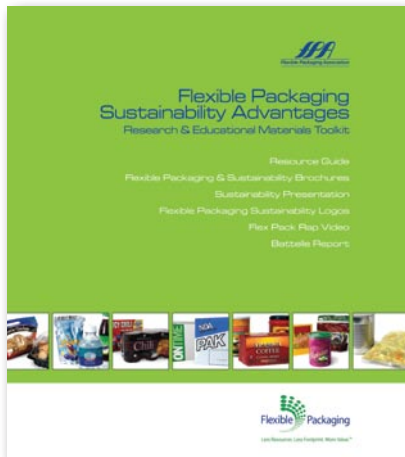




## ASSOCIATION ACTIVITIES UPDATE

### FPA RELEASES SUSTAINABILITY ADVANTAGES OF FLEXIBLE PACKAGING EDUCATION TOOLKIT



The *Sustainability Advantages of Flexible Packaging Education Toolkit* is an educational resource FPA members and the flexible packaging industry can use to provide customers, retailers, opinion influencers, and other stakeholders with a greater understanding of the sustainable benefits of flexible packaging. Included within the Toolkit are:

- **Flexible Packaging Sustainability Advantages Resource Guide** – Describes the key findings of the FPA/Battelle Memorial Institute Sustainability Assessment of Flexible Packaging Report.
- **Flexible Packaging Case Story Brochure: Less Resources. Less Footprint. More Value.** – Provides

a comparative overview of the energy consumption, emissions, weight, waste, and product-to-package ratio of flexible packaging and other packaging options.

- **Flexible Packaging Fast Facts: Less Resources. Less Footprint. More Value.** – A pocket size brochure detailing the sustainable benefits of flexible packaging.

- **Flex Pack Rap Video** – An entertaining, and educational, video on the advantages of flexible packaging.

- **Flexible Packaging: A Sustainable Solution** – A PowerPoint presentation highlighting the sustainable advantages of flexible packaging.

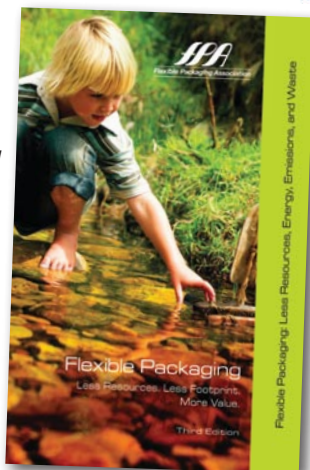


research assessing the energy consumption, greenhouse gas emission savings, and end-of-life options for flexible packaging.

Components of the Toolkit are also available within the “Sustainable Packaging” and “Members Only” sections of the FPA website, [www.flexpack.org](http://www.flexpack.org).

The Sustainability Advantages of Flexible Packaging Education Toolkit is an element of the FPA Sustainability Advantages of Flexible Packaging Education Campaign. The Campaign is a comprehensive initiative developed by FPA to communicate the value and benefits of using flexible packaging to improve sustainability. ■

**For more information on FPA’s Flexible Packaging Sustainability Initiative, the FPA Sustainability Advantages of Flexible Packaging Education Campaign and Toolkit, contact FPA at (410) 694-0800 or [fpa@flexpack.org](mailto:fpa@flexpack.org).**



- **FPA Flexible Packaging Sustainability Logo** – New logo message communicates sustainable attributes of flexible packaging.
- **Sustainability Assessment of Flexible Packaging Report** – Details key results of the FPA/Battelle Memorial Institute

### FPA CONDUCTS WEBINAR ON SUSTAINABILITY ADVANTAGES OF FLEXIBLE PACKAGING

The Flexible Packaging Association recently conducted a webinar exclusively for FPA members, focusing on the sustainability advantages of flexible packaging. As a part of the association’s *Sustainability Advantages of Flexible Packaging Education Campaign*, the webinar provided FPA members with guidance on how to use the information included within the *FPA Sustainability Advantages of Flexible Packaging Toolkit*.

The webinar also provided an overview of key results of the FPA/



Battelle Memorial Institute research assessing the energy consumption, GHG emissions and end-of-life options for flexible packaging. Special thanks are given to the FPA Sustainable Packaging Steering Committee members for their dedicated hard work, time and expertise.

The hour long webcast opened with an introduction from FPA president Marla Donahue. John Baumann, president and chief executive officer of Ampac Packaging LLC and chairman of the FPA Board of Directors, welcomed and thanked FPA members for attending the webinar and detailed the agenda. Several members of the FPA Sustainable Packaging Steering Committee, including Dr. Ron Cotterman of Sealed Air Corp., Jeffery Wooster of The Dow Chemical Co., and Shanna Moore of DuPont Co., discussed the components of the *Toolkit* and key results of FPA's flexible packaging sustainability research.

FPA members may visit the "Members Only" section of the FPA website, [www.flexpack.org](http://www.flexpack.org), to listen to the webinar and download the presentation. Elements of the *FPA Sustainability Advantages of Flexible Packaging Toolkit* are also available within the "Sustainable Packaging" and "Member Only" sections of the FPA website. For more information on the *FPA Flexible Packaging Sustainability Initiative*, contact FPA at (410) 694-0800 or [fpa@flexpack.org](mailto:fpa@flexpack.org). ■

### **FPA MONITORING EPA AND OSHA ACTIVITIES**

The FPA Environmental and Safety Committees assist FPA members avoid unfavorable regulations and compliance roadblocks. The following details issues that FPA is monitoring, including GHG emissions, the EPA Emission Factors Program, chemicals management and climate change disclosure.

### **GREENHOUSE GAS EMISSIONS**

FPA is monitoring developments

surrounding the issue of greenhouse gas emissions and regulation under Title V of the Clean Air Act. FPA has submitted comments arguing against GHG regulations under the Act and that the 25,000 metric tons CO<sub>2</sub>e threshold will create a huge administrative burden on states and delay permitting of construction projects.

### **EMISSION FACTORS PROGRAM**

FPA has established a task group to monitor the developments of the EPA's Emissions Factors Program. Through this program, EPA could use emissions factors for compliance. This program could potentially have a very large impact on the flexible packaging industry. FPA has submitted formal comments to EPA and will continue to work with the Agency to develop guidance that is favorable to the industry.

### **CHEMICALS MANAGEMENT**

Assessing and managing chemical risks has become a top environmental priority for the EPA. The Agency may significantly change the testing and reporting requirements for chemicals, which could have a major financial impact on chemical manufacturers. FPA has established a task group to monitor changes and develop strategy to ease burdens on the industry.

### **CLIMATE CHANGE DISCLOSURE**

FPA has developed an interpretative guidance on the issue of climate change disclosure. Publicly traded companies are required by the Security and Exchange Commission to disclose in their 10-K filings material risks to their businesses from climate change. In addition, the National Association of Insurance Commissioners has adopted a mandatory requirement that insurance companies disclose financial risks from climate change, as well

as actions companies are taking to respond to the risks. ■

### **FPA ANNOUNCES 2010 BOARD OF DIRECTORS**

The Flexible Packaging Association is pleased to announce its 2010 Board of Directors. Directors are elected by FPA voting members through mail ballot. Directors are elected for a term of one year and assume their directorship at the FPA Annual Meeting.

#### **Officers and Executive Committee:**

**Chairman of the Board** - John Baumann, Ampac Packaging LLC

**Immediate Past Chairman** - James E. Love, III, Printpack Inc.

**Executive Vice Chairman (chairman-elect)** - William Burke, Norderia USA

**Treasurer** - Michael Impastato, Flint Group

#### **Executive Committee**

##### **Members At Large:**

Hans Deamer, Windmoeller & Hoelscher Corp.

Jim Mize, Sealed Air Corp.

Ken Swanson, Berry Plastics Corp.

Rob Tiede, Sonoco Flexible Packaging

##### **President (non-voting member):**

Marla Donahue, Flexible Packaging Association

##### **Directors:**

Michael Brandmeier, Toray Plastics America Inc.

Thomas J. Bryce, Bryce Corp.

Tom Cochran, Amcor Flexibles Inc.

Jeff Dowd, Belmark Inc.

Pedro Fernandez, DuPont Co.

Paul Griffith, ExxonMobil Chemical Co.

Ernest Holley, Oracle Flexible Packaging Inc.

John Hotz, NOVA Chemicals Inc.

Alain Jendly, Bobst Group North America

Jack Knott, Exopack LLC



Jeffrey Lammers, Bemis Company Inc.  
Larry L. Lanham, Polymer  
Packaging Inc.  
Brian Leen, Sun Chemical Corp.

Joseph Marinacci, Graphic Packaging  
International Inc.  
Jon McClure, ISO Poly Films Inc.  
Paul Nietvelt, Dow Chemical Co., The

Irv Robinson, Robbie  
Madeleine Robinson,  
LPS Industries LLC  
Battle Wall, North State Flexibles LLC ■

## FPA WELCOMES NEW MEMBERS

*FPA is pleased to welcome Coating Excellence Int'l., Eagle Flexible Packaging, Goss Int'l., and Sung An Machinery Co. Ltd. to the association.*

### CONVERTERS



• **Coating Excellence Int'l.** (CEI) is a world class manufacturer of high-quality flexible packaging. CEI provides plain and striking printed packaging solutions on film, multi-layer extrusion coatings and laminations, adhesive laminations, foils, non-wovens, and paper. Products are supplied as rolls, bags, or stand-up pouches. Utilizing clean production technologies, renewable resources, and recyclability make CEI an environmental market leader. The FPA official representative is Michael Nowak, president.



• **Eagle Flexible Packaging** is a printer and converter of flexible packaging. Company products include NVIRON earth-friendly flexible packaging solutions, high-quality 8-color printed flexible packaging, stand-up pouches and shrink sleeve labels. The FPA official representative is Tom Tyndall, vice president and general manager.

### ASSOCIATES



• **Goss Int'l.** delivers differentiating opportunities for its customers to advance the print medium to higher levels of impact, productivity and value. With innovative technology, Goss Int'l. customizes the most advanced and appropriate systems for a full range of commercial, packaging and newspaper applications. The FPA official representative is Jeffrey Vocell, marketing and sales analyst.



• **Sung An Machinery Co.** (SAM) is a worldwide supplier of extrusion coating and lamination, converting and printing machinery for the flexible packaging industry. With equipment located in 55 countries, SAM specializes in gravure and inline flexo printing machinery and offers complete lines, line components, machine rebuilds as well as machine relocations and start-ups. The FPA official representative is Dong Ho Shin, president and owner.

# CONGRATULATIONS!

## 2010 Flexible Packaging Achievement Awards Winners



2010 Highest Achievement Award Winner

### SEALED AIR CORPORATION, CRYOVAC FOOD PACKAGING

**Marinade On Demand™**: Highest Achievement Award; Gold Award - Packaging Excellence

### AMCOR FLEXIBLES, LLC

**Ancor Contour Perforation - Emmi Cheese Plate**: Gold Award - Packaging Excellence  
**Ancor Stickpack - Kerry Foods' Cheesestring Shots**: Silver Award - Packaging Excellence

### AMERICAN PACKAGING CORPORATION

**High Chemical Resistant Pouch**: Silver Award - Technical Innovation

### AMPAC FLEXIBLES, A DIVISION OF AMPAC PACKAGING, LLC

**Reclosable Retort Pouch**: Gold Award - Technical Innovation  
**Reusable Flexible Water Bottle**: Silver Award - Environmental & Sustainability Achievement

### BEMIS FLEXIBLE PACKAGING - MILPRINT DIVISION

**WellPet Package with KromaSilk Print**: Gold Award - Printing Achievement  
**Kaytee Flat Bottom Package**: Silver Award - Printing Achievement

### BERRY PLASTICS CORPORATION

**Fresenius Dialyzer Package Forming Web**: Gold Award - Technical Innovation; **Stratos™ Hand Wrap**: Gold Award - Environmental & Sustainability Achievement; **Tamper Evident Shipping Solution**: Silver Award - Technical Innovation

### CL&D GRAPHICS, INCORPORATED

**Color Shift Promotional Shrink Sleeve**: Silver Award - Printing Achievement

### CLP PACKAGING SOLUTIONS, INCORPORATED

**Time Wise Bowl Pouch**: Gold Award - Packaging Excellence  
**Club des Sommeliers 3-Liter Bag Without A Box**: Silver Award - Packaging Excellence

### EXOPACK, LLC

**PFOA-Free Microwave Popcorn Bag**: Gold Award - Environmental & Sustainability Achievement

### GENPAK LP

**Key West Gourmet Chowders**: Silver Award - Environmental & Sustainability Achievement

### OLIVER- TOLAS™ HEALTHCARE PACKAGING

**Dispos-a-Vent™**: Silver Award - Packaging Excellence; **Isotech Bag®**: Silver Award - Technical Innovation

### PRIME GRAPHICS INCORPORATED

**Aloe There Swedish Beauty Botanica**: Silver Award - Printing Achievement

### PRINTPACK INCORPORATED

**Preserve Toothbrush Pouch**: Silver Award - Packaging Excellence

### SONOCO FLEXIBLE PACKAGING

**Werther's Original Caramel Chocolate Stabilo Bag**: Gold Award - Printing Achievement  
**Halls Nite**: Silver Award - Printing Achievement



Sealed Air Corporation,  
Cryovac Food Packaging

Marinade on Demand™