



## FPA MEMBERSHIP: MORE IMPORTANT THAN EVER



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FPA membership offers significant benefits and provides FPA members with important programs that support the advancement of the industry and communicate the value of flexible packaging. FPA remains strong during these challenging economic times. And, as the executive vice chairperson of the FPA Board of Directors, I had the pleasure of speaking with FPA members during the FPA Fall Executive Conference about several initiatives the association has underway, and why FPA membership is now more important than ever!



### Programs that Benefit FPA Members and the Industry

Ongoing FPA programs and activities such as the Financial and Economic Benchmarking Reports, the State of the Flexible Packaging Industry Report, the Regulatory and Government Affairs Program, conferences and meetings, and a content-rich website, are providing FPA members with

reliable industry data, beneficial networking opportunities and a voice on key legislative issues impacting the industry. In addition to these programs, FPA has a new education initiative focusing on the sustainability advantages of flexible packaging.

### Promoting Flexible Packaging Sustainability Benefits & Advantages

The FPA Flexible Packaging Sustainability Advantages Education Campaign is one of the most exciting programs FPA has undertaken. FPA commissioned Battelle Memorial Institute to conduct research examining the energy consumption and greenhouse gas emission savings of flexible packaging. Based on the data and information gathered in the Battelle research, FPA has developed the Flexible Packaging Sustainability Advantages "Toolkit" – a set of materials FPA members can utilize to promote the sustainability efforts of their companies and spread the word about the advantages of using flexible packaging.

The Toolkit includes the FPA Case Stories brochure, the FPA Fast Facts brochure, the Flexible Packaging: A Sustainable Solution PowerPoint presentation and the FPA Flex Pack Rap video. In addition, FPA members have exclusive access to the new FPA flexible packaging sustainability logos, and the Flexible Packaging Sustainability Advantages Resource Guide, which summarizes key findings of the research conducted by Battelle Memorial Institute.

### Immediate Access to FPA Information

FPA members have immediate access to the Toolkit materials, and much

more, through the FPA website, [www.flexpack.org](http://www.flexpack.org). The site receives 40,000 visitors per month, including flexible packaging customers, investors, employees, and the general public.

And the "Members Only" section enables FPA members to access everything FPA does—from Financial Benchmarking Reports to FPA Membership Directory, this special section of the FPA website is a primary gateway to the many benefits of FPA membership.

### The Voice of the Industry

FPA is also actively monitoring the developments of several important legislative and regulatory issues including Energy and Climate Change Policy, Extended Producer Responsibility, the Employee Free Choice Act, Toxics in Packaging, Retail Bag Legislation, the expansion of the Food Safety Law, and Tax Policy changes.

The FPA Legislative Affairs Committee monitors these legislative issues that could impact the flexible packaging industry, and when necessary, develops lobbying strategies aimed at protecting the industry. To keep members informed on these issues, FPA has developed fact sheets, which can be found on [www.flexpack.org](http://www.flexpack.org).

Participation in FPA is more important than ever before. On behalf of the FPA Board of Directors, I thank you for your ongoing support of FPA. ■

**For more information on FPA programs and initiatives, contact the Association at (410) 694-0800 or visit [www.flexpack.org](http://www.flexpack.org).**



## ASSOCIATION ACTIVITIES UPDATE

### FPA ISSUES KEY MARKET RESEARCH AND FINANCIAL BENCHMARKING REPORTS

#### 2008 FPA Operating Ratios Report Examines Industry Competitiveness

The *2008 FPA Operating Ratio Report* is a key financial benchmarking tool that helps FPA members examine the performance and profitability of their companies. Through the report, FPA members may benchmark the position and trend of their company with those of other flexible packaging companies; examine company costs and procedures to determine areas of improvement; and analyze the health and performance of the flexible packaging industry within the economy.

The report includes data that is gathered through the 2008 FPA Operating Ratios Survey. Forty percent of FPA converter members participated in the 2008 Survey, representing \$3.9 billion in annual flexible packaging industry sales.

The *2008 FPA Operating Ratios Report* is a benefit of FPA membership. The report is only available to FPA converter members who participated in the 2008 FPA Operating Ratios Survey.

**For more information on these reports and the FPA Business and Economic Research Program, contact FPA at (410) 694-0800 or [fpa@flexpack.org](mailto:fpa@flexpack.org).**

#### Outlook on Flexible Packaging Materials Provided in Bi-Annual Polyolefin Market Report, October 2009

The *Bi-Annual Polyolefin Market Report*, October 2009, which is prepared

exclusively for FPA members by Chemical Market Associates Inc., is now available. The report is a follow-up to the "Flexible Packaging Materials Outlook" presentation conducted during the 2009 FPA Fall Executive Conference.

The *Bi-Annual Polyolefin Market Report* focuses on polyolefin resins, the highest volume raw material for the flexible packaging industry. Polyolefin resins covered include polyethylene



(HDPE, LDPE and LLDPE) and polypropylene. The report also provides additional perspective on the overall economy and the energy sector.

The *Bi-Annual Polyolefin Market Report, October 2009* is a benefit of FPA membership. FPA members may access and download copies of the report from the "Members Only" section of the FPA website, [www.flexpack.org](http://www.flexpack.org).

About Chemical Market Associates Inc.: CMAI is the leading global source of market and business advisory services for the chemical market. CMAI provides accurate, timely market and business advisory services for the

chemical, plastics, fibers and chlor-alkali industries. CMAI focuses on supporting their clients by anticipating needs and developing innovative solutions.

**For more information about the *Bi-Annual Polyolefin Market Report*, contact the Flexible Packaging Association at 410-694-0800 or [fpa@flexpack.org](mailto:fpa@flexpack.org).**

#### FPA Second Quarter 2009 Pulse of the Industry Report Assesses Industry Performance

The *FPA Second Quarter 2009 Pulse of the Industry Report* assesses the performance of the flexible packaging industry in current economic conditions. The report examines several business activities including net sales, volume/output, profitability, inventory levels, capital spending and

capacity utilization. In addition, the report includes information on sales performance and volume/output expectations in the third quarter 2009 versus second quarter 2009. The performance period surveyed is principally short term, examining second quarter 2009 versus first quarter 2009 and second quarter 2008. ■

**The *FPA Second Quarter 2009 Pulse of the Industry Report* is a benefit of FPA membership. FPA members may access and download copies of the report from the "Members Only" section of the FPA website, [www.flexpack.org](http://www.flexpack.org).**



## FPA CONFERENCES AND EVENTS



### 2010 FPA Annual Meeting

The FPA Annual Meeting is a premier industry event that provides FPA members and guests with the opportunity to network with peers and examine topics and issues important to the flexible packaging industry.

FPA will host its 60th Annual Meeting on March 10-12 at the Waldorf-Astoria Hotel in Orlando, Fla. The three-day meeting will include content-rich presentations from industry peers, and finance and economic experts. The meeting will also feature several networking events including the Welcome & Flexible Packaging Achievement Awards Dinner, the FPA Golf Tournament, and the Annual Meeting Dinner.

**Agenda and registration materials will be available in the coming weeks. For more information, contact FPA at (410) 694-0800 or visit [www.flexpack.org](http://www.flexpack.org).**

### 2010 Safety Conference and Environmental Summit

Join environmental, health and safety professionals for the 2010 FPA

Safety Conference and Environmental Summit, Feb. 10-12, 2010, at The TradeWinds Island Grand Resort in St. Petersburg Beach, Fla. Attendees of the single-day Safety Conference (Feb. 10) and the two-day Environmental Summit (Feb. 11-12) will receive practical information that can be used in managing regulatory compliance and improving safety practices. These events will also include presentations from U.S. EPA officials, industry consultants, and FPA members.

Meetings for the FPA Safety and Environmental Committees will also be held in conjunction with the 2010 Safety Conference and Environmental Summit. Both committees will meet on Tuesday, February 9th. The Safety Committee meeting will begin at 9:00 a.m. followed by the Environmental Committee meeting, which begins at 1:00 p.m.

Special thanks are given to FPA members Flint Group and Sun Chemical Corporation for their generous sponsorship of the 2010 Safety Conference and Environmental Summit networking events.

**For more information, contact FPA at (410) 694-0800 or visit the FPA website, [www.flexpack.org](http://www.flexpack.org).**

### Call for Entries: 2010 Flexible Packaging Achievement Awards

The Flexible Packaging Association is currently accepting entries for the 2010 FPA Flexible Packaging Achievement Awards Competition. Flexible packaging companies are encouraged to show their company at its best and submit their most innovative flexible packaging products

into the 2010 Competition. The official Competition "Call for Entries" can be downloaded from the FPA website, [www.flexpack.org](http://www.flexpack.org). All package entries must be postmarked by Monday, Nov. 23, 2009. The winning entries will be announced on Wednesday, March 10, 2010 during the Welcome & Flexible Packaging Achievement Awards Dinner, which will be held in conjunction with the 2010 FPA Annual Meeting, March 10-12 in Orlando, Fla.

The 2010 Call for Entries contains detailed information about the Achievement Awards Competition including rules and instructions, entry forms and fees. ■

**For more information, contact the Flexible Packaging Association at (410) 694-0800 or visit FPA the FPA website, [www.flexpack.org](http://www.flexpack.org).**

