

NEWS RELEASE

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UNDER EMBARGO UNTIL MARCH 13, 2018, 10:00 PM EST

FPA Announces 2018 Flexible Packaging Achievement Award Winners

Naples, Florida, March 13, 2018 – The Flexible Packaging Association (FPA) has announced the winners of its 62nd Annual Flexible Packaging Achievement Awards Competition. The winning entries were recognized during the FPA Welcome Dinner & Flexible Packaging Achievement Awards Ceremony held Tuesday, March 13th in conjunction with the 2018 FPA Annual Meeting (March 13-15) at the Ritz-Carlton Golf Resort, Naples, Florida.

This year, 66 packages were submitted in the competition, for a total of 164 entries (some packages were entered into multiple categories). Twenty packages were honored with 31 Achievement Awards in various categories.

The judges for this year's competition included Lisa Pierce, Executive Editor, *Packaging Digest*; Dr. Joongmin Shin, Associate Professor, Industrial Technology and Packaging, California Polytechnic State University; and Brian Wagner, Co-Founder and Principal, PTIS, LLC.

Sustainability continues to be a focus, with a number of entries reducing layers and downgrading thickness to reduce overall material volume. Several entries addressed how flexible packaging can help reduce food waste.

There was an increase in the number of entries relating to consumer convenience for easy opening and storage after opening.

Several of the entries also highlighted the transition of products previously packaged in rigid containers to flexible packaging.

2018 AWARD RECIPIENTS

High resolution photos of all the winning entries are available [here on Flickr](#).

Directions for downloading photos from Flickr are below:

1. Click on the image you want to download
2. Click “download icon” on the bottom right corner of the screen
3. Click “View All Sizes” at the top of the page
4. Click the size you want – note “original” is the largest
5. Click “download [whatever size you select) and save to your system

HIGHEST ACHIEVEMENT AWARD

The Highest Achievement Award is evaluated by the judges as possessing overall packaging excellence, significant attributes in all award categories, and contributing most to the advancement of the industry.

Wells Frozen "Bunny Snacks" Box Pouch, 6 Treats



Awards: Highest Achievement Award

Gold Award – Packaging Excellence

Gold Award – Sustainability

Silver Award – Expanding the Use of Flexible Packaging

Silver Award – Printing and Shelf Impact

Manufacturer: Plastic Packaging Technologies, LLC

Contact: David Potter, VP & GM, dpotter@plaspack.com, 913-596-9033

Description: When Wells wanted to break from the “Sea-of-Sameness” in the frozen treats section, they turned to flexible packaging for innovation. Having recently converted their regular ice cream products to clear plastic tubs, Wells launched four flavors of “Bunny Snacks” in carton-like “Box Pouches.” This pouch format provided vibrant graphics to coordinate in the typical display while providing clear windows to see the tasty treats, along with a unique closure system for resealing.

****Please note that recipient is aware of their Gold and Silver Awards, but not the Highest Achievement Award. We request that you do not notify them of their winning status ****

GOLD ACHIEVEMENT AWARDS

Listed alphabetically by package name.

Autobahn™ Tear-Open Flow Wrap



Award: Gold – Technical Innovation

Manufacturer: Rollprint Packaging Products, Inc.

Contact: Dhuane Dodrill, President, dhuane@rollprint.com, 630-405-7801

Description: Autobahn™ is the next generation in flow wrap packaging. It provides extremely fast line speeds, approaching 400 packages per minute, without sacrificing seal integrity. At the same time, its easy-to-open mechanism, achieved by harmonizing the sealant and surface layer orientation, allows simple and reliable access to the product. The end result is a composite that has robust sealability, requiring minimal effort to tear open.

Compostable Peanut Bag



Award: Gold – Sustainability

Manufacturer: TC Transcontinental Packaging

Contact: Penny Sweeney, Communications Manager, penny.sweeney@tc.tc, 800-255-6328

Description: A flexible peanut bag made of certified compostable materials was developed for arenas and stadiums to help sports teams, venues, and leagues achieve the next level of landfill waste diversion by eliminating a pesky food scrap contaminant. The chief benefit of the new bag is that it reduces the amount of labor previously devoted to the manual sorting of materials collected during clean-up after games. The economic benefit is the lowering of overall waste management costs for the venue. The environmental benefits of this package centers around the use of renewable resources and its easy inclusion into the venue managed composting program.

ConservaCube™ Recyclable Flexible Package



Awards: Gold – Expanding the Use of Flexible Packaging

Gold – Sustainability

Silver – Packaging Excellence

Silver – Technical Innovation

Manufacturer: Primary Packaging, Inc.

Contact: Adam Lefebvre, Heavy Duty Sack Account/Market Manager, adam.lefebvre@novachem.com, 403-542-9887

Description: ConservaCube™ is a unique cube-shaped flexible package, providing four display panels, ready for shipping/display/selling, and a sustainable innovation for today's flexible packaging demands. The design is brand friendly by providing four display panels for graphics; enables rigid replacement providing a more sustainable packaging solution; and is a ship ready package, providing freight savings via maximized loads for delivery and reduced waste due to breakage. The package is available in sizes up to 55 pounds capacity, and is made completely with polyethylene making it more readily recyclable without loss of quality.

FLP – Rejuvenate Marine Products



Award: Gold – Expanding the Use of Flexible Packaging

Manufacturer: Glenroy, Inc.

Contact: Barb Woodruff, Director of Sales, barbw@glenroy.com, 262-250-7119

Description: For Life Products recently launched their new Rejuvenate Marine line of biodegradable products in stand-up flexible pouches. Sold exclusively at West Marine stores, the shaped design, along with vivid graphics, makes it stand out among competitive products on the shelf. Glenroy utilized their technical expertise to develop both the structure and shape that meets the needs of boaters, allowing them to store all of their cleaners on board without worrying about breakage or leakage.

Knorr One Skillet Meals



Award: Gold – Printing and Shelf Impact

Manufacturer: American Packaging Corporation

Contact: Cindy Ingebritson, Marketing Coordinator, cingebritson@ampkcorp.com, 515-733-1406

Description: Unilever introduced its new Knorr One Skillet Meals line with a different twist to their traditional white high-end glossy package design. The new three-ply film package features a darker background color, giving it a softer, more prestigious look, with a registered matte lacquer allowing the brand logo and product image to remain glossy and truly jump off the package.

Perfetti Van Melle Mentos® SHARE-A-BOWL™ PrimaPak® Package



Awards: Gold – Packaging Excellence

Silver – Expanding the Use of Flexible Packaging

Silver – Technical Innovation

Manufacturer: Sonoco Flexible Packaging

Contact: Kyung Park, Director of Marketing, kyung.park@sonoco.com, 847-378-1254

Description: The Perfetti Van Melle Mentos® SHARE-A-BOWL™ PrimaPak® package is a flexible, stackable, and reclosable package produced from a single roll of film on vertical form-fill-seal machinery. Designed as a replacement for stand-up pouches and rigid packaging such as trays or jars, the PrimaPak® package provides enhanced merchandising through its efficient cube shape and six panels. Due to its lightweight rectangular shape, the PrimaPak® package improves package cube by up to 30 percent or more; maximizes manufacturing efficiencies; reduces warehousing space; and minimizes transportation demands.

Shudh Plus Ultra - Sparkling Tactile Sachet with 3D Embossing for Mouth Freshener



Awards: Gold – Technical Innovation

Silver – Printing and Shelf Impact

Manufacturer: Flex Films (USA) Inc.

Contact: Ashwin Palwai, Asst. General Manager, Ashwin.Palwai@flexfilm.com, 270-982-3456

Description: The Shudh Plus Ultra Mouth Freshener (no tobacco; no nicotine) artwork was given to Uflex with an objective of creating a never seen before design. The team at Uflex brainstormed design elements, and came up with a print reproduction having a combination of (1) tactile effect; (2) glitter effect; (3) embossing effect on the brand; and (4) provided a combination of gold and silver anti-counterfeiting 3D embossed effect bearing the logo of the client. All these critical parameters were achieved with a combination of rotogravure, flexography, and electron beam coating using a surface printed registered application on paper with a unique combination of gold and silver hot foil stamping.

Sunrise Growers Organic Cherry Berry Fruit Blend



Awards: Gold – Printing and Shelf Impact

Manufacturer: ProAmpac

Contact: Molly Speer, Marketing Communications Director,
molly.speer@proampac.com, 513-551-1255

Description: The Sunrise Growers frozen fruit pouch is a unique application of HD flexo surface printed rollstock. The polyethylene film manufactured by ProAmpac is designed to provide a strong base for printing, providing increased shelf impact for the organic pouch. The matte varnish/over lacquer protects the print and provides a natural look and feel in association with the organic fruit inside.

Whitney Farms Organic Planting Soil



Awards: Gold – Technical Innovation

Silver – Packaging Excellence

Manufacturer: ProAmpac

Contact: Molly Speer, Marketing Communications Director,
molly.speer@proampac.com, 513-551-1255

Description: The Whitney Farms Organic Planting Soil package is UV surface printed with high chemical resistance properties and longevity to withstand outdoor elements. A high COF matte overcoat was developed specifically for this large format to eliminate product shifting, as well as to provide an organic look and feel to the package, while increasing both the retailers' and consumers' satisfaction. A proprietary energy curing process was developed to protect the package against UV color degradation, which is key to shelf appeal.

SILVER ACHIEVEMENT AWARDS

Listed alphabetically by package name.

ApexAsept



Award: Silver – Technical Innovation

Manufacturer: Liqui-Box Corporation

Contact: Caleb Frederick, Marketing Manager, jfrederick@liquibox.com,
614-543-8668

Description: The ApexAsept laminate is a high-barrier adhesive laminate for use in the aseptic packaging of low acid liquids, such as coffee concentrate, milk shake mix, ice cream mix, etc. This new generation of adhesive laminate incorporates the latest in adhesive technology and high-performance sealant skins to provide a laminate that has an excellent oxygen barrier, superior robustness, enhanced sealability, and improved flex-crack resistance. This all leads to a pouch with significantly reduced leaker rates in the field with outstanding barrier performance.

Beggin' Strips – Black Label and Skinny Strips



Award: Silver – Printing and Shelf Impact

Manufacturer: Printpack

Contact: Lisa Preston, Manager, Marketing Communications,
lpreston@printpack.com, 404-460-7000

Description: With the market trending towards the humanization of our pets and towards high-end pet products, Purina decided to create new, premium snacks for our furry friends. The result was Beggin' Strips Black Label and Skinny Strips. Both packages feature a soft touch, matte “velvet” feel, as well as spot gloss lacquer for an extravagant look that really differentiates it on the shelf.

CHEER PACK® Clear Pouches



Award: Silver – Packaging Excellence

Manufacturer: Cheer Pack North America

Contact: Linda MacDonald, Sales Administrator, lmacdonald@cheerpack.com,
508-927-7844

Description: Cheer Pack N.A.'s innovative CHEER PACK® Clear Pouch offers the ultimate in product packaging transparency to deliver a safer and more connected consumer experience. Brand Owners that are packaging their product in this offering have seen a significant spike in sales, far outpacing overall category growth in the baby food category. Consumers have voted with their wallet and CHEER PACK® Clear Pouches deliver a “win-win” value for retailers and Brand Owners alike.

EcoAsept



Award: Silver - Sustainability

Manufacturer: Liqui-Box Corporation

Contact: Caleb Frederick, Marketing Manager, jfrederick@liquibox.com,
614-543-8668

Description: The EcoAsept film is an optimized EVOH co-extruded (coex) film configured for vertical form, fill, and seal applications with higher viscosity products such as milkshake mix and coffee mix. The EcoAsept film will fill the gap between non-aseptic films and high-performance, higher cost aseptic laminates, enabling the standalone flexible package to expand into cost-sensitive markets. Liqui-Box designed the proprietary high barrier EVOH coex film structure to improve oxygen barrier of 0.03 cm³/100 in.²/24 hr. (60% R.H.) to maintain the shelf life of the packaged product, while balancing other performance characteristics.

Farmhouse Culture Kraut



Award: Silver - Expanding the Use of Flexible Packaging

Manufacturer: ProAmpac

Contact: Molly Speer, Marketing Communications Director,
molly.speer@proampac.com, 513-551-1255

Description: Farmhouse Culture’s exciting redesign is packed in a flexible reclosable stand-up pouch, providing product protection and enhanced functionality. ProAmpac provided an innovative one-way leak resistant degassing valve for the Kraut’s need to off-gas. A press-to-close zipper provides enhanced functionality without a secondary container, which keeps branding intact. Pouches are laser scored for clean and easy opening. Graphics are crisp and imply freshness and the window on the back of the package provides product transparency.

Flat Bottom Pouch with Enhanced Visual Appeal, Structure, and Convenience



Award: Silver – Printing and Shelf Impact

Manufacturer: Coveris

Contact: Christopher Swalm, Corporate Marketing Communications Manager,
chris.swalm@coveris.com, 864-504-6145

Description: Coveris worked with Mars to develop a package that would increase on-shelf appeal and offer new technology for a full open mouth pouch with easy open/re-close. The result is a package that utilizes a reduced weight structure and registered soft touch matte finish for enhanced visuals. The new easy open feature has an easy consumer shaped pull tab and allows the zipper to be applied across the entire bag face allowing improved accessibility versus old front zipper options.

FlexFlow



Award: Silver - Sustainability

Manufacturer: Liqui-Box Corporation

Contact: Caleb Frederick, Marketing Manager, jfrederick@liquibox.com,
614-543-8668

Description: The enhanced Liqui-Box FlexFlow film offered a package solution to a market need for highly viscous products. The proprietary FlexFlow film is an optimized film configured for vertical form, fill, and seal applications with higher viscosity dairy products, such as sour cream. Liqui-Box designed the enhanced proprietary high barrier coex film structure to improve oxygen barrier properties, extend the shelf life of the packaged product, and provide superior sealability to eliminate seal leakers during shipping and distribution. The new film is more pliable, flexible, and more forgiving. Seals are improved because there are less darts or folds in the seals, which in turn, makes for a more robust package.



Granola Goes Nuts

Awards: Silver – Technical Innovation

Manufacturer: Printpack

Contact: Lisa Preston, Manager, Marketing Communications,
lpreston@printpack.com, 404-460-7000

Description: The Granola Goes Nuts package represents a technical innovation in consumer convenience. The easy open feature uses cross directional laser score technology to create a bar wrapper that maintains barrier and shelf life, is easy to open for both children and adults, and offers a clean snacking experience for sticky or melty products.



Nescafe Sunrise Non Foil Instant Coffee Sachet

Awards: Silver - Sustainability

Manufacturer: Flex Films (USA) Inc.

Contact: Ashwin Palwai, Asst. General Manager, Ashwin.Palwai@flexfilm.com, 270-982-3456

Description: The Nescafe Sunrise Non Foil Instant Coffee Sachet is a portion controlled unit pack of a unique blend of coffee chicory mixture. Instant coffee chicory mixture is extremely hygroscopic and has always been packaged in flexible packaging where aluminum foil provides the functional barrier. In order to eliminate the use of aluminum foil to provide a sustainable packaging solution, engineers at Uflex Limited worked on a high barrier metallized polyester film, which could effectively replace aluminum foil. The new packaging development for the replacement of aluminum foil has been extensively tested, with a similar shelf life of 12 months for this new packaging. Consumers are able to get the same product delivery with less packaging material, and are able to simply tear, dispense, and consume the product in its entirety. The new packaging consists of 10 micron polyester (reverse printed) and is laminated with 12 micron high barrier metallized polyester and 20 micron polyethylene using a tandem extrusion lamination process.



PromoPeel™ Integrated Label Technology for Flexible Packaging

Award: Silver – Printing and Shelf Impact

Manufacturer: Sonoco Flexible Packaging

Contact: Andy Laible, Marketing Manager, andy.laible@sonoco.com, 843-383-7000

Description: PromoPeel™ Integrated Label Technology from Sonoco® is a replacement for separately-applied labels, and protects and enhances the brand identity and message, while saving production time and costs. Sonoco's PromoPeel™ Integrated Label is a part of the flexible packaging, meaning a consistent label location can be upheld that will not obscure key brand messaging or other purchasing cues. PromoPeel™ can be used for coupons, recipes, peel/reveal games, trivia, contests, cross-promotions, and much more.

About the Flexible Packaging Association (FPA)

The Flexible Packaging Association is the voice of the U.S. manufacturers of flexible packaging and their suppliers. The association's mission is connecting, advancing and leading the flexible packaging industry. Flexible packaging represents over \$30 billion in annual sales in the U.S. and is the second largest and one of the fastest growing segments of the packaging 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.