



# NEWS RELEASE

FOR IMMEDIATE RELEASE

## FPA ANNOUNCES THE WINNING ENTRIES OF THE 2007 FPA FLEXIBLE PACKAGING ACHIEVEMENT AWARDS

**Linthicum, Maryland: March 8, 2007** – FPA’s 2007 Flexible Packaging Achievement Awards competition entries incorporate outstanding advancements in materials, design, printing and production to offer great flexible packaging solutions for a variety of products. This year, the competition received a total of 76 flexible packaging entries. Of those, 19 packages received a total of 21 Achievement Awards. Winning entries of the 2007 Flexible Packaging Achievement Awards will be announced on Wednesday, February 28 at the FPA Annual Meeting in Aventura, Florida.

Judges for the 2007 competition include Robert Heitzman, publisher emeritus, *Packaging Digest*; James Peters director of education, Institute of Packaging Professionals; and Michael Richmond, PhD of Packaging & Technology Integrated Solutions.

Development of diverse and innovative flexible packaging remains strong. Flexible packaging converters and suppliers are combining improvements in manufacturing, materials, graphics and printing to produce outstanding packages that work with the product.

Winning entries include:

The Wyeast Laboratories, Inc. “Smack Pack” System is the first retorted “pouch within a pouch” liquid yeast package for beer and wine making. Retortable and microwavable, the McCormick® Finishing Sauce stand-up pouch includes heat-sealed “cool grips” that allow for safe handling after heating in the microwave. The two-part construction of the Curwood Express Tote™ marketed as the Miller® Lite Chill Bag™ adds structural integrity for the comfortable transport of 18 beer cans while creating extra space for ice.



The Nevirapine Infant–Dose Pouch is an “effective packaging system” that provides mothers in developing countries with the ability to take home a single dose of Nevirapine in a simple, robust and tamper-evident package.

Products once packaged in jars and cans made the switch to flexible packaging. To reduce handling cost and logistical challenges, the Buitoni Pasta/Sauce Pouches introduces fresh pasta that “may be stored at ambient temperature, eliminating the need for a costly cold chain.” Cryovac® Flavour Mark™ Retort pouches are shelf stable providing “more consistent flavor and texture than food packaged in #10 cans.”

Packages such as the Dale and Thomas™ Gourmet Popcorn Showpack™ Bag, incorporate five panels to produce a “true flat bottom pre-made bag” with enhanced printing and graphics; and the Dual Logo Snickers Bar increases its branding strength through printing located in the eyetrack, which allows consumers to view print copy from every angle.

Exceptional printing and graphic designs are seen on the John Soules Foods, Margaritaville-Mango Tequila Chicken Wings, Hershey Mounds Island Orange, 11.1 oz, and the Maxwell House Café Collection Hazelnut 16 Pod packages. These packages “pop” out on the store shelves and “make shoppers take notice!”

The Keebler Gripz, 0.9 oz and Perdue Popcorn Chicken packages offer easy opening and closing features. Packaging material “upgrades” are found in the Old Dutch Restaurant Premium Tortilla Chips, Toughened Flow-Through Boil-in-Bag, and the Smucker’s Uncrustables Grilled Cheese, 3.5 oz packages.

The Malto Bella Gourmet Malt Balls package “represents an environmentally friendly” packaging solution, and the use of matte polypropylene created the “natural organic” look on the New York Style Lightly Salted Organic Pita Chips package.

For additional information on the winning packages and entries of the 2007 Flexible Packaging Achievement Awards competition visit FPA’s online Innovation Showcase & Achievement Awards Winner’s Gallery at [www.flexpack.org](http://www.flexpack.org).

Since 1956, the FPA Flexible Packaging Achievement Awards competition has honored packaging and converting excellence across the flexible packaging industry. The awards program includes four categories – **Packaging Excellence, Technical Innovation, Environmental Achievement** and **Printing Achievement**. Winning packages can earn the **Highest Achievement Award**, a **Gold Award** and/or **Silver Award**.

Winning entries of the 2007 FPA Flexible Packaging Achievement Awards include:

**HIGHEST ACHIEVEMENT AWARD**

<b>Package</b>	<b>Manufacturer</b>	<b>Award</b>
Wyeast Laboratories, Inc. “Smack Pack” System	Ampac Flexibles, Division of Ampac Packaging	Highest Achievement

**SPECIAL CITATION**

<b>Package</b>	<b>Manufacturer</b>	<b>Special Citation</b>
Nevirapine Infant – Dose Pouch	LPS Industries	Special Citation for Social Responsibility

**PACKAGING EXCELLENCE**

<b>Package</b>	<b>Manufacturer</b>	<b>Award</b>
Wyeast Laboratories, Inc. “Smack Pack” System	Ampac Flexibles, Division of Ampac Packaging	Gold
Buitoni Pasta/Sauce Pouches	CLP Industries Ltd	Gold
Curwood Express Tote™ marketed as the Miller® Lite Chill Bag™	Curwood, Inc., A Bemis Company	Gold
Dale and Thomas™ Gourmet Popcorn Showpack™ Bag	Printpack Inc.	Silver
Keebler Gripz, 0.9 oz	Bemis Flexible Packaging – Milprint Division	Silver
Smucker’s Uncrustables Grilled Cheese, 3.5 oz	The Robinette Company	Silver
Maxwell House Café Collection Hazelnut 16 Pod Package	Alcan Packaging	Silver

**PRINTING ACHIEVEMENT**

<b>Package</b>	<b>Manufacturer</b>	<b>Award</b>
New York Style Lightly Salted Organic Pita Chips	Genpak	Gold
Hershey Mounds Island Orange, 11.1 oz	American Packaging Corporation	Gold
John Soules Foods	Sonoco Flexible Packaging	Silver
Perdue Popcorn Chicken	Nordenia USA	Silver
Margaritaville – Mango Tequila Chicken Wings/Orange Peel Wings	American Packaging Corporation	Silver

## **TECHNICAL INNOVATION**

<b>Package</b>	<b>Manufacturer</b>	<b>Award</b>
Wyeast Laboratories, Inc. “Smack Pack” System	Ampac Flexibles, Division of Ampac Packaging	Gold
Cryovac® Flavour Mark™ Retort Pouches	Cryovac Food Packaging Division, Sealed air Corporation	Gold
McCormick® Finishing Sauce	Ampac Flexibles, Division of Ampac Packaging	Silver
Dual Logo Snickers Bar	Bemis Flexible Packaging	Silver
Old Dutch Restaurant Premium Tortilla Chips	Genpak	Silver
Toughened Flow – Through Boil-in-Bag Package	Pliant Corporation	Silver

## **ENVIRONMENTAL ACHIEVEMENT**

<b>Package</b>	<b>Manufacturer</b>	<b>Award</b>
Malto Bella Gourmet Malt Balls	C H Packaging – A Subsidiary of Appleton	Gold

Following are descriptions of the winning entries:

### HIGHEST ACHIEVEMENT AWARD

#### **Wyeast Laboratories, Inc. “Smack Pack” System Ampac Flexibles**

**Highest Achievement Award Winner – Packaging Excellence**  
**Gold Award Winner – Packaging Excellence**  
**Gold Award Winner – Technical Innovation**

Packaging Description: Wyeast Laboratories has launched “Smack Pack,” the first “pouch within a pouch” liquid yeast package for beer and wine making. To activate the yeast, the inner packet (containing a liquid malt nutrient base) is located and guided externally to the corner of the sealed retort pouch. This area is placed in the palm of one hand and firmly smacked with the other hand. This breaks the inner nutrient packet allowing the contents to interact and start metabolizing. For more information contact Craig Rutman, Ampac Flexibles, (952) 541-0730, crutman@ampaconline.com.

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## SPECIAL CITATION

### **Nevirapine Infant-Dose Pouch LPS Industries**

#### **Special Citation for Social Responsibility**

Package Description: PATH is an international nonprofit organization committed to improving the health of people around the world. One of their key programs was to identify and prove effective a packaging system for improving delivery of a single dose of Nevirapine to reduce mother-to-child transmission of the HIV virus. Achieving this goal in developing countries was challenging due to the high prevalence of births outside of the healthcare system. This solution has provided women with NVP syrup to take home in a simple, robust and tamper-evident single dose package. For more information contact Jack Cunneen, LPS Industries, (800) 275-6577 x309, [jcunneen@lpsind.com](mailto:jcunneen@lpsind.com).

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## GOLD AWARDS

### **Buitoni Pasta/Sauce Pouches CLP Industries Ltd.**

#### **Gold Award Winner – Packaging Excellence**

Package Description: In the switch from jars to stand-up pouches, Buitoni used shaped pouch technology to maintain its sauces' distinctive profile on the supermarket shelf, easing loyal customers' transition to new packaging while novelty and luscious graphics draw new shoppers to its products. Echoing the contours of the sauce pouch, Buitoni introduced pouched fresh pasta that may be stored at ambient temperature, reducing handling costs and logistical challenges. Microwaveability, easy-opening laser scores and lightweight construction enhance consumer convenience. For more information contact Pat Eder, CLP Packaging Solutions, Inc., (973) 808-4441, [peder@clppackagingsolutions.com](mailto:peder@clppackagingsolutions.com).

### **Cryovac® Flavour Mark™ Retort Pouches Cryovac Food Packaging Division, Sealed Air Corporation**

#### **Gold Award Winner – Technical Innovation**

Package Description: Cryovac® Flavour Mark™ shelf-stable pouches provide better, more consistent flavor and texture than food packaged in #10 cans. Due to its lower profile, food does not take as long to heat in a flexible pouch as it does in a can, so it endures less heat abuse during the retort process. Pouches provide processors and foodservice operators with various benefits when compared to cans including lower material costs, more efficient labor and storage, safer handling and lower waste disposal costs. For more information contact Frank Bauer, Cryovac Food Packaging Division, Sealed Air Corporation, (864) 433-2596, [cryovac.mkt@sealedair.com](mailto:cryovac.mkt@sealedair.com).

**Curwood Express Tote™ marketed as the Miller® Lite Chill Bag™  
Curwood, Inc., A Bemis Company**

**Gold Award Winner – Packaging Excellence**

Package Description: The Curwood Express Tote™ Marketed as the Miller® Lite Chill Bag™ is an entirely new flexible packaging style able to hold and comfortably transport 18 cans of beer. The bag's two-part construction adds structural integrity and creates extra space for ice, making it an on-the-go cooler pack. Other features include sturdy nylon handles, a wide-mouth opening plus a slider zipper for easy transport, product access and recloseability. Metallized film and eye-catching graphics help the bag stand out from other beverage packages. For more information contact Meredith Lauer, Curwood, Inc., (920) 303-7362, mmlauer@bemis.com.

**Hershey Mounds Island Orange, 11.1 oz  
American Packaging Corporation**

**Gold Award Winner – Printing Achievement**

Package Description: The use of flexographic digital plates resulted in achieving the high quality design/package Hershey desired. American Packaging Corporation utilized a combination of DuPont FAST digital plates and high-strength inks to achieve a package that jumps off the retail shelf. The superior graphics reproduction creates a package that has excellent store shelf presence to achieve the customers goal of capturing unplanned consumer purchases. For more information contact Debby Pruismann, American Packaging Corporation, (515) 733-1407, dpruismann@ampkcorp.com.

**Malto Bella Gourmet Malt Balls  
C H Packaging - A Subsidiary of Appleton**

**Gold Award Winner – Environmental Achievement**

Package Description: The Malto Bella Gourmet Malt Balls package represents an environmentally friendly solution through the use of non-volatile inks and adhesives yet provides superior graphics and bond strengths to give our customer the shelf appeal and package functionality they demand. This solution provides stunning graphics through the use of water-based inks and adhesive eliminating odors and retained solvents while using more renewable resources. For more information contact Keith E. Smith, C&H Packaging, (715) 536-5400, KeitheSmith@chpack.com.

**New York Style Lightly Salted Organic Pita Chips  
Genpak**

**Gold Award Winner – Printing Achievement**

Package Description: The use of Opaltone has created an image that jumps off the shelf and at the same time is cost effective. The use of matte polypropylene has created the natural organic look for the consumer and has satisfied the marketing needs. This is indeed a win-win package for marketing and purchasing. For more information contact Bill Reilly, genpak, (905) 727-0121, breilly@genpak.com.

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## SILVER AWARDS

### **Dale and Thomas™ Gourmet Popcorn Showpack™ Bag Printpack, Inc.**

#### **Silver Award Winner – Packaging Excellence**

Package Description: The Dale and Thomas™ Gourmet Popcorn Showpack™ Bag is the only snack food application in North America that utilizes a true flat bottom pre-made bag. The new format replaces paper sacks in their retail stores. The natural look and feel of the substrate's matte finish and its enhanced graphic appeal provide brand building potential and integrate nicely to promote the product's premium quality. Consumers benefit from the bag's convenient press-to-close reseal feature and its improved product protection. For more information contact Paul Pritchett, Printpack, Inc., (404) 460-7309, ppritchett@printpack.com.

### **Dual Logo Snickers Bar Bemis Flexible Packaging-Milprint Division**

#### **Silver Award Winner – Technical Innovation**

Package Description: What makes the Snickers dual logo bar wrapper so unique is that the UPC is printed in the transverse direction (TD) and there is print copy located in the eyetrack. This enables the consumer to view print copy from every angle. These developments resulted in a package which met the brand's need but did not compromise UPC integrity or packaging line speed. The ability to increase branding "real estate" on a package will be significant to brand managers across the industry. For more information contact Dan Kearny, Bemis Flexible Packaging-Milprint Division, (920) 527-2300, dwkearny@bemis.com.

### **John Soules Foods Sonoco Flexible Packaging**

#### **Silver Award Winner – Printing Achievement**

Package Description: Rotogravuer printing offered the opportunity to present the absolute best shelf appeal for retail sales. It "pops" quoting from the people at JSF; it's the pop that sells. It's really a marriage of "Beauty & the Beast," the presentation of the pictorials on the package provide the "beauty" and the fine family quality of the John Soules Foods products the "beast." The presentation was so vivid it just stands out on the displays, it makes shoppers take notice and try the product, and the product is excellent. For more information contact Christine Dillard, Sonoco, (843) 339-6241, chris.dillard@sonoco.com.

### **Keebler Gripz, 0.9 oz Bemis Flexible Packaging-Milprint Division**

#### **Silver Award Winner – Packaging Excellence**

Package Description: The Keebler Gripz package offers consumers the newest in value-added easy-opening features. This package targeted for on-the-go consumers, uses advanced laser scoring technology in a specific shape to direct the tear and limit the opening to the top corner of the package. The laser technology enables packaging users to offer consumers a consistent opening package without negative impact on the multi-layered flexible package's barrier and physical characteristics. Laser scoring can be used on any thin flexible packages in unlimited applications, shapes and sizes. For more information contact Dan Bornemann, Bemis Flexible Packaging-Milprint Division, (920) 527-2330, [dmbornemann@bemis.com](mailto:dmbornemann@bemis.com).

**Margaritaville-Mango Tequila Chicken Wings/Orange Peel Wings  
American Packaging Corporation**

**Silver Award Winner – Printing Achievement**

Package Description: This reverse printed design/package utilizes DuPont FAST digital flexographic plates to significantly improve graphic reproduction. This technology provides increased image sharpness, brighter colors, higher ink densities, a smoother vignette and cleaner text. The enhanced graphics combined with superior design reproduction increased retail shelf presence to capture the consumer's attention at the point of purchase. For more information contact Debby Pruisman, American Packaging Corporation, (515) 733-1407, [dpruisman@ampkcorp.com](mailto:dpruisman@ampkcorp.com).

**Maxwell House Café Collection Hazelnut 16 pod Package  
Alcan Packaging**

**Silver Award Winner – Packaging Excellence**

Package Description: The Maxwell House Café Collection Hazelnut 16 Pod package incorporates custom built proprietary in-house sealant film and top quality rotogravure graphics on two panels to make the Maxwell House brand stand out in the coffee category. The package offers excellent resistance to bursting and protects the foil ply. Rigorous hermetic seal testing is performed on the packaging to ensure freshness. The package possesses proprietary laser scoring at the zipper line to allow easy opening. A zipper is provided for convenient re-close. Consumer friendliness, robustness and aesthetic appeal describe this package. For more information contact Elfredia Parker, Alcan Packaging, (773) 399-8000, [elfredia.parker@alcan.com](mailto:elfredia.parker@alcan.com).

**McCormick® Finishing Sauce  
Ampac Flexibles, A division of Ampac Packaging**

**Silver Award Winner – Technical Innovation**

Packaging Description: The McCormick® Finishing Sauce line is thought to be the first such U.S. product to be marketed in a retort pouch. In order for the stand-up pouches to be both retortable and microwaveable, Ampac Flexibles had to develop a structure without a foil layer that could also withstand the temperature of the retort (250 degrees Fahrenheit). An additional heat-sealed, "cool grips" feature enables easy handling after microwaving (45 seconds from shelf to table). For more information contact Craig Rutman, Ampac Flexibles, (952) 541-0730, [crutman@ampaconline.com](mailto:crutman@ampaconline.com).

**Old Dutch Restaurante Premium Tortilla Chips  
Genpak**

**Silver Award Winner – Technical Innovation**

Package Description: The die cut window rollstock addresses both manufacturing and consumer issues that are commonly present with premade bags. The packer is able to increase their outputs through automation and at the same time produce a much improved package. The die cut rollstock delivers better package stability. The package eliminates the issues of product infestation, short shelf life, and the lack of product freshness that can be present with the premade bag. Improvements in the package reduced the overall cost. For more information contact Bill Reilly, Genpak LP, (905) 727-0121 x337, breilly@genpak.com.

**Perdue Popcorn Chicken  
Nordenia USA**

**Silver Award Winner – Printing Achievement**

Package Description: In response to consumer demand for convenience, Perdue took the lead in their market segment when they moved to the hooded stand-up pouch. This added feature gives the consumer a simple means of package tampering detection and boost confidence in product safety. The slider offered easier reclosure and better product protection from freezer burn. Rotogravure print further enhances the graphics and adds to the shelf appeal of the product. For more information contact Julie Greaser, NORDENIA USA, (573) 335-4900, julie.greaser@nordenia.com.

**Smucker's Uncrustables Grilled Cheese, 3.5 oz  
The Robinette Company**

**Silver Award Winner – Packaging Excellence**

Package Description: The Smucker's Uncrustables sandwich wrap has eliminated moisture retention by using a lightweight paper substrate. The spot adhesive that is applied during the printing process is heat sealed on existing poly-packaging equipment. This package has eliminated a serious problem for our customer at no additional cost. This project has been a win-win for everyone involved. For more information contact Gene Martin, The Robinette Company, (423) 274-8580, gmartin@therobinetteco.com.

**Toughened Flow-Through Boil-in-Bag Package  
Pliant Corporation**

**Silver Award Winner – Technical Innovation**

Package Description: An innovative combination of materials is used to upgrade an existing perforated film for boil-in-bag applications. The package is a perforated bag containing the product to be boiled. Previously, the perforated bags suffered from tears and punctures that would allow the product to leak out of the bag prior to boiling. This innovation uses coextruded films to deliver a heat resistant surface, a toughened core, and a sealant layer that will survive the boiling process. For more information contact Mark Dawson, Pliant Corporation, (757) 820-0103, mark.dawson@pliantcorp.com.

### **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.*

Digital photos and Official Call for Entries are available upon request. For more information contact Lauren Kinard, communications manager, at [lkinard@flexpack.org](mailto:lkinard@flexpack.org) or (410) 694-0800.

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