

Tissue Conference



2021

Sustainability, Performance, Risks & Opportunities in times of Pandemic

January 12-14, 2021

Brought to you by **Tissue Analytica** in collaboration
with NC State University and TAPPI

Day 1- January 12th

8:50 am to 1:35 pm – Market Analysis, Risks and Opportunities in the Tissue Industry

- 8:50-8:55 am Welcome and logistics - Ronalds Gonzalez, NCSU
- 8:55-9:10 am Welcome to NC State University - Dean Myron Floyd, NCSU
- 9:10-9:20 am Tissue Pack Innovation Lab & Tissue Analytica - Ronalds Gonzalez, NCSU and Lokendra Pal, NCSU
- 9:20-9:50 am Managing a global supply chain in times of pandemic - Donato Giorgio, President Global Manufacturing Supply, Essity
- 9:50-10:15 am Perspectives of the tissue business across different regions - Soile Kilpi, Head of AFRY Management Consulting North America
- 10:15-10:45 am Product performance & sustainability: Evidence from the shelf - Ronalds Gonzalez, NCSU
- 10:45-11:05 am Innovation and market development in developing markets - Lucas López, VP Marketing, Grupo Familia
- 11:05-11:30 am State of consumer tissue market in North America: Current disruption and future growth challenges - Ellen Chen, Research Analyst, Euromonitor
- 11:30-11:50 am Digitalization in the tissue industry - Denise Vivas, VP E-commerce, Essity
- 11:50-12:20 pm A road map to the future, combining technology with changing consumer buying trends - Marc Robinson, VP Trade Relations, Global Tissue
- 12:20-12:50 pm Speakers to address questions from the audience
- 12:50-1:35 pm Workshop: Understanding fibers potential to develop flexible sourcing programs - Tiago de Assis, Kemira and Hasan Jameel, NCSU

Day 2- January 13th

9:00 to 1:40 pm – Fiber development, Performance & Manufacturing

- 9:00-9:05 am Welcome - Lokendra Pal, NCSU
- 9:05-9:40 am Strategies in the development of smart fibers - Orlando Rojas, UBC
- 9:40-10:05 am Advances in winding technology and controls - Vince Reese, CEO, Cardinal Tissue
- 10:05-10:25 am Impacts of high tensile BEKP in tissue production - Heloisa Romeiro Ramires, Product Development Manager, Suzano
- 10:25-10:45 am Understanding the potential of OCC for the manufacture of tissue paper - Franklin Zambrano, NCSU
- 10:45-11:10 am Tailoring fiber-based additives for efficient tissue production - Luis Carlos Felix, Researcher, RISE
- 11:10-11:30 am Emtec TSA Tissue Softness Analyzer - functional principles and success stories - Alexander Grüner, Global Marketing & Business Manager, Emtec
- 11:30-11:55 pm Pulp fractionation and fraction properties - Saurabh Kumar, Researcher, Centre Technique du Papier
- 11:55-12:20 pm Combining fractionation, stratification to improve properties of tissue - Jérémie Viguié, Researcher, Centre Technique du Papier
- 12:20-12:50 pm Speakers to address questions from the audience
- 12:50-1:40 pm Workshop: The evolution of tissue manufacturing technologies - Lee W. Reisinger, CEO, ReiTech Incorporated

Day 3- January 14th

9:00 to 1:40 pm – Sustainability and Furnish Development for Tissue

- 9:00-9:05 am Welcome - Med Byrd, NCSU
- 9:05-9:35 am Global dynamics affecting the tissue industry - Richard Phillips, NCSU
- 9:35-10:00 am Will the US administration bring new carbon costs to the US tissue industry? - Matt Elhardt, VP Global Sales, Fisher International
- 10:00-10:20 am An overview of sustainability initiatives for tissue converters - Claudio Munoz, Director of Marketing Americas, Körber
- 10:20-10:45 am Nature-derived antimicrobial agents for functional tissue and hygiene products - Lokendra Pal, NCSU
- 10:45-11:05 am Today's cure for tomorrow's tissue immunity - Stefano Spinelli, Director Product Management, PCMC
- 11:05-11:25 am Papermaking Industry 4.0 - Autonomous control using artificial intelligence - Anthony Lewis, Global Product Manager, Solenis
- 11:25-11:40 pm DEKA 2400: Modified kaolin-based deinking reagent for recovered paper - Marty Daniel, Product and Market Development Manager, Thiele
- 11:40-12:00 pm Optimization and design of cellulose-based tissue papers using 3D fibrous materials simulation - Flávia Pinto Morais, University of Beira Interior
- 12:00-12:30 pm Speakers to address questions from the audience
- 12:30-1:35 pm Workshop: The laws of physics governing tissue properties - Joel Pawlak, NCSU
- 1:35-1:40 pm Closing Remarks - Hasan Jameel, NCSU

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