



ASSOCIATION ACTIVITIES UPDATE

FPA's 2010 Student Flexible Packaging Design Competition

Winning entries of the Flexible Packaging Association's 2010 Student Flexible Packaging Design Challenge were recently announced. First place honors were awarded to Michigan State University student Ken Gruhl for his development of the "Cup-O-Jay" single serve orange juice concentrate package. Second place honors were awarded to Clemson University student Laura Hubbard for her development of the "Rugged Pup" single serve dog food package.

The "Cup-O-Jay" package incorporates six individually frozen OJ concentrate pouches, which are connected by a perforated seam. "To use, consumers simply tear off a pouch, open it using an easy-open tab and mix contents with water," explained Ken. As the first place winner of the 2010 Challenge, Ken received \$1,000 and a commemorative plaque.



1st Place Honors, "Cup-O-Jay"

The "Rugged Pup" package is a small gusseted bag that also serves as an on-the-go bowl for dog food. "The bag includes a semi-perforation,

which is centered in the top gusset. This protects and preserves the dog food while making it easy for the consumer to open. Once the perforation is broken, the top gusset folds flat against the sides, creating a bowl," explained Laura. For her second place win in the 2010 Challenge, Laura was awarded \$500 and a commemorative plaque.



2nd Place Honors, "Rugged Pup"

Special thanks are given to the 2010 judging panel: Larry Ahleman, master faculty specialist, Western Michigan University; Michael Richmond, PhD of Packaging & Technology Integrated Solutions, and Sean Riley, editor, *PMT Magazine*, for their time and participation.

Since 2004, FPA's Student Flexible Packaging Design Challenge has honored the flexible packaging solutions developed by students that address packaging issues such as consumer convenience or the protection of food. As a part of the FPA Student Leadership Initiative Program, the Challenge has become a celebrated competition within the flexible packaging industry. More than 300 innovative flexible packaging

ideas and solutions have been submitted into the Challenge throughout its six year history.

Photos, descriptions and information about all the winning prototypes and competition entries for the 2010 Student Flexible Packaging Design Challenge are available on the FPA website, www.flexpack.org. For more information about the Challenge and the FPA Student Leadership Initiative Program, contact FPA at (410) 694-0800 or fpa@flexpack.org. ■

FPA Releases Bi-Annual Polyolefins Market Report

The cost and availability of raw materials remains an important issue for the flexible packaging industry. The recently published *FPA/CMAI Bi-Annual Polyolefins Market Report* examines critical issues expected to drive the evolution of the industry. The Report is prepared exclusively for FPA members by Chemical Market Associates Inc. (CMAI) and is based on CMAI's polyolefins market update presentation given during the 2010 FPA Annual Meeting in Orlando, Fla.

The *Bi-Annual Polyolefins Market Report* focuses on high, low and linear low density polyethylene, and polypropylene. The *Report* provides an overview of the U.S. economy, an outlook on the world's energy supply, and how new capacity additions and changes in trade flow may impact the U.S. flexible packaging industry. Current turmoil and disruption occurring in the ethylene markets is also addressed within the *Report*.

FPA members can view and download copies of the *Report* by



visiting the Members Only section of the FPA website, www.flexpack.org. An update to the spring 2010 *Bi-Annual Polyolefins Market Report* will be published in fall 2010. ■

FPA Prepares to Publish Benchmarking Reports, Currently Conducts Surveys

FPA is preparing to publish several financial benchmarking reports, including the *2010 State of the Flexible Packaging Industry Report*, the *4th Quarter Pulse of the Flexible Packaging Industry Report*, and the *2010 Flexible Packaging Industry-Wide Converter Report*. Data and information within these reports is supplied by FPA members and non-members through economic and financial surveys conducted by FPA. Their participation in the surveys clarify and verify existing information, while simultaneously adding new and valuable data to these key reports. The reports will be

published in the upcoming months.

For more information about FPA's financial benchmarking reports, contact Bob Zaborowski, Director, Business and Economic Research, at (410) 694-0800 or bzaborowski@flexpack.org. ■

2010-2011 FPA Flexible Packaging Buyers Guide

The *2010-2011 FPA Flexible Packaging Buyers Guide* provides detailed information regarding the manufacturing and supply capabilities of FPA members. A user-friendly version of the *Guide* is available online through the FPA website, www.flexpack.org. Visitors may browse through the directory of product and material services by keyword, manufacturer, supplier, or view a full list of FPA members. An electronic version (PDF) of the *2010-2011 Buyers Guide* is also available for download free of charge from the FPA website.

Information included in the *2010-*

2011 Buyers Guide assist users in finding the best flexible packaging solution for their packaging needs. Manufacturing information includes product lines/end-uses for retail packaging, institutional, medical and pharmaceutical, and industrial applications. Manufacturing capabilities also highlighted in the *Guide* include final packaging, materials, printing, value-added services, and converting processes.

Supplier information detailed includes machinery, adhesives, inks, coatings, resins, substrates, equipment and other supply by FPA members to flexible packaging manufacturers. The *Guide* also contains FPA member contact information and brief company descriptions.

For more information about the *2010-2011 Flexible Packaging Buyers Guide* and FPA members, contact the association at (410) 694-0800 or visit FPA at www.flexpack.org. ■

MARK YOUR CALENDARS!

FPA events offer great networking opportunities while providing insight into issues and trends affecting the flexible packaging industry. Be sure to mark your calendar for these upcoming FPA and industry events.

• FPA's 2010 Fall Executive Conference

Sept. 30, 2010
Intercontinental Chicago
Chicago, Ill.

• PACK EXPO International Chicago

Oct. 31 – Nov. 3, 2010
McCormick Place
Chicago, Ill.

• FPA's 2010 Environmental Summit and Safety Conference

Feb. 9-11, 2011
TradeWinds Island Grand Resort
St. Petersburg Beach, Fla.

• FPA's 2011 Annual Meeting

March 9-11, 2011
The Ritz-Carlton Golf Resort, Naples
Naples, Fla.

You're Known By Your Association!

The Flexible Packaging Association Thanks Our Supplier Members.



Film & Resin Divisions



To learn more about these FPA members and their flexible packaging supply capabilities, contact FPA at (410) 694-0800 or visit www.flexpack.org.

The Flexible Packaging Association recognizes and gives special thanks to the Associate Members for their continuous support of, and contributions to, the flexible packaging industry.

