



## NEWS RELEASE

### **The Flexible Packaging Association Holds Successful 2004 Annual Meeting.**

#### **FOR IMMEDIATE RELEASE**

**Linthicum, Maryland: March 31, 2004** – The Flexible Packaging Association’s 2004 Annual Meeting was held from February 25-27, 2004 at The Ritz-Carlton Golf Resort in Naples, Florida. Over 270 FPA members and guests attended two days of information-rich General Sessions and heard from knowledgeable guest speakers who provided economic and financial information on the packaging industry, in the U.S. and abroad. The 2004 Annual Meeting assisted FPA members in “Gaining A Competitive Advantage,” and provided prime networking opportunities in an educational and social setting.

The 2004 Annual Meeting opened with an address from FPA chairman and Hueck Foils, LLC president, George Thibeault, Jr., who encouraged Annual Meeting attendees to “get involved, be committed and participate” in the FPA and its numerous committees and programs. Thibeault also provided FPA members with a preview of FPA initiatives for 2004.

Presentations were provided by Peter Schottland, chairman of FPA’s Business & Economic Research Committee, and president and chief executive officer of the American Packaging Corporation, discussed the results of FPA’s *2004 State of the Industry Report*; Roger Loop, director of the Flexible Packaging Europe, discussed issues of concern to the European flexible packaging industry, provided market and statistical information, and detailed the future growth potential of flexible packaging throughout Europe; and keynote speaker Jason Jennings, author of *Less is More: How Great Companies Use Productivity as a Competitive Tool In Business*, gave a rousing presentation, in which he shared secrets of the world’s most productive companies and explained how to use those secrets to boost productivity and profits without adding employees or other overhead cost.

Additionally, Delos Smith of The Conference Board provided his views on the impact of economic trendlines on business; Tim Wilding of CIBC World Markets provided Annual Meeting attendees with an overview of financing markets within the packaging industry and detailed the drivers of M&A activity in the U.S. packaging industry; and Stephen Gold, vice president of the National Association of Manufactures and the executive director of both the Council of Manufacturing

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Associations and NAM's Coalition for the Future of Manufacturing, discussed how America's future could be strengthened through a strong manufacturing base and detailed the Manufacturing Campaign Strategy implemented by NAM to support the growth of the manufacturing industry.

The conference also included the 2004 Flexible Packaging Achievement Awards Breakfast, during which the awards from the 2004 Flexible Packaging Achievement Awards competition were presented to the winning companies. The *2004 Innovation Showcase*, which describes all 85 entries received for the 2004 Achievement Awards competition, was unveiled and on display for FPA Members and guests at the 2004 Annual Meeting.

To obtain copies of the 2004 Annual Meeting presentations, which are available to FPA members only, and the *2004 Innovation Showcase* please visit the FPA website at [www.flexpack.org](http://www.flexpack.org), or contact 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 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.*

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***FPA***