



FOR IMMEDIATE RELEASE

Contact: **Lauren A. Kinard**
Communication Manager
lkينard@flexpack.org, (410) 694-0800

The Flexible Packaging Association Announces Winning Entries of the 55th Annual Flexible Packaging Achievement Awards Competition

Linthicum, Maryland: March 14, 2011 - Breakthroughs in material innovation, shelf impact, consumer convenience, and sustainability are incorporated into the winning entries of the **Flexible Packaging Association's 55th annual Flexible Packaging Achievement Awards Competition**. For more than half a century, this event has honored the creative and unique innovations developed by flexible packaging manufacturers, which have expanded packaging options for a wide variety of retail, industrial, and institutional products.

In all, 78 flexible packaging entries were evaluated in one or more competition categories including Packaging Excellence, Printing Achievement, Technical Innovation, and Environmental & Sustainability Achievement. Of those, 15 packages were honored with a total of 20 Achievement Awards. Winning packages were produced by **American Packaging Corporation, Ampac, Beacon Converters, Incorporated, Berry Plastics Corporation, CL&D Graphics, Incorporated, Curwood, Incorporated – A Bemis Company, DanaFilms, Incorporated, Nordenia USA, Oliver-Tolas Healthcare Packaging, Printpack, Incorporated, Robbie, Sealed Air Corporation – Cryovac Food Products, and Peruplast S.A.**

Awards were presented during the 2011 Welcome & Flexible Packaging Achievement Awards Dinner, March 9, 2011 at The Ritz Carlton Golf Resort in Naples, Florida. The Dinner was held in conjunction with the 2011 FPA Annual Meeting (March 9-11, 2011) and featured the 2011 Flexible Packaging Achievement Awards & Innovation Showcase, which included a full display of all winning packages and competition entries.

Special thanks are given to the judges of the 2011 FPA Flexible Packaging Achievement Awards: Larry Alehman, Master Faculty, Western Michigan University; John Kalkowski, Editor, *Packaging Digest Magazine*; and, Michael Richmond, Ph.D, Co-founder, Packaging & Technology Integrated Solutions.

For more information about the 2011 FPA Flexible Packaging Achievement Awards, contact FPA at (410) 694-0800. Photos of the winning entries are available upon request.

Winning entries of the 2011 Flexible Packaging Achievement Awards Competition include:



HIGHEST ACHIEVEMENT AWARD

*The Highest Achievement Award is presented to Gold Award winning packages ranked by the judges as having contributed most to the advancement of the industry. This year, two packages will receive Highest Achievement Awards: **ConforMIS Drill & Pin Kit Wallet (Institutional)** and the **Fresh N Tasty Produce Pouch (Retail)**.*

- *ConforMIS Drill & Pin Kit Wallet*
Manufacturer: Beacon Converters, Incorporated
Awards: Highest Achievement Award, Gold for Packaging Excellence, Silver for Environmental & Sustainability Achievement
Package Description: Beacon Converters' ConforMIS Drill and Pin Kit Wallet, a sterilization package, is an innovative solution, which replaces thermoformed trays with components that are flat and take up minimal space, and require less energy to produce and transport. The Wallet reduces the volume of packaging components by more than 93% versus a thermoformed tray solution, and uses less energy to produce and is completely customizable.
- *Fresh N Tasty Produce Pouch*
Manufacturer: Robbie
Awards: Highest Achievement Award, Gold for Packaging Excellence, Gold for Technical Innovation
Package Description: Fresh N Tasty Produce Pouches, designed with freshness in mind, offer processors and retailers an opportunity to brand their produce and to increase repeat sales by improving the consistency of the produce quality throughout its shelf life. And, consumers love the resealable zipper and easy carry handle. The added sustainable benefits this flexible package demonstrates over other packaging formats includes saving fossil fuels, reducing CO₂ emissions and the weight of solid waste being introduced into landfills.

GOLD AWARDS

- *Australian Gold Tanning Set*
Manufacturer: CL&D Graphics, Incorporated
Awards: Gold for Printing Achievement
Package Description: CL&D Graphics, Inc. and Australian Gold worked together to create the next breakthrough in tanning products. The package labels are extremely dynamic and eye catching. The rich colors are created using flexographic technologies and additional cold foil applications. Various varnishes and inks are used to create the appealing designs. The labels are anti-fading and also have an easy-squeeze feature built into the ink process. All label substrates creating these labels are also considered environmentally friendly.
- *Fresh Step Cat Litter*
Manufacturer: Nordenia USA
Awards: Gold for Packaging Excellence, Gold for Environmental & Sustainability Achievement
Package Description: Replacing a polypropylene pail, Nordenia's FlexZiBox® - a flexible package for heavy products - enabled Clorox to cut packaging materials by nearly 80 percent while offering sustainability and cost reduction across its supply chain. The innovative design maintains consumer ease of use features for handling, pouring, resealing and storage equal to the package it replaced.
- *Liquiflex® Advance™ Films for Bulk Liquids*
Manufacturer: Curwood, Incorporated – A Bemis Company
Awards: Gold for Packaging Excellence
Package Description: Liquiflex® Advance™ film replaces metal foodservice cans or traditional bulk liquid films, generating 96% less waste than cans and up to 30% less waste than other films.

The proprietary new 13-layer Liquiflex® film technology includes redundant nylon and EVOH layers for unprecedented strength and abuse resistance. Designed for products like soup, sauces and condiments in weights up to 30 pounds, Liquiflex® films go from the freezer to re-thermalization in boiling water for easy food storage, prep and serving.

- *Nestle ONE Dog*
Manufacturer: Nordenia USA
Awards: Gold for Printing Achievement
Package Description: This package is an outstanding example of Nordenia's FlexZiBox® five panel display and rotogravure printing quality. Process and line printing techniques were used to produce excellent graphics, which incorporate vignettes with subtle changes from light to dark printing. Overall, it is an excellent example of what flexible packaging can provide to the pet food market.
- *Spout Zippered Retort Pouch*
Manufacturer: Ampac
Awards: Gold for Environmental & Sustainability Achievement
Package Description: This retort pouch is a new format for Sprout Food. Outstanding graphics highlight fresh and organic product ingredients, and the linear tear provides straight and easy opening. The pouch provides improved portability and reduced breakage, and makes up 6 percent of the weight of the product sold, providing a tremendous improvement in the product-to-package ratio.

SILVER AWARDS

- *Cryovac® Oven Ease™ Bags*
Manufacturer: Sealed Air Corporation - Cryovac Food Packaging
Awards: Silver for Technical Innovation
Package Description: Cryovac® Oven Ease™ Bags take “easy” to a whole new level. They provide vacuum-packed freshness with cooking convenience for a wide variety of products that go straight into the oven in the package for simpler, safer and more consistent cooking. With expanded product offerings including ribs, roasts and hams, Oven Ease™ Bags provide easy production, preparation, cooking, and clean-up.
- *Hormel E-Z Zip® Pouch*
Manufacturer: Ampac
Awards: Silver for Packaging Excellence
Package Description: The Hormel® E-Z Zip® Pouch is a stand-up pouch utilizing E-Z Zip® technology - a unique pull-tab opening that allows the user to simply pull away a thin tear strip to access the recloseable zipper. A special feature of E-Z Zip® is that the zipper closure is accessed without tearing off or damaging the header of the stand-up pouch, and the zipper's placement on one interior side of the pouch eliminates interference with product as it is being filled.
- *John Soules Rotisserie Chicken*
Manufacturer: American Packaging Corporation
Awards: Silver for Printing Achievement
Package Description: The subtle use of metallic ink enhances the design elegance of this package. The detail in the texture of the chicken gives the consumer a realistic idea of the product they are about to consume. The meticulous detail, sharpness of the graphics, and glossy appearance accurately reflect the quality of this high end product.
- *Masa Pizza*
Manufacturer: Peruplast S.A.

Awards: Silver for Printing Achievement

Package Description: This package provides a greatly enhanced appeal due to the full-color artwork and the crisp and detailed images achieved with both pre-press imaging and rotogravure printing. The smart distribution of a surface-printed matte varnish greatly contributes to this appeal by highlighting key areas such as the product and the brand, providing a unique shelf impact.

- *Safeway Frozen Pasta Quad Seal Package*

Manufacturer: Berry Plastics Corporation

Award: Silver for Printing Achievement

Package Description: The Safeway Frozen Pasta Quad Seal Package represents a significant improvement over the existing package. The stiffer and tougher packaging film, which runs very well on the quad seal VFFS packaging lines, combined with the quad seal package design yields a clean package with a nice squared off “billboard” showcasing eye catching graphics. These characteristics provide a package with outstanding shelf presence and the “WOW” factor Safeway wanted.

- *Trail’s End Classic Caramel Popcorn*

Manufacturer: DanaFilms, Incorporated & Plastic Packaging Technologies, LLC

Awards: Silver for Environmental & Sustainability Achievement

Package Description: Plastic Packaging Technologies and DanaFilms provided the Trail's End Popcorn fund-raiser program with a dramatic packaging conversion from the historical rigid tins and pails. This package provides a compelling case study for marketers to convert to flexible packaging for an improved package, at a lower cost, while reducing disposable waste by 80-85 percent. The in-line Quad Seal Bag provides a superior shelf presence, features a 3-ply barrier film combination, and an Inno-Lok zipper.

- *Wyman’s of Maine Wild Blueberry Juice*

Manufacturer: Printpack, Incorporated

Awards: Silver for Printing Achievement

Package Description: Elegant and classy, the new Wyman’s shrink sleeve adds panache to a longstanding brand. With 360 degrees of useable, full-body space for product information, eye-catching graphics and a refined new shape, Wyman’s was able to take their Wild Blueberry juice to the next level. The use of a shrink sleeve also allowed them to expand into additional flavors and product sizes.

- *Zone Coated Rollstock*

Manufacturer: Oliver-Tolas™ Healthcare Packaging

Awards: Silver for Technical Innovation

Package Description: Oliver-Tolas™ Healthcare Packaging offers Zone Coated Rollstock, zone coated lidding in rollstock form, suitable for FFS packaging lines. Zone-coated Tyvek® rollstock, allows for the precise application of heat-seal adhesives within the seal area only, maximizing porosity to potentially shorten sterilization cycles and preventing adhesive from coming in contact with the product.

Contact: Lauren A. Kinard, Communication Manager, kinard@flexpack.org, (410) 694-0800

Editor’s Note: Photos of winning entries are available upon request.

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.