



NEWS RELEASE

2005 FPA Fall Executive Conference Focuses on **Retail Driven Change: How and Why Retailers Influence Packaging Decisions**

FOR IMMEDIATE RELEASE

Linthicum, Maryland: September 21, 2005 – On Wednesday, October 26, 2005, the Flexible Packaging Association will host its **2005 Fall Executive Conference** at the Hotel InterContinental Chicago. This year, the conference will focus on **Retail Driven Change: How and Why Retailers Influence Packaging Decisions**.

The conference agenda includes a presentation from Bruce Deckman of Strategic Analysis Incorporated. Deckman will present the results of their research conducted for FPA on future trends regarding retailers packaging needs and demands, and the retail market dynamics that are influencing packaging changes and channel shifts.

The research results detail information gathered on several types of retail outlets including mass merchandisers/superstores, grocery chains/stores, club stores, convenience and drug stores, specialty stores, “category killers” and department stores. Deckman will also discuss several issues pertaining to the packaging decisions of retailers including sourcing strategies (regional and global), global innovation and packaging trends, imported consumer products, private labels, importance and functionality of packaging, consumer shopping habits and shelf organizers.

The conference agenda also includes keynote speaker, Tom Faranda, who will discuss retail demands and “survival tips” for manufacturers. His appearance is sponsored by **ISO Poly Films, Inc.** Dr. Robert Genetski will share his outlook for the economy and financial markets. Jim Peters, director of education for the Institute of Packaging Professionals, will discuss retailers’ packaging priorities and the diverse packaging requirements of various retail channels. *Shelf Impact* magazine editor, Jim George, will moderate a panel discussion by consumer product companies. Nick Vafiadis of Chemical Market Associates, Inc. will provide an overview of the turbulent global plastics market and insight into key drivers and factors impacting the resin/film market.

The conference will also include breakfast and conference breaks sponsored by **Rohm and Haas Company**; the FEC Networking Luncheon, sponsored by **Flint Ink**; and the FEC Member/Guest Reception sponsored by **Polymer Packaging, Inc.**

FPA members and non-members are welcome to attend the 2005 FPA Fall Executive Conference. For more information, contact FPA at (410) 694-0800. Attendees may also register online by visiting the FPA Web site at www.flexpack.org.

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About the Flexible Packaging Association

The Flexible Packaging Association has served as the voice of the flexible packaging industry since 1950. FPA members are manufacturers 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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