

NEWS RELEASE

“Optimizing Opportunities for the Flexible Packaging Industry” is the Goal of the FPA’s Fall Executive Conference

FOR IMMEDIATE RELEASE

Linthicum, Maryland, September 9, 2003 – The Flexible Packaging Association’s (FPA) 2003 Fall Executive Conference, “Optimizing Opportunities for Flexible Packaging,” is scheduled for October 29, 2003 at the Hotel Inter-Continental in Chicago, IL.

Howard Blum of Kline and Company will present comprehensive analysis of the \$120 billion U.S. packaging industry, which examines flexible packaging’s position within the total market and reveals opportunities to expand flexible packaging’s share of the market. This “big picture” study of the packaging industry explores the major trends, trade-offs, and movements between key packaging segments including flexible, corrugated, paperboard, glass, metal cans, plastic bottles, and other rigid plastic markets.

Leading end-users within institutional and consumer packaged goods companies will participate in a panel discussion on drivers of packaging decisions and the best growth opportunities for flexible packaging. Pat Reynolds, vice president and editor of *Packaging World Magazine* will moderate this panel discussion.

Jim Peters, president of J. Peters Associates, Inc., will provide insight into the thinking that drives superstores, mass merchandisers, and club stores; explain their ever growing influence in the supply chain; and demonstrate how flexible packaging can play a vital role in these competitive environments. Jennifer McCracken of Environmental Packaging International will offer an overview of the global environmental regulations that are driving packaging decisions by multinational consumer product companies.

“This dynamic event offers presentations from the most knowledgeable and respected experts in the flexible packaging industry,” comments FPA president, Marla Donahue. “These briefings will provide valuable information regarding top growth markets and opportunities for flexible packaging.”

FPA extends its thanks to the DuPont Company, Flint Ink Corporation, Huntsman Polymers, Liofol – A Division of Henkel Adhesives, and Rohm and Haas Company for their generous sponsorships of the FEC’s breakfast, morning and afternoon breaks, lunch, cocktail reception, and member/guest dinner.

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The Flexible Packaging Association welcomes all member and non-member guests to attend this informative networking event. Registration is available online at www.flexpack.org or call the Flexible Packaging Association at (410) 694-0800.

About the Flexible Packaging Association

The Flexible Packaging Association has served as the voice of the flexible packaging industry since the Association was established in 1950. Its members convert or supply the raw materials used to produce bags, pouches, labels, liners, wraps, rollstock, and other flexible products. Produced from paper, plastic film, aluminum foil, or any combination of those materials, flexible packaging is now the second largest segment of the U.S. packaging market. The \$20 billion industry serves a multitude of end use markets including food, pharmaceuticals, medical supplies, household goods, personal care products, pet food, lawn and garden supplies, and industrial applications.

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