



the official publication for the  Contract Packaging Association

**Advertise in *Contract Packaging's* Nov/Dec issue and position your company in front of your best customers and prospects: buyers of contract packaging and related services. Get year-round exposure!**

*Here are issue highlights:*

- **Contract Packaging's 2010 Resource Guide** of companies which provide contract packaging and related services; this annual section offers year-round exposure for companies that participate with a full page Company Profile in the Guide. This year's Guide will be produced as a digital edition and available year-round for maximum exposure; it will also receive bonus distribution at industry events.

**CPA member companies qualify for a Profile Page at the reduced price of \$2000 net!**

*For details, please contact either:* Carole Young Orlando at 847-837-0170 (orlando@packworld.com) or Wilson Hogan 312-222-1010, ext. 151 (hogan@packworld.com)

*Also in our November/December issue:*

- **A new survey conducted by *Packaging World/Contract Packaging* and consultancy *Packaging and Technology Integrated Solutions*** finds some eye-opening results. In a departure from past surveys, more than half of the respondents from CPG companies said private-label growth actually provides opportunities for their companies. An analysis of the data indicates that private-label growth also could bring about some changes in the dynamics of contract packaging for retailers. See all in the findings in our next issue!
- **Wegman's Food Markets** is recognized for having one of the savviest private-label programs among U.S. retailers. The company offers insights on its strategy and how contract packaging helps Wegman's achieve its goals, focusing on LiDestri Foods' manufacturing and packaging of store-brand products.
- **ActionPak** – Learn how this Bristol, PA contract packager supports the product marketing strategies of Isbre, a world-wide distributor of bulk and bottled water.
- **Cryovac Shanklin** – gives readers an up-close look at its new Omni machine and a new film
- **Contract Packaging Association** – news update, president's letter, and membership directory.

**BONUS DISTRIBUTION** – WestPack, Feb. 9-11, Anaheim and CPA Annual Meeting, Feb. 18-21, Naples, FL

**Reserve your display ad or Resource Guide Profile Page in *Contract Packaging's* year-end issue soon!**

Resource Guide Profile - reservations are due by October 23 and materials are due by October 30;

Display Ad - reservations are due by November 4 and materials due by November 6.

Contact Jane Nelson at 800-355-5595 ext. 115 or nelson@packworld.com.

