



NEWS RELEASE

2005 Flexible Packaging Achievement Awards

Linthicum, Maryland: September 17, 2004 -The *2005 Flexible Packaging Achievement Awards* program continues FPA's tradition of honoring packaging and converting excellence in the flexible packaging industry. Held on an annual basis, the *Achievement Awards* competition showcases the exceptional packaging solutions that are currently on the market.

The *Achievement Awards* competition is open to flexible packaging converters in addition to suppliers working in conjunction with a converter. Any flexible package, or flexible components of a rigid package, currently produced and sold in the market may be entered into the competition.

Last year, the *Achievement Awards* competition received an outstanding 126 entries. An FPA record! The diverse array of packages entered into the competition underscore the impact technology and innovation are having on both the form and function of flexible packaging. FPA anticipates receiving another record-setting number of high quality entries for the 2005 competition.

Due to its focus on breakthrough technologies, printing techniques, package structures, environmental advantages and new end-uses, the *Flexible Packaging Achievement Awards* program receives vast coverage from the trade media and press – both domestically and internationally. All packages entered into the competition enjoy extensive coverage in various FPA publications including the *Flexible Packaging Innovation Showcase* and *Flexible Packaging* magazine.

Entries for the *2005 Flexible Packaging Achievement Awards* competition must be received by December 3, 2004. A panel of industry experts will judge the entries on December 8, 2004. Winners 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* in Carlsbad, California.

The *Flexible Packaging Achievement Awards 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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For more information on the **2005 Flexible Packaging Achievement Awards**, please contact FPA at (410) 694-0800, or by email at FPA@flexpack.org.

About the Flexible Packaging Association

The Flexible Packaging Association has served as the voice of the flexible packaging industry 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 communication manager, Lauren Johnson at (410) 694-0800 or ljohnson@flexpack.org.

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