



NEWS RELEASE

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***FPA Announces Winning Entries of the
6th Annual Student Flexible Packaging Design Challenge***

Linthicum, Maryland: April 26, 2010 – The Flexible Packaging Association is pleased to announce the winning entries of FPA’s 2010 Student Flexible Packaging Design Challenge. First place honors were awarded to Michigan State University student Ken Gruhl for his development of the “Orange Juice Concentrate” package. Second place honors were awarded to Clemson University student Laura Hubbard for her development of the “Rugged Pup” dog food package.

The “Orange Juice Concentrate” package incorporates six, individual frozen OJ concentrate pouches, which are connected by a perforated seam. “To use, consumers simply tear off one of the pouches, open it using an easy-open tab and mix contents with water,” explained Ken. As the first place winner of the **2010 Challenge**, Ken was awarded \$1,000.



First Place: “Orange Juice Concentrate”



Second Place: “Rugged Pup”

The “Rugged Pup” package is a small gusseted bag that also serves as “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. As the second place winner, Laura was awarded \$500.

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Special thanks are given to the **2010 Challenge** 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 hard work.

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 **Student Flexible Packaging Design 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.

For more information about **FPA's Student Flexible Packaging Design Challenge** and the **FPA Student Leadership Initiative Program**, contact FPA at (410) 694-0800 or fpa@flexpack.org.

About the Flexible Packaging Association

The Flexible Packaging Association has served as the voice of the flexible packaging industry since 1950. FPA members are manufacturers of flexible packaging sold to users or distributors for packaging purposes, and material or equipment suppliers to the industry. Flexible packaging is produced from paper, plastic, film, aluminum foil, or any combination of those materials, and includes bags, pouches, labels, liners, wraps, rollstock, and other flexible products.

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