

NEWS RELEASE

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FPA Announces the 2024 Flexible Packaging Achievement Award Winners *Sustainability continues to be a focus of the competition*

Annapolis, Maryland: March 21, 2024 – The Flexible Packaging Association (FPA), the leading advocate and voice for the growing U.S. flexible packaging industry, is pleased to announce the winners of its 68th Annual Flexible Packaging Achievement Awards Competition. The winning entries were recognized during the FPA Welcome Dinner & Flexible Packaging Achievement Awards Ceremony held Wednesday, March 20, 2024, in conjunction with the 2024 FPA Annual Meeting (March 20-22) at the Loews Ventana Canyon Resort in Tucson, Arizona.

For this year's competition, FPA received a historic number of entries—106 package entries were submitted, with a total of 332 entries (some packages were entered into multiple categories). Twenty-two packages were honored with 37 Achievement Awards.

Special thanks are given to the 2024 competition judging panel: Danny Beard, President, Packaging Specialists; Chelsey Quick, VP, Client Success, Industry Intelligence Inc.; and Dr. Bruce Welt, Professor, Packaging Engineering, University of Florida.

The transition of products previously packaged in rigid containers to flexible packaging was demonstrated in several of the competition entries. Quick observes, "I loved some of the conversions from rigid to flexible. We're seeing some interesting applications of bringing new products into the flexibles space, which is exciting for everyone."

Sustainability continues to be a focus of the competition. "We saw a lot of sustainable packages, but the definition of sustainability is open to interpretation, which is fair," notes Beard. "The different types of sustainable packages and the different kinds of films that are considered sustainable are really what sets this group of products apart."

Welt states, "One particularly interesting entry involved chemical advanced recycling and mass balance accounting. This is going to be increasingly important for the sustainability side of things." The judges also noted an increased number of recyclable structures for medical and hospital products.

The printing quality and shelf impact of the entries this year was also remarked on by the judges, and a handful of entries were deemed worthy of framing. According to Beard, "Some of the really interesting

printing techniques that were used and some of the ways that they use both the printing and the lamination of the packaging together to make the package pop was unique.”

2024 AWARD RECIPIENTS

[HIGH-RESOLUTION PHOTOS OF ALL THE WINNING ENTRIES ARE AVAILABLE HERE](#)

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.



WD-40 Specialist® EZ-Pods Pouch Family

Awards: Highest Achievement Award

Gold Award – Expanding the Use of Flexible Packaging

Gold Award – Packaging Excellence

Gold Award – Sustainability

Gold Award – Technical Innovation

Manufacturer: Brook + Whittle

Website: www.brookandwhittle.com

End User/Customer: WD-40 Company

Plant: Northbrook, IL

Designer/Design Firm: Jam Your Brand

Contact: Kristen Waite, Growth Marketing Director, kwaite@bwhittle.com, 513-335-5887

Description: A household name in the chemical industry since 1953, WD-40 Company products are well known for their iconic aerosol packaging. In 2023, the company broke from that tradition by launching WD-40 Specialist® EZ-Pods, a degreasing product in a pod format—in sustainable flexible packaging. Without sacrificing performance, cost, or aesthetics, WD-40 settled on two recyclable flexible packaging formats: a stand-up pouch with a child-resistant closure and a sample-sized three-sided sealed pouch. Both options are recyclable through store drop-off collection services.

GOLD ACHIEVEMENT AWARDS

Listed alphabetically by package name.



Certified-Circular Content Pet Food Package

Award: Gold Award – Sustainability

Manufacturers: Berry Global, Peel Plastic Products Ltd., and Hill's Pet Nutrition

Websites: www.berryglobal.com, www.peelplastics.com, and www.hillspet.com

End User/Customer: Hills Pet Nutrition (a subsidiary of Colgate-Palmolive)

Plant: Orillia, Ontario, Canada

Key Suppliers: Berry Global; Peel Plastic Products Ltd.; and ExxonMobil

Contact: Caleb Triplett, Director of Product Management - Flexible Packaging, calebtriplett@berryglobal.com, 336-469-2471

Description: Peel Plastic and Berry Global launched a new pet food flexible packaging portfolio that contains ISCC (International Sustainability and Carbon Certificate) PLUS certified-circular plastics for Hill's Pet Nutrition, by leveraging ExxonMobil's Exxtend™ technology for advanced recycling. This new product offering demonstrates Hills Pet's commitment to sustainability and showcases Peel Plastic's and Berry Global's manufacturing expertise to deliver flexible packaging solutions using certified-circular materials.



Dual Function Frozen Yogurt Package

Awards: Gold Award – Technical Innovation

Silver Award – Expanding the Use of Flexible Packaging

Silver Award – Packaging Excellence

Manufacturer: Amcor Flexibles

Website: www.amcor.com

End User/Customer: Danone

Plant: Londrina, PR, Brazil

Key Suppliers: Gualapack

Contact: Laetitia Sanchez, Marketing Director, laetitia.sanchez@amcor.com, 224-548-5162

Description: This Danoninho ice pop launched in Brazil with Danone and Gualapack is the first yogurt pouch that can be converted into an ice pop for kids. The top of the pouch has a spout that is used to drink the yogurt. However, if placed in the freezer for a few hours, the contents of the pouch become an ice cream that can be consumed from the bottom of the pouch, thanks to the two notches and the laser cut, allowing the consumer to open the pouch and eat it like an ice pop.



Gulf Coast Sawyer® Fitment Pouch

Award: Expanding the Use of Flexible Packaging

Manufacturer: PPC Flex

Website: www.ppcfex.com

End User/Customer: Sawyer®

Plant: Pewaukee, WI

Contact: Tatiana Castro, VP Sales & Marketing, tatiana.castro@ppcfex.com, 305-609-7178

Description: The Gulf Coast Sawyer® Fitment Pouch stands as a remarkable innovation in the realm of pouches. It offers versatile filling options, allowing users to fill it from natural water sources like lakes, streams, or rivers, as well as under a faucet. This pouch can be directly attached to a Sawyer MINI, Micro, Dual, or Squeeze Water filter, enabling both direct drinking and filtering into containers. It proves invaluable in situations where potable water is scarce or unavailable, making it an ideal choice for various outdoor activities, including hiking, backpacking, camping, travel, and emergency preparedness.



Horayra Cat Food, 14kg

Awards: Gold Award – Printing
Silver Award – Shelf Impact
Silver Award – Technical Innovation

Manufacturer: Emirates Printing Press, L.L.C.

Website: www.eppdubai.com

End User/Customer: Delicious Food Factory

Plant: Dubai, UAE

Contact: Joseph Binoy, Senior Sales Manager, joseph.binoy@eppdubai.com, +9 714-503-9999

Description: A combination of PET/MET PET/special film/high-dart PE layers is used for the lamination of this pouch to improve the dart impact, sustain drop tests, and improve bursting strength during transport and handling of the 14kg package. To print this job, Emirates Printing Press used three sets of cylinders and printed it three times, printing the front, back, and gussets of the pouch separately due to its large size. The quad-seal pouch has a zipper for easy multiple-opening. This packaging is easily recognizable as cat food, with elegant and eye-catching contrast colors and a matte effect that gives this huge pouch a vibrant look on the shelf.



Hunter's® Gourmet Smoky Tandoori, 125g

Award: Gold Award – Shelf Impact

Manufacturer: Emirates Printing Press, L.L.C.

Website: www.eppdubai.com

End User/Customer: Hunter Foods®

Plant: Dubai, UAE

Contact: Joseph Binoy, Senior Sales Manager, joseph.binoy@eppdubai.com, +9 714-503-9999

Description: The combination of matte film; dense black and opulent metallic gold; and attractive product images are the key elements that make this package design stand out on the shelf. The pouch is vibrant, colorful, and attractive, and conveys the product's flavor to the end consumer. The overall print and the background black color make the package attractive and create a better shelf appearance.



McCoy™ Dunnage Free IBC Liners for Bulk Liquid Aseptic Products

Awards: Gold Award – Sustainability

Silver Award – Expanding the Use of Flexible Packaging

Silver Award – Technical Innovation

Manufacturer: Amcor Flexibles

Website: www.amcor.com

End User/Customer: Bulk liquid aseptic producers

Plant: Oshkosh, WI

Contact: Jennie Schwebs, Marketing Communications Specialist, jennifer.schwebs@amcor.com, 920-527-5604

Description: The McCoy™ dunnage free IBC liner protects up to 330 gallons of aseptic food products, like diced tomatoes, through the supply chain via abusive intermodal transport. This industry-changing solution is one of the many hard-working industrial flexible packages that never see a retail shelf. The stronger, lighter IBC virtually eliminates the need for layers of protective dunnage at the top and bottom of containers, which significantly reduces packaging waste and cost, streamlines processing, and improves sustainability. Benefits include 40% system cost savings over conventional liners and a 25% reduction in carbon footprint.



Perfect Balance Dog Food

Award: Gold Award – Shelf Impact

Manufacturer: TC Transcontinental Packaging

Website: <https://tctranscontinental.com/en-us/packaging>

End User/Customer: Muenster Pet Food

Plant: Tomah, WI

Designer/Design Firm: TC Transcontinental Packaging

Contact: Abbie Ansborg, Marketing Manager, abbie.ansburg@tc.tc, 630-306-5076

Description: To support the customer's need to export this product, these bags were developed to reduce any risk of pin holes or unsealing during transport. This was achieved through the use of metallized PET and clear sealant film that provides a larger sealing window, as well as an optimized structure that provides a superior level of support for shipping and handling. Perforations in the bag facilitate air excavation for optimal palletization.



RoadRescue® Asphalt Repair, 50 lbs.

Award: Gold Award – Expanding the Use of Flexible Packaging

Manufacturer: Polymerall Flexible Packaging

Website: <https://polymerall.com>

End User/Customer: Blades Group

Plant: Tepanco de López, Puebla, Mexico

Designer/Design Firm: Blades Group

Key Suppliers: BOBST (flexographic printing press); Esko (DTP setup); Flint Group (inks); MacDermid Graphics Solutions (flat-top dot plates); Polymerall Flexible Packaging (package converter), and Totani Corporation (pouch machine)

Contact: Oscar Perez Galicia, CEO, oscar@polymerall.com, 682-237-1130

Description: Polymerall introduced a groundbreaking two-sided seal pouch, setting new standards in packaging. This innovation features a striking 10-color print job produced on a cutting-edge BOBST 20SEVEN flexographic printing press, ensuring exceptional printing quality for a captivating presence on retail shelves. Designed to hold 50 pounds of asphalt mixture for pavement repair, it tackles the challenge of UV exposure with a UV-resistant substrate, preserving print vibrancy in sunlight. Moreover, the pouch incorporates gas exchange vents and facilitates secure palletization, making it a practical and visually appealing choice for packaging needs.



Shehrazade Basmati Rice Blue Pouch, 5kg

Awards: Gold Award – Packaging Excellence
Gold Award – Printing
Gold Award – Shelf Impact
Gold Award – Technical Innovation

Manufacturer: Emirates Printing Press, L.L.C.

Website: www.eppdubai.com

End User/Customer: Foodco National Foodstuff PJSC

Plant: Dubai, UAE

Contact: Joseph Binoy, Senior Sales Manager, joseph.binoy@eppdubai.com, +9 714-503-9999

Description: The previous version of this pouch was created with tailor-made window metallized film, which is costly and limited in availability. To replace the tailor-made window, Emirates Printing Press used a registered metallized PET lamination that was printed with reverse print and surface matte. The Shehrazade pouch is printed with an inline-registered matte coating, which creates a premium eye-catching look on the shelf. High-dart PE is used to meet the dart impact of the laminate, sustain drop tests, and improve bursting strength during transport and handling. The D punch on the pouch helps consumers to carry the bag easily.



Voyager™ Dog Food Co. Clean and Complete Wholesome Recipe

Awards: Gold Award – Printing
Gold Award – Shelf Impact

Manufacturer: TC Transcontinental Packaging

Website: <https://tctranscontinental.com/en-us/packaging>

End User/Customer: Voyager™ Dog Food Co.

Plant: Tomah, WI

Designer/Design Firm: TC Transcontinental Packaging

Contact: Abbie Ansborg, Marketing Manager, abbie.ansburg@tc.tc, 630-306-5076

Description: The Voyager™ Dog Food Co. package establishes the value and philosophy of the brand, clearly communicating its mission and the product's healthy attributes. This unique package design truly stands out on the shelf, with artwork-like printing attractive enough to hang on a wall. Voyager takes advantage of each of the panels of the flat bottom pouch by displaying simple and clean branding to clearly convey the Clean & Complete Wholesome Recipe for dogs.

SILVER ACHIEVEMENT AWARDS

Listed alphabetically by package name.



Amcor HealthCare™ AmSky™ Recycle Ready Blister Packaging System

Award: Silver Award – Sustainability

Manufacturer: Amcor Flexibles

Website: www.amcor.com

End User/Customer: Various

Plant: New London, WI

Contact: Angelia Schiedemeyer, Marketing Communications Manager, angelia.schiedemeyer@amcor.com, 920-527-7132

Description: Amcor's AmSky™ Recycle Ready pharmaceutical blister package offers a sustainable alternative to a 50-year-old packaging technology that is one of the least sustainable consumer packages. Current blister packages use PVC, which is defined by the U.S. Plastics Pact and many other sustainability-oriented organizations as a 'Problematic and Unnecessary Material.' In addition, current packages have a thick layer of aluminum foil welded to the PVC, exasperating any opportunity for recycling. AmSky™ is formulated using HDPE, one of the most recycled plastics in the world, and is designed to drop into existing blister packaging applications. It has APR Critical Guidance recognition.



Earth to Malibu Sachet

Award: Silver Award – Shelf Impact

Manufacturer: Nosco

Website: www.nosco.com

End User/Customer: Earth to Malibu

Plant: Pleasant Prairie, WI

Key Suppliers: ACW (film supplier); Nobelus (lamine supplier); HP Indigo ElectroInks (ink supplier); HP Indigo 20000 Digital Press (printing press); and Karlville Pack Ready Laminator (laminator)

Contact: Ashley Diehl, Marketing Manager, adiehl@nosco.com, 847-360-4989

Description: Earth To Malibu's founders recently partnered with Nosco to craft sample-sized sachets for their premium skincare line, driven by their personal battle with melanoma and a deep commitment to eco-conscious sun protection. With the aid of Nosco's "Design It For Me" service, the brand designed pouches that seamlessly aligned with their primary packaging components, featuring a premium soft touch laminate for an opulent look and feel.



Hunter's® Gourmet Foie Gras, 125g

Award: Silver Award – Printing

Manufacturer: Emirates Printing Press, L.L.C.

Website: www.eppdubai.com

End User/Customer: Hunter® Foods

Plant: Dubai, UAE

Contact: Joseph Binoy, Senior Sales Manager, joseph.binoy@eppdubai.com, +9 714-503-9999

Description: The excellent background green color and the overall design give this package an improved look and shelf appearance. The first thing that consumers remember about a brand is its color. The print on matte OPP with a green background and multiple colors gives the package a very rich look, and the shelf appearance influences the consumers to buy the product. The structure of the package is 20 matte OPP + 12 metallized PET + 60 LDPE-TR and maintains the required barrier for the chips.



KitKat® Mini Moments

Award: Silver Award – Shelf Impact

Manufacturer: Emirates Printing Press, L.L.C.

Website: www.eppdubai.com

End User/Customer: Nestlé

Plant: Dubai, UAE

Contact: Joseph Binoy, Senior Sales Manager, joseph.binoy@eppdubai.com, +9 714-503-9999

Description: The registered matte coating improves the shelf appearance of this package. The product images are glossy and the package background has a matte coating. The matte background and the shine of the product image give the package a superior look on the shelf.



Koochikoo® Lovely Yellow Lemon, Lolly Pop Rainbow, and Cool Mint Treat, 60g

Award: Silver Award – Printing

Manufacturer: Paharpur 3P

Website: www.paharpur3p.com

End User/Customer: Glamy Candy Private Limited

Plant: Sahibabad, Uttar Pradesh, India

Designer/Design Firm: Glamy Candy Private Limited and Paharpur 3P

Key Suppliers: Ester Industries Ltd.; Henkel Adhesives Technologies India; and Sakata Inx (India) Private Limited

Contact: Mohammed Nadeem, Chief Executive Officer,
mohammed.nadeem@paharpur3p.com, 997-105-5588

Description: Koochikoo® meets the constantly growing demand for better, healthier candy experience products that are plant-based, vegan, and gluten-free. This new package designed for Koochikoo® is a first in this category of candy packaging. It is uniquely designed for a premium look — the best part of the pouch is the brilliance in printing. The combination of the gloss and matte effect gives an abstract look to highlight certain areas of the package. The pouch is well printed with 8 colors by the rotogravure process. The pouch has an attractive traditional look. The design is done in such a way that it gives a simple yet rich matte corrugated sheet-like look even though it's a plastic laminate. The stand-up pouch feature helps in better utilization of space in the market shelf display.



Liquid I.V.® Hydration Multiplier® Mocktail Edition

Award: Silver Award – Shelf Impact

Manufacturer: PPC Flex

Website: www.ppcflex.com

End User/Customer: Liquid I.V.®

Plant: Payson, UT

Key Suppliers: Charter Next Generation (CNG); E. C. Shaw Company; INX International Ink Co.; Miraclon, Home of Kodak Flexcel Solutions; PPC Flex; and Reynolds Presto Products

Contact: Steve Cox, VP of Sales & Marketing, steve.cox@ppcflex.com, 305-500-9292

Description: Liquid I.V.® Hydration Multiplier® Mocktail Edition is a unique product that is sustainability conscious. Liquid I.V.® designed the package to draw consumers' attention to this unique flavor. To produce this pouch, PPC Flex used the latest Miraclon NX water plates to create this beautiful print, printed and laminated on recyclable film provided by Charter Next Generation (CNG). The package includes a Reynolds Presto Products recyclable zipper with a laser score for an easier tear.



Omega-3 Deluxe Mix Recyclable Bag, 26 oz.

Award: Silver Award – Technical Innovation

Manufacturer: Emirates Printing Press, L.L.C.

Website: www.eppdubai.com

End User/Customer: CIBO VITA Inc. USA

Plant: Dubai, UAE

Contact: Joseph Binoy, Senior Sales Manager, joseph.binoy@eppdubai.com, +9 714-503-9999

Description: The MDO PE and the PE combination allows the recycling of these pouches without any hassle. The matte coating and reverse printing combination give an extraordinary look to the pouch. Printing on 25mic MDO PE with high speed is very challenging. Emirates Printing Press' high-end equipped presses give excellent results on printability and high accuracy registration. The color combination and the matte effects make the pouch the center of attraction on the shelf. Before printing, applying the barrier coating on the MDO PE 0.5 to 0.7 GSM barrier coating gives the barrier of WVTR 3.5 gm/m²/day & OTR 90cc/m²/day. The high barrier keeps the filled product fresh for a maximum of 12–18 months.



Premium Turkish Coffee Mood, Dark Roast, 250g

Award: Silver Award – Printing

Manufacturer: Emirates Printing Press, L.L.C.

Website: www.eppdubai.com

End User/Customer: Atyab Al-Karam International Company Limited

Plant: Dubai, UAE

Contact: Joseph Binoy, Senior Sales Manager, joseph.binoy@eppdubai.com, +9 714-503-9999

Description: With the help of high-end reproduction systems, the fabulous print quality on the laminate was achieved with registered matte for the background and a shiny product image. The shiny and matte combination makes the product more visible on the shelf. Aluminum foil provides a high barrier and helps to keep the product fresh and preserve aroma.



StreamTwo® Pouch Recycle-Ready All HDPE Packaging

Award: Silver Award – Technical Innovation

Manufacturer: PAXXUS, Inc.

Website: <https://paxxus.com>

Plant: Addison, IL

Key Supplier: DuPont Tyvek®

Contact: Dhuane Dodrill, President & CEO, dhuane.dodrill@paxxus.com, 630-405-7801

Description: The StreamTwo® recycle-ready pouch introduces a packaging solution that allows medical device manufacturers to meet their sustainability objectives without sacrificing package performance and user experience. Uncoated Tyvek® is paired with high-density polyethylene (HDPE) film coextruded with PAXXUS' proprietary Allegro® T sealant, resulting in an all-HDPE structure that is ready to be recycled entirely in the #2 HDPE recycle stream. With its broad sealing window, bright white seal indicator, and mono-material construction, the StreamTwo® pouch provides significant performance and sustainability advantages from production to end use.



Tyson Foods Foam Tray Replacement with Forming/Nonforming Film From Amcor

Award: Silver Award – Sustainability

Manufacturer: Amcor Flexibles

Website: www.amcor.com

End User/Customer: Tyson Foods, Inc.

Plant: Oshkosh, WI

Contact: Jennie Schwebs, Marketing Communications Specialist, jennifer.schwebs@amcor.com, 920-527-5604

Description: Tyson and Amcor launched a new forming/nonforming solution for EPS tray replacement used in fresh poultry. This important product launch replaces the traditional foamed polystyrene tray that has been a mainstay in the fresh meat industry for decades. With EPS being increasingly restricted in some states and municipalities, an alternative was needed, and a flexible forming/nonforming vacuum package offers sustainability benefits compared to rigid package alternatives. These sustainability benefits show the innovation possible with flexible packaging and are part of the long-term trend of rigid to flexible conversion.



US Waffle™ Jus-Rol™ Poffitz Club Pack with Sealstrip's SealAcross® Reseal

Awards: Silver Award – Expanding the Use of Flexible Packaging
Silver Award – Packaging Excellence

Manufacturer: Sealstrip Corporation

Website: <https://sealstrip.com>

End User/Customer: US Waffle Company

Plant: Gilbertsville, PA

Designer/Design Firm: Matrix Four Ltd.

Key Supplier: Atlantic Packaging

Contact: Sarah Moore, Marketing & Product Development, smoore@sealstrip.com, 610-367-6282

Description: US Waffle™'s Jus-Rol™ Poffitz Club Pack with Sealstrip's SealAcross® Reseal delivers customer satisfaction, food waste reduction, and brand impact. Frozen food packaging is challenged by freshness preservation, lack of convenience, and differentiation. The decision to enhance the Poffitz packaging for Sam's Club with gussets and an easy open, tamper-evident, reseal feature provides an impressive entrance into the market for a product new to the U.S. Poffitz is the first to feature SealAcross®, including patented TamperTear® technology.

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About the Flexible Packaging Association (FPA)

The [Flexible Packaging Association](https://www.flexiblepackaging.org/) 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 \$42 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.