



Flexible Packaging Association

NEWS RELEASE

FPA Publishes *U.S. Packaging Industry and Opportunities for Flexible Packaging: A Flexible Packaging Association Report.*

FOR IMMEDIATE RELEASE

Linthicum, Maryland: July 19, 2004 – Published in July 2004, the *U.S. Packaging Industry and Opportunities for Flexible Packaging: A Flexible Packaging Association Report* provides a wealth of information regarding flexible packaging growth opportunities within the United States. Research firm Kline & Company was commissioned by FPA to assist the Association, and its members, in documenting the overall U.S. packaging industry and identifying target segments where conversion to flexible packaging from other packaging materials is favorable.

The *Report* details the results of extensive research, which examines flexible packaging opportunities in five end-user markets including institutional food and institutional non-food, medical and pharmaceutical, and retail food and retail non-food.

Within the five end-user markets studied, detailed market analysis was conducted for 11 application areas that were identified through field interviews and research. These 11 application areas include case-ready meat, dry food, aseptically packaged and retorted food, non-carbonated beverages and dairy drinks, industrial chemical compounds, paint and coatings, institutional cleaners, consumer durables, lawn and garden, detergents and household cleaners, and personal care and cosmetics.

Field interviews with 99 key constituents from 67 companies reveal U.S. packaging industry trends, growth drivers, strengths and weaknesses of existing substrates, and end-user preferences. Verbatim quotes from the interviews are also included within the *Report*. The *Report* also discusses market trends and drivers in Europe and Asia, while identifying hurdles flexible packaging must overcome in order to succeed in the continued growth of the flexible packaging industry.

The *U.S. Packaging Industry and Opportunities for Flexible Packaging: A Flexible Packaging Report* is available to all FPA members. It is also available to non-members for \$3500. To order a copy of the study, contact FPA at www.flexpack.org or 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.

For more information, please contact Lauren Johnson, communication manager at ljohnson@flexpack.org or (410) 694-0800.

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