



Flexible Packaging Association

NEWS RELEASE

2004 Flexible Packaging Association Annual Meeting *“Gaining a Competitive Advantage”*

FOR IMMEDIATE RELEASE

Linthicum, Maryland: November 20, 2003 – **The 2004 Flexible Packaging Association’s Annual Meeting focusing on “Gaining a Competitive Advantage” is scheduled for February 25-27, 2004 at The Ritz-Carlton Golf Resort in Naples, Florida.**

The 2004 FPA Annual Meeting will open Wednesday night with a Welcome Reception and Dinner. Satirist and best-selling author P.J. O’Rourke will entertain guests with his witty, conservative persona. Bobst Group, The Dow Chemical Company, Flint Ink, Rohm and Haas Company, and Sun Chemical Ink (GPI) are the generous sponsors of the evening entertainment.

During Thursday’s General Session, keynote speaker Jason Jennings, author of *Less Is More: How Great Companies Use Productivity as a Competitive Tool In Business*, will share the secrets of the world’s most productive companies and explain how to use those secrets to boost your company’s productivity and profits. Annual Meeting attendees will also hear the results of the *2004 State of the Industry Report*, in addition to receiving an overview of the European flexible packaging industry.

Friday’s General Session will open with **Delos R. Smith**, senior business analyst with The Conference Board, who will present his views regarding the impact of economic trendlines on business. **Tim Wilding** of CIBC World Markets will examine the packaging industry’s financial and M&A outlook, while **Stephen Gold** of the National Association of Manufacturers will present vital information on securing America’s future through a strong manufacturing base. Members will honor winners of the **2004 Flexible Packaging Achievement Awards** during a special Awards Breakfast held on Friday morning.

The 2004 Annual Meeting will close with a rousing performance by **Bowzer and the Sting Rays** at the Annual Meeting Banquet. Known as the Undisputed King of Meet and Greet, Bowzer will join FPA members and guest for pictures and autographs. **Color Converting Industries, ISO Poly Films, Inc., LPS Industries Inc., Pliant Corporation and Reifenhauer** are the generous sponsors of the evening entertainment.

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“The *Flexible Packaging Association’s Annual Meeting* is a valuable educational and networking experience for FPA members,” comments Marla Donahue, FPA president. “This year’s Annual Meeting will feature knowledgeable speakers, key industry information, and wonderful entertainment and activities for all participants.”

The 2004 Annual Meeting is open to FPA members and guests only and early registration is encouraged. Attendees may register online at **www.flexpack.org** or by calling FPA at **(410) 694-0800**.

About the Flexible Packaging Association

The Flexible Packaging Association has served as the voice of the flexible packaging since 1950. FPA members are manufactures 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 Lauren Johnson, Communications Manager at (410) 694-0800 or at ljohnson@flexpack.org.

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