



For more information:

Adriene Cooper, Summit Publishing Company Events Manager

cooper@packworld.com or 312-222-1010, ext. 136

For immediate release

The Hershey Company to Give Keynote Speech at Packaging Automation Forum 2006

CHICAGO, IL (February 17, 2006) – The Hershey Company will present the keynote speech at Packaging Automation Forum 2006 – Driving Profit Through Controls and Information Technology. Hershey’s Senior Director of Global Operations Engineering, Wade Latz, will kick off the May 24th conference, sponsored by *Packaging World* and *Automation World* and to be held at the Chicago Marriott O’Hare.

“We invested heavily in controls technology,” explained Latz about the Hershey, PA company, “but in the last few years we’ve changed directions because in too many cases the technologies we implemented were complicating, not simplifying, our packaging operations.” The conference’s opening presentation will address Hershey’s new direction in controls and will be the first of several sessions that will demonstrate how packaging professionals can increase profits with today’s technology.

Also speaking at this first-time event will be Hershey’s Manager of the Controls Engineering Department for Global Operations Engineering, and professionals from other market-leading companies. Attendees will hear packaging professionals from Procter & Gamble and Coors Brewing Company discuss the benefits and challenges of business-to-packaging integration. Representatives from Miller Brewing Co. and Clos du Bois Winery will demonstrate why improved access to real-time data is so critical to packaging line efficiency. And a Senior Controls Systems Engineer from pharmaceutical manufacturer Wyeth will reveal the benefits they gained by integrating liquid packaging lines with the business-level network. The complete conference program is available at Packworld.com/paf.

more

Hershey to Give Keynote at Packaging Automation Forum page two

Packaging Automation Forum offers exclusive educational and networking opportunities for professionals who purchase or use packaging machinery or systems, packaging machinery manufacturers and OEMs. Online registration is available at Packworld.com/paf, with early bird discounts available through March 17.

About *Packaging World*

Packaging World (www.packworld.com) is published monthly by Summit Publishing Company. Established in 1994, this Chicago-based business magazine reaches 90,000 qualified packaging professionals each month. *Packaging World's* editorial staff also produces *Contract Packaging* magazine, a variety of packaging e-newsletters, and custom Webcasts to promote education and information exchange between suppliers and buyers in the worldwide packaging marketplace.

About *Automation World*

Automation World (www.automationworld.com), launched in 2003 by Summit Media, LLC, is industry's newest business monthly written for automation professionals. *Automation World* is mailed to 65,000 qualified subscribers each month. *Automation World* also publishes monthly e-newsletters and custom digital supplements for automation professionals.