

The Third Largest Industry (Packaging) Gets a Speakers Bureau  
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## **The Third Largest Industry (Packaging) Gets a Speakers Bureau**

Every day a new issue related to packaging is in the forefront of the news. The onslaught of information and technological advances present a multitude of questions and issues. To aid in addressing those packaging industry questions, Women in Packaging, Inc. has created a new speakers bureau.

Our experts are in touch with what business needs to know about packaging.

How has Wal-Mart impacted the packaging industry? (We know.)

What is the fastest growing consumer segment for product packaging? (We know.)

Will new products change the way we shop and eat? (We know.)

How can packaging protect us from an act of terrorism? (We know.)

Did you know that packaging is the 3rd largest industry in the US?

Did you know that 10% of every dollar spent at retail is directly attributed to packaging costs?

Did you know that more than one million people are employed by the packaging industry?

Did you know that Packaging "touches" you every day of your life?

Did you know that without a package you can't have a product?

If you need an expert to answer these questions and other issues related to the packaging industry, email us the question or the issue you want to be addressed.

Contact us for an expert speaker for your next conference too.  
Recent topics include:

Design your Package for the Ultimate Target Audience: Boomers  
If You Package It Will She Buy?  
Is Your Packaging Female-Friendly  
Think Like a Customer Not a Package Designer  
Selling With Confidence  
Trends in Flexible Packaging  
Women in Engineering

Contact [jrhines@womeninpackaging.org](mailto:jrhines@womeninpackaging.org) for details on utilizing one of our experts or how to sign up for the packaging speakers bureau.