well as evaluation and quality control. Testing, measurement, and inspection within converting operations are the focus.

**Fundamentals:** CEMA's fundamentals provide a foundation in coating and laminating, as well as slitting and rewinding operations of paper, film, nonwovens, and other continuous flexible materials. These two distinct programs will be the primer for additional, technical sessions available through tracks presented over CPP EXPO's show days.

**Package Printing Magazine** sponsors select sessions within the converting tracks. CPP's Management Track, as well as technical tracks were crafted with information secured from a recent survey to *insideConverting's* audience.

As CPP EXPO's president states: "The program was designed with the help of our converting/package printing audience. Many of the sessions were literally built-out from suggestions received by asking the question 'What do you need now?'" He further states, "And, the interaction will continue on the expo floor. So, the takeaway for the attendee is information bolstered by implementation – which is exactly what they need."

Registration for CPP EXPO is now open; **your conference badge will allow you access to the exhibits.** Register now to save valuable time and money: visit [www.cppexpo.com](http://www.cppexpo.com) for registration and to receive updated details on programming.

**About CPP EXPO:** CPP EXPO is produced and managed by H.A. Bruno, LLC. H.A. Bruno, with its U.S. headquarters in Paramus, N.J., has extensive experience in producing and managing trade shows and conferences that create results-oriented markets for buyers and sellers in the following industries: converting and packaging materials, information technology, franchise business. For decades, the company has provided its clients with a most professional, customer-focused staff that is highly regarded in the trade show business for its industry knowledge, its record of client service, and its responsive management team that has produced world-class events. For information on attending, presenting or exhibiting at CPP EXPO, contact Leo Nadolske today: (201)881-1632.

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