



CORPORATE SUSTAINABILITY METRICS FOR FLEXIBLE PACKAGING MANUFACTURERS

FPA Releases Corporate Sustainability Metrics & Guidance Document

Demands on businesses to provide proof of sustainable business practices continue to escalate across the value chain. In response to requests from stakeholders for transparent flexible packaging manufacturing information, the Flexible Packaging Association commissioned Packaging and Technology Integrated Solutions to conduct research and identify corporate sustainability metrics, including definitions and reporting methods for what should be measured, and how it should be measured. The results of that study are available in the *FPA Corporate Sustainability Metrics for Flexible Packaging Manufacturers Report*.

The *Report* provides guidance on responding to stakeholders' requests and is intended to provide a

consistent reporting method for the most frequently requested information on greenhouse gas emissions, energy and water use, and waste management.

The *Report* also includes a list of sustainability goals and expectations from key brand owners, retailers, and investment firms; and, publicly available supplier questionnaires from Walmart, P&G, SAM (DJSI World), Carbon Disclosure Project, CDP Water Disclosure, and Bloomberg.

For more information on The *Corporate Sustainability Metrics for Flexible Packaging Manufacturers Report*, contact the association at (410) 694-0800. The *Report* is a benefit of FPA membership. **FP**

FLEXIBLE PACKAGING ASSOCIATION

ASSOCIATION ANNOUNCES 2011 BOARD OF DIRECTORS

The Flexible Packaging Association is pleased to announce its 2011 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. For more information, contact FPA at (410) 694-0800. **FP**

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STUDENTS DESIGN INNOVATIVE FLEXIBLE PACKAGES

Creative Concepts for Windshield Wiper Fluid, Cupcake Mix Receive Top Honors in 2011 Student Flexible Packaging Design Challenge

Forty-six creative flexible packaging concepts were submitted into the Flexible Packaging Association's 7th annual Student Flexible Packaging Design Challenge. Entries included a wide range of flexible packaging ideas for food, beverages, cleaning, health, and beauty items. Of those, two concepts were selected to receive top honors in the 2011 Student Design Challenge.

First place honors were presented to Mohawk College students Michelle O'Connell and Tasha Aird for their development of the Windshield Washer Fluid Package. "This package includes a unique innovation that also acts as a funnel for filling automobile fluids. Attached to the end of the hose is a semi-rigid threaded cap closure," explained O'Connell.

Their proposed design would replace the one gallon semi-rigid container, which is currently used in the market. The new package would offer many benefits



including a reinforced handle for easy carrying and a unique pull-off hose incorporated into the side of the stand-up pouch, which eliminates the use of a separate tool for filling the fluid reservoir.

Michelle and Tasha also received second place honors for their Topper's Cupcake Package. "This package represents a creative flexible design for individually portioned and premixed cupcake batter. It is a polymer-based pouch with a convenient pouring feature. All ingredients are in dry form – the customer only needs to add water, pour, and bake!" said Aird.

The new design would contain enough mix to create a dozen cupcakes and would be available in several different flavors including vanilla, double chocolate and cha cha cherry. The unique shape of the pouch combined with vibrant graphics

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make the package stand out on store shelves. For their development of the first and second place winning entries, the students will receive a team prize of \$1,500 and commemorative plaques.

The 2011 Student Design Challenge included entries from 50 students enrolled in packaging and printing programs at San Jose State University, University of Wisconsin – Stout, Washington State University, Western Michigan University, Mohawk College, and the Indian Institute of Packaging (India).

More than 380 unique flexible packaging ideas have been submitted into the Student Design Challenge since the competition was established by FPA in 2004. The entries have addressed important packaging issues, advanced the use of flexible packaging, improved an existing flexible package, and packaged products not currently available in flexible packaging.

Special thanks are given to the judges of the 2011 Student Flexible Packaging Design Challenge: Larry Ahleman, Master Faculty, Western Michigan University; John Kalkowski, Editor, *Packaging Digest Magazine*; and, Michael Richmond, Ph.D, Packaging & Technology Integrated Solutions for their time and expertise.

WATSON STANDARD JOINS FPA



The Flexible Packaging Association is pleased to announce that Watson Standard has joined the association. As an associate member, the company specializes in application based, customer specific conventional and energy curable coatings, adhesives and related products for the flexible packaging industry. The company's FPA official representative is Julie Watson, marketing director; and, the FPA alternate representative is Patrick Maloney, vice president of Sales and Technology. For more information, visit www.watsonstandard.com.

For more information about FPA's Student Flexible Packaging Design Challenge, please contact the association at (410) 694-0800 or visit www.flexpack.org. **FP**