



# NEWS RELEASE

## FPA Introduces New Flexible Packaging Student Design Challenge

**Linthicum, Maryland: September 17, 2004** – The Flexible Packaging Association is pleased to announce the inaugural *Flexible Packaging Student Design Challenge*. The *Student Challenge* expands FPA's *Flexible Packaging Achievement Awards* program and allows FPA to reach out to the future designers, converters and suppliers of the flexible packaging industry.

The *Student Challenge* encourages students to develop a prototype or bench sample of a flexible package that addresses a societally relevant package design issue and makes an improvement to an existing flexible package, converts a non-flexible package to a flexible package, or packages an existing product that is not currently packaged, for the benefit of society. Students must submit their prototype or bench sample entry by December 1, 2004.

“The addition of the *Flexible Packaging Student Design Challenge* comes at a very exciting time for the Association,” comments FPA president, Marla Donahue. “The flexible packaging industry is experiencing dynamic growth and innovation. The *Student Challenge* provides packaging students with an opportunity to experience first hand the excitement of developing a new packaging solution.”

Students currently enrolled in a packaging, design, food science, engineering or related discipline may enter the *Flexible Packaging Student Design Challenge*. Students may work individually, or as a team, to develop a prototype or bench sample. Students may also work under the guidance of their professors/school and with FPA members, who may participate in the *Student Challenge* as mentors.

Final judging for the *2005 Student Packaging Design Challenge* occurs on December 8, 2004 at FPA headquarters located in Linthicum, Maryland. Winning entries of the *Student Challenge* will be announced on February 25, 2005 at the *Flexible Packaging Achievement Awards Breakfast*, which is held in conjunction with FPA's *2005 Annual Meeting*. The student or team receiving first place will be awarded \$1,000 and an expense paid trip to the *2005 Annual Meeting*, to receive their award. The student or team receiving second place will be awarded \$500.

The *Flexible Packaging Student Design Challenge Call for Entries* provides additional information about the student competition including eligibility, entry requirements, awards, package development, judging and deadlines. Call FPA at (410) 694-0800 to obtain a hard copy version of the *Call for Entries*.

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### **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.*

For more information, please contact communication manager, Lauren Johnson at (410) 694-0800 or [ljohnson@flexpack.org](mailto:ljohnson@flexpack.org).

**FPA**