

2016 Flexible Packaging Achievement Awards

PACKAGE DESCRIPTIONS

UNDER EMBARGO UNTIL MARCH 1, 2016, 10PM EST

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FPA Announces 2016 Flexible Packaging Achievement Awards.

Naples, Florida, March 1, 2016 – The Flexible Packaging Association (FPA) has announced the winners of its 60th Annual Flexible Packaging Achievement Awards. The winning entries were recognized at the FPA’s Welcome Dinner & Flexible Packaging Achievement Awards Ceremony held Tuesday, March 1st in conjunction with the 2016 FPA Annual Meeting (March 1-3rd) at the Ritz-Carlton Golf Resort, Naples, Florida.

This year, seventy-eight packages were submitted for competition, with a total of 164 entries (some packages were entered into multiple categories). Nineteen packages will be honored with twenty Achievement Awards.

The judges for this year’s competition included Eric Fish, editor in chief, *Flexible Packaging Magazine*; Bill Burke, executive vice president, Aperia International; and Dr. Robert Kimmel, Sc. D., Associate Professor, Director, Center for Flexible Packaging (CEFPACK), Clemson University.

A number of innovations offered greater convenience and functionality including zippers and Velcro and dispensing fitments. Several new film formulations offer both greater product visibility and strength. Sustainability continues to be a focus, with a number of entries reducing layers and downgrading thickness to reduce overall material volume.

Companies taking advantage of recent advances in printing made the Printing Excellence category particularly competitive this year. Printing innovations included promotional effects, matte films, varnishes and anti-counterfeit features.

2016 AWARD RECIPIENTS

Highest Achievement Award

Campbell's Soup Ready Meals, Bemis Company, Inc.

Gold Achievement Awards

Autoclavable Dispos-a-vent® Barrier Pouch
Daisy Brand Sour Cream Squeezable Pouch
Fresh N Tasty® Bakery 12-Count Cookie Pouch
KOHINOOR Anti-Slip Bag
Lay's Summer Promotion

Oliver-Tolas® Healthcare Packaging
Sonoco Flexible Packaging
Robbie
Flex Films (USA) Inc.
Emerald Packaging, Inc.

Silver Achievement Awards

12 oz. Tis the Season Gingerbread Ground Coffee
3.8 oz Natural Great Granny Crunchy Apple Chips
6 lb Dr Teal's Epsom Salt Magnesium Sulfate
Bio-vita Granules Seaweed-4kg.
BIRLA WHITE WALCARE WPP Bag
Cowboy Bath
Duke's Mayonnaise, 8 oz. Pouch
Morton Scented Epson Salt SUP
Petsmile Pet Toothpaste
Printpack Photochromic Bag - Self Promotion
Smithfield Foodservice Package
SureSeal Dairy Films
White Lily Flour - Box Pouch with QuickZip™

American Packaging Corporation
American Packaging Corporation
Plastic Packaging Technologies LLC
Paharpur 3P
Flex Films (USA) Inc.
Berry Plastics Corporation
ProAmpac
Coveris
Glenroy, Inc.
Printpack
Bemis Company, Inc.
Liqui-Box Corporation
ProAmpac

About the Flexible Packaging Association (FPA)

The Flexible Packaging Association is the U.S. association of the manufacturers of flexible packaging; 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.

Details on each package are included below within this document.

Photos of all entries are available [here on Flickr](#) (direct link: <https://flic.kr/s/aHskrAchhC>)

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.



Campbell's Soup Ready Meals

Award: Highest Achievement Award

Manufacturer: Bemis Company, Inc.

Contact: Annagiulia Quattrone, Marketing Analyst, aquattrone@bemis.com, 920-527-5271

Description: The Bemis® Ready Meals package is the first self-venting retort pouch for portable meals that looks and functions like a bowl. The BPA-free, microwavable standup pouch makes it possible to enjoy hot meals virtually anywhere in 60 seconds, no refrigeration needed. The easy-open tear creates an instant bowl: consumers can eat right out of the pouch, with easy cleanup. The microwave-friendly design includes cool touch zones, Magic Steam™ technology and controlled venting to eliminate hot or cold spots.

GOLD ACHIEVEMENT AWARD

Listed alphabetically by package name.



Autoclavable Dispos-a-vent® Barrier Pouch

Award: Gold – Technical Innovation

Manufacturer: Oliver-Tolas® Healthcare Packagings

Contact: Denise DiLissio, ddilissio@oliver-tolas.com, 616-456-7711

Description: The Autoclavable Dispos-a-vent® Barrier Pouch provides medical device manufacturers a flexible packaging option for devices requiring autoclave (steam) sterilization and moisture protection. The Autoclavable Dispos-a-vent® Barrier Pouch can withstand the high temperatures of autoclave sterilization, and provide barrier to moisture egress for devices requiring moisture to remain in the primary package after sterilization and until point of use.



Daisy Brand Sour Cream squeezable pouch with reclosable dispenser fitment

Award: Gold – Technical Innovation

Manufacturer: Sonoco Flexible Packaging

Contact: Sharayla Cleare, Marketing Manager, sharayla.cleare@sonoco.com, 843-383-7033

Description: The unique Daisy Brand sour cream package takes food packaging in a creative and functional direction. The Daisy Squeeze package is an inverted, wedge-shaped pouch with a flip-top dispensing closure. The blue closure incorporates a dispensing valve and a tamper-evident pull ring. Consumers flip the cap open, remove the ring and squeeze the package. Sour cream is dispensed, stopping when the squeezing stops. Benefits include easy-to-control, drip-free dispensing —and no spoon to wash.



Fresh N Tasty® Bakery 12-Count Cookie Pouch

Award: Gold — Sustainability

Manufacturer: Robbie

Contact: Penny Sweeney, pennys@robbieflexibles.com, 800-255-6328

Description: Fresh N Tasty® Bakery Pouch was developed for the in-store bakery department for their fresh-baked cookies and other goods. With stay-fresh barrier properties, the Fresh N Tasty® pouch answers the busy consumers desire to provide their family with fresh baked cookies that stay fresh longer. Pouch also features a high-visibility window for viewing the product, a slim design for easy storage and an easy-carry handle and resealable zipper that assures freshness.



KOHINOOR Anti-slip Bag

Award: Gold — Printing and Shelf Impact and Gold – Packaging Excellence

Manufacturer: Flex Films (USA) Inc.

Contact: Ashwin Palwai, Manager, ashwin.palwai@flexfilm.com, 270-982-8735

Description: The bag is used for the packaging of premium rice. The special feature of this bag is an anti-slip device that prevents the bags from slipping over each other and off the stack when stacked one over the other on its flat face for unitising (stacking, palletising, stretch/shrink wrapping and secondary packaging, during transportation and during display on the shelf. The anti-slip property is achieved by using a special micro-embossing process on the finished laminate prior to bag-making. The micro embossing is registered so as to appear only on the central portion of the bag and is not visible when viewed normally. Therefore, it does not affect the graphics in any way. It is also designed that it does not physically puncture the film surface so that barrier properties remain unaffected and there is no development of micro-pores that allow mites or micro-organisms to enter the package. The embossing delivers a very high coefficient of friction that prevents any slippage of bags when stacked several feet high.



Lay's Summer Promotion

Award: Gold – Printing and Shelf Impact

Manufacturer: Emerald Packaging, Inc.

Contact: Pallavi Joyappa, Chief Operating Officer, pjoyappa@empack.com, 510-429-5700

Description: The Lays Summer Promo is a digitally printed lamination incorporating variable data printing to allow for unique customer submitted photographs to be incorporated onto each package. In addition the package contains a unique barcode linking the photograph to the package and the package to an individual consumer.

SILVER ACHIEVEMENT AWARD

Listed alphabetically by package name.



3.8oz Natural Great Granny Crunchy Apple Chips

Award: Silver — Printing and Shelf Impact

Manufacturer: American Packaging Corporation

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

Description: An in-line laminated, 3 ply, reverse printed, high barrier, re-closeable stand-up pouch. The structure was selected to ensure the high quality apple chips remain crisp and fresh and the re-sealable option allows the product to maintain its high quality during the duration of use. The rotogravure process provided the registration control necessary for application of the registered matte lacquer to the exterior of the structure, giving the package a very unique and contrasting gloss and matte appearance.



12oz Tis the Season Gingerbread Ground Coffee

Award: Silver — Printing and Shelf Impact

Manufacturer: American Packaging Corporation

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

Description: An in-line laminated, 4 ply, reverse printed, high barrier, puncture resistant and peelable seal stand-up coffee pouch. The structure was selected to ensure the product remains fresh and the high quality of the product is maintained throughout the shelf life. The rotogravure process was chosen for the in-line lamination capabilities of the multi-ply structure, graphic reproduction options and application of a registered, surface printed matte lacquer, to enhance product appearance.



6lb Dr Teal's Epsom Salt Magnesium Sulfate

Award: Silver – Sustainability

Manufacturer: Plastic Packaging Technologies LLC

Contact: Ron Froehlich, Director of Technical Manufacturing, rfroehlich@plaspac.com, 913-287-3383

Description: This Dr Teal's flat bottom, reclosable "Box Pouch" offers powerful shelf impact with purposeful features. The straight sides of the flat bottom, carton-like design enables excellent casing and freight density, outstanding shelf presentation at retail, and ideal home storage. Laser scoring promotes easy opening without scissors. Finally, the VELCRO® Brand PRESS-LOK® closure provides immediate consumer recognition of the unique closure that provides both tactile and audible assurance that the package properly closes after each use.



Bio-vita Granules Seaweed – 4 kg

Award: Silver — Printing and Shelf Impact

Manufacturer: Paharpur 3P

Contact: Manoj Bisht, General Manager, Production, manoj.bisht@paharpur3p.com, +91 120 4389 100

Description: Counterfeit products are one of the major problem in seed and pesticide industry. The cost of packaging is negligible with respect to the cost of product. To protect the product from counterfeiting following special features are added in printing. Multiple color printed pouch with photo chromatic ink and micro text for brand security, unlike its counter parts in this particular segment.



BIRLA WHITE WALCARE WPP Bag

Award: Silver – Technical Innovation

Manufacturer: Flex Films (USA) Inc.

Contact: Ashwin Palwai, Manager, ashwin.palwai@flexfilm.com, 270-982-8735

Description: The package is a Woven Polypropylene (WPP) stand-up bag used for packaging 40 kgs. of White Cement Based Putty. The special feature of this bag is that it comes with a hermetically sealed block bottom and block top construction. The top construction incorporates a valve for filling; the valve is hermetically heatsealed for closing after filling. The bag is made from a flexible laminate with a high-definition reverse printed BOPP film/ woven polypropylene (WPP) fabric/sealant construction. The block bottom and block top construction are created during bag-making and are hermetically sealed to provide high barrier, to prevent water/moisture ingress and to prevent seepage of product. The bag attains a cuboid shape after filling and can both stand up on its own and be stacked one above the other on the flat front and rear sides for unitisation, secondary packaging, palletisation, transportation and storage/display during distribution and sale. It is easily recyclable and highly sustainable.



Cowboy Bath

Award: Silver — Sustainability

Manufacturer: Berry Plastics Corporation

Contact: Michelle Wilson, VP Product Development, FPD, michellewilson@berryplastics.com, 812-424-2904

Description: The Cowboy Bath package incorporates several features that accentuate this new product. The design was converted from a reverse printed trapped ink configuration to surface printed flexographic utilizing a UV curing ink system. This process eliminates one of the film layers within the design, reducing manufacturing costs while enhancing the graphics. The metalized surface creates a unique visual “pop” beneath the single printed layer. The final package contains less material overall.



Duke's Mayonnaise, 8 oz. Pouch

Award: Silver — Packaging Excellence

Manufacturer: ProAmpac

Contact: Molly Speer, Marketing Communications Manager, mspeer@ampaconline.com, 513-551-1255

Description: Duke's Mayonnaise spouted and contoured stand up pouch is a first in its category, looking to cause disruption on the shelf among all the rigid containers. Its hour-glass shape stands out and provides function - ergonomically designed to fit smaller hands. The reclosable one-piece flip top spout is easy to open, snaps both open and closed, and compared to a traditional two-piece spout and cap, there's no risk of losing the cap. Designed for either single or multi-use portability on the go, this pouch is a first for mayonnaise.



Morton Scented Epsom Salt Stand Up Pouch

Award: Silver — Sustainability

Manufacturer: Coveris

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

Description: The Morton Salt Scented Epsom Salt SUP is a very attractive, convenient and light weight alternative to traditional gable top rigid containers. This hard to hold and hard to protect product has expanded the market scented line through the use of SUP packaging.



Petsmile Pet Toothpaste

Award: Silver — Printing and Shelf Impact

Manufacturer: Glenroy, Inc.

Contact: Michael Crownover, Graphics Engineer, mikec@glenroy.com, 262-250-7117

Description: A viewer-engaging sample package of beef flavored pet toothpaste. The crisp and detailed graphic of the alert dog with a smartly worn bowtie and direct gaze creates an endearing image for the consumer to remember.



Printpack Photochromic Bag - Self Promotion

Award: Silver — Technical Innovation

Manufacturer: Printpack

Contact: Lisa Preston, Manager, Marketing Communications, lpaston@printpack.com, 404-460-7441

Description: Printpack's new photochromic technology for flexible packaging allows brand owners to create an invisible design hidden within a package's visible graphics. The hidden design is only revealed when a consumer carries the bag into the sunlight. The concealed design can be any graphic that would surprise and delight consumers as they interact with the package outside. The unique technology makes this a fantastic way to have consumers engage with the package on a new level.



Smithfield Foodservice Package Utilizing Flow-Tite® Shrink Rollstock Films

Award: Silver — Technical Innovation

Manufacturer: Bemis Company, Inc.

Contact: Annagiulia Quattrone, Marketing Analyst, aquattrone@bemis.com, 920-527-5271

Description: Bemis® Curwood® Flow-Tite® films for automated flow-wrap equipment replace hand-packed shrink bags, a packaging format that has dominated meat packing since the 1950s. Smithfield Foods—the world's largest pork producer—is using the technology to package foodservice cuts of St. Louis style ribs, pork loins and picnics. The films have produced huge efficiency advantages, reducing labor 50%, increasing throughput 5%-10% and reducing packaging SKUs 90%. Rework and leakers have been reduced 50% through improved sealant technology.



SureSeal Dairy Films

Award: Silver — Technical Innovation

Manufacturer: Liqui-Box Corporation

Contact: J Caleb Frederick, Web and Marketing Analyst, jfrederick@liquibox.com, 614-543-8668

Description: The patented SureSeal Dairy Films are optimized co-extruded packaging films for high speed vertical form fill and seal pouch applications in the dairy market. The films are comprised of a sealant skin layer made of a state-of-the-art, high hot-tack resin and a specially formulated core layer that provides both stiffness and toughness; all of which provides superior runability and leaker resistance while reducing film gauge. This patented pouch film is optimized for the dairy market.



White Lily Flour - Box Pouch with QuickZip™

Award: Silver — Packaging Excellence

Manufacturer: ProAmpac

Contact: Molly Speer, Marketing Communications Manager, mspeer@ampaonline.com, 513-551-1255

Description: The White Lily reclosable box pouch for specialty flour is a first in its category. Flour is traditionally packaged in paper-walled bags that are not reclosable. White Lily highlights its premium product in a package designed for shelf impact and functionality. Box pouches provide shelf-stability and five panels of marketing billboard. The pouch includes a clear window to view the high quality product, improved moisture resistance, and a hook and loop zipper that doesn't clog during contact with fine particles like flour. The registered matte varnish enhances the organic brand's image while leaving a glossy viewing window with excellent clarity.

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