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**NPE2024 Debuts Never-Before-Seen Show Features**

*NPE will introduce Keynote Speakers, Industry Briefings, OPC UA, Podcast Point, Spark Stages and the Sustainability Hub, all new features within the show’s 70-year history.*



**WASHINGTON, D.C. –** The [Plastics Industry Association](http://plasticsindustry.org/) (PLASTICS) is excited to announce brand-new features ahead of its upcoming trade show, [NPE: The Plastics Show,](http://npe.org/) taking place from **May 6-10, 2024, at the Orange County Convention Center in Orlando, Fla**. NPE2024 is shaping the future of the plastics industry with the inclusion of new educational offerings such as keynote speakers and industry briefings, highlighting the Open Platform Communications Unified Architecture (OPC UA), and offering spaces designed for innovation and connection through Podcast Point and the Sustainability Hub.

The addition of these new elements addresses the changing industry landscape and will empower plastics businesses to innovate, compete and succeed in today’s dynamic market. They will also provide every player in the industry with the knowledge and resources to thrive.

“The plastics industry is evolving and everyone at NPE will be at the forefront of that change – guiding and leading it. These brand-new features like the keynotes, the Sustainability Hub and industry-specific briefings demonstrate our continued commitment to grow and strengthen the future of our industry,” said Matt Seaholm, PLASTICS President and CEO.

Some of the new features debuting at NPE2024 are:

* [**Keynote Speakers:**](https://npe.org/keynotes/)Open to all attendees, NPE will have keynote speakers whose expertise will shape the future landscape of the plastics industry. Micheal Cicco, President and CEO at FANUC America Corporation and Michael Heinz, Chair and CEO at BASF Corporation, have been confirmed as the two keynote speakers. On Monday, Cicco’s session, titled *“Unlocking the Potential: Robotics, AI and Automation in the New Tech Era”*, will address how robotics and automation advancements are revolutionizing the industry and explore the exciting future of human-machine collaboration. On Wednesday, Heinz’s session, titled, *“Our Plastics Journey: The Road to Shaping a Sustainable Future”*, will highlight industry challenges, the importance of collaboration with legislators and NGOs and provide inspiration for the future.
* [**Focused Industry Briefings:**](https://npe2024.mapyourshow.com/8_0/explore/session-gallery.cfm?sessiontrack=Industry%20Briefing)The reimagined education experience at NPE features the first-ever industry briefings, in which plastics thought leaders from the top attendee fields – automotive, building and construction, consumer goods, medical and packaging – will speak to emerging trends and technologies in their areas. Plastics industry briefings will also include market trends, future recycling forecasts and a review of the Global Plastics Treaty.
* [**OPC UA:**](https://npe.org/opc-ua-at-npe/)The machine-to-machine data exchange will be demonstrated live for all NPE attendees to experience in several exhibitor booths – including Arburg, Plasmatreat, Sumitomo Demag and more. Participants can dive into Industry 4.0 and witness how OPC UA can reduce costs, increase data security and streamline manufacturing operations.
* [**Podcast Point:**](https://npe.org/npe-podcast-point/)Designed to elevate media resources, this space gives podcasters a chance to share the excitement, learnings and solutions of NPE live from the event. Podcasts like PMM Insight, Sustainable Packaging, MMT Chats and PlastChicks will be streaming before, during and after the show, keeping the public up to date with everything happening at NPE.
* [**3 Spark Stages:**](https://npe.org/learn/) NPE's Spark Stages – Bottling, Sustainability and Innovation – are open to all attendees and offer 30-minute educational sessions on the show floor. These sessions cover critical topics in the plastics industry, from advancements in bottling to the latest innovations in sustainability. With sessions on everything from Industry 4.0 to thermoplastic processing, there are insights for everyone in the plastics industry.
* [**Sustainability Hub**:](https://npe.org/attendee-sustainability-hub/) This interactive showcase tangibly illustrates the plastics circular economy and allows attendees to follow the environmental journey of plastics and the steps the industry is taking to reduce plastic waste and improve its sustainable footprint. The space will feature recycled materials, sustainable and advanced manufacturing, circularity processes, prevention and recovery efforts and more.

Explore NPE’s new and exclusive offerings by visiting [npe.org/new-at-npe2024](https://npe.org/new-at-npe2024/).

NPE happens only once every three years, gathering the entire global plastics industry in the U.S. to share new products and insights. “With these new innovative features, NPE2024 promises to be an unparalleled event for the plastics industry, fostering collaboration, knowledge sharing, and ultimately, a bright future for all participants and the plastics industry as a whole,” said Arlene Davis, NPE Director of Content and Attendee Experiences.

To learn more about these features, NPE2024 and to **register**, visit [npe.org](http://npe.org/).

The Plastics Industry Association [(PLASTICS)](https://www.plasticsindustry.org/) is the only organization that supports the entire plastics supply chain, including Equipment Suppliers, Material Suppliers, Processors, and Recyclers, representing over one million workers in our $548 billion U.S. industry. PLASTICS advances the priorities of our members who are dedicated to investing in technologies that improve capabilities and advances in recycling and sustainability and providing essential products that allow for the protection and safety of our lives. Since 1937, PLASTICS has been working to make its members, and the seventh largest U.S. manufacturing industry, more globally competitive while supporting circularity through educational initiatives, industry-leading insights and events, convening opportunities and policy advocacy, including the largest plastics trade show in the Americas, [NPE2024: The Plastics Show](http://npe.org/).

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