



NEWS RELEASE

2004 Flexible Packaging Achievement Awards Call For Entries.

FOR IMMEDIATE RELEASE

Linthicum, Maryland, October 8, 2003 - If your company has developed an exceptional packaging solution that is currently on the market, FPA urges you to enter the ***2004 Flexible Packaging Achievement Awards*** competition. FPA anticipates another record-setting number of entries by the competition deadline of **December 3, 2003**. Competition judging is scheduled for **December 10, 2003** and the winners of the 2004 competition will be announced at FPA's Annual Meeting Awards Breakfast in Naples, FL on **February 27, 2004**.

Over the past several years, the ***Flexible Packaging Achievement Awards*** competition has become one of the most respected in the industry thanks to the outstanding caliber of packaging entries, the objective and methodical judging process, and the extensive media coverage of the competition winners. Its focus on breakthrough technologies, printing techniques, package structures, environmental advantages and new end-uses puts the achievement awards program in a class by itself.

“The ***Flexible Packaging Achievement Awards*** program is a powerful platform for the advancement of flexible packaging,” comments Marla Donahue, FPA president. “The competition continues to champion the remarkable innovations taking place everyday within the flexible packaging industry.”

All entries are judged by an independent panel of experts. The Highest Achievement Award will be given to the Gold Award winner in the Packaging Excellence category ranked by the judges as having contributed most to the advancement of the industry. Gold and Silver Awards will be given in the Packaging Excellence, Technical Innovation, Environmental Achievement and Printing Achievement categories.

Any flexible packaging converter may enter the Flexible Packaging Achievement Awards competition. Additionally, flexible packaging suppliers, which have contributed to a package and have received approval from the converter, may enter jointly with, or on behalf of, the converter.

The official ***2004 Call for Entries*** is now available at www.flexpack.org. To request a hard copy of the ***2004 Call for Entries***, please contact FPA at (410) 694.0800. In the ***2004 Call for Entries***, you will find an overview of the achievement awards program, the competition rules including entry fees, complete instructions on how to enter, and the official entry forms that must be submitted to FPA.

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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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