



**NEWS RELEASE
FOR IMMEDIATE RELEASE**

**The Flexible Packaging Association Announces Winning Entries
Of the 56th Annual Flexible Packaging Achievement Awards Competition**

Linthicum, Maryland: February 27, 2012 – The Flexible Packaging Association is pleased to announce the winning entries of the 2012 FPA Flexible Packaging Achievement Awards. For 56 years, this prestigious industry competition has honored the advancements in flexible packaging materials, graphics and printing, sustainability, and functionality and technical innovation.

Of the **126 flexible packaging entries** submitted, **25 packages** from **19 companies** were honored within one or more categories including Packaging Excellence, Printing Achievement, Technical Innovation, and Environmental & Sustainability Achievement. Awards were presented on Wednesday, February 22, 2012 during the 2012 FPA Welcome & Flexible Packaging Achievement Awards Dinner, which was held in conjunction with the FPA Annual Meeting in Scottsdale, AZ.

Winning packages were produced by the following flexible packaging companies:

- **Amcor Flexibles Europe and Americas**
- **American Packaging Corporation**
- **Ampac**
- **Berry Plastics Corporation**
- **CL&D Graphics, Incorporated**
- **Curwood, Incorporated – A Bemis Company, and Heinz North America**
- **ConAgra Foods, Phoenix Packaging**
- **Exopack, LLC**
- **Flex America Incorporated**
- **Flex-Pack**
- **Hilex Poly Co. LLC**
- **Innovative Packaging Solutions, Incorporated**
- **Nordenia USA**
- **Peel Plastic Products Ltd.**
- **Plastic Packaging Technologies, LLC**
- **Printpack, Incorporated**
- **Sealed Air Corporation – Cryovac Food Products**
- **Sonoco Flexible Packaging**

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Special thanks is given to the judges of the 2012 FPA Flexible Packaging Achievement Awards: **Larry Alehman**, Master Faculty, Western Michigan University; **Lisa McTigue Pierce**, Editor, *Packaging Digest Magazine*; and, **Michael Richmond, Ph.D**, Co-founder, Packaging & Technology Integrated Solutions.

For more information about the 2012 FPA Flexible Packaging Achievement Awards, contact FPA at (410) 694-0800. **Photos of the winning entries are available upon request.**

Winning entries of the 2012 Flexible Packaging Achievement Awards Competition include:

HIGHEST ACHIEVEMENT AWARD

The Highest Achievement Award is presented to a Gold Award winning package ranked by the judges as having contributed most to the advancement of the industry.

- *Orville Redenbacher's Pop Up Bowl*

Manufacturer: ConAgra Foods, Phoenix Packaging

Awards: Highest Achievement; Gold – Packaging Excellence; Gold – Technical Innovation

Contact: David France, Senior Principal Packaging Engineer, (402) 240-7853,

david.france@conagrafoods.com

Package Description: Orville Redenbacher's Pop Up Bowl is a significant improvement over the traditional paper microwave popcorn package format, allowing new usage occasions by providing improved utility for the user. The patent pending design delivers to consumers a microwave popcorn package that transforms into a stable, wide mouth bowl which can be shared and used on the go without spilling. It is the most complex lamination ever produced for high volume microwave popcorn packages.

GOLD AWARDS

- *Heinz® Dip n Squeeze®*

Manufacturers: Curwood, Incorporated – A Bemis Company, and Heinz North America

Award: Gold, Packaging Excellence; Silver, Technical Innovation

Contacts: Dennis Burian, Marketing Director – Curwood Incorporated, 920-527-7344,

dpburian@bemis.com; John Marshall, Project Manager – Packaging, Heinz North America, (724) 799-0108, John.marshall@us.hjheinz.com

Package Description: The dual-function package allows for both dipping and squeezing and addresses consumers' unmet needs: a package that is easy to open, easy to use, less mess, right-sized and simple. The final package is bottle shaped, has a wide, rigid flat base for stability when dipping host foods and a tear feature with a laser score at the top of the package for opening and squeezing. It gives the consumer choice, more control over opening and end use, less mess, right-sized with 3X the amount of a 9-gram packet and reduces the work to set up and go. The package is more resilient to abuse in the shipping environment relative to the current dip cups. It is designed to be flexible, so it is less prone to have cracked cups and leakers from dynamic forces. Thus, it can take on higher loads of shock and still be robust enough to sustain its package integrity while reducing waste in the end-use customer streams.

- *Microwaveable "One Size Fits All" Packaging*

Manufacturer: Berry Plastics Corporation

Award: Gold, Technical Innovation

Contact: Deb Talley, Senior Administrator, (330) 896-6704, debratalley@berryplastics.com

Package Description: The universal design of Berry's Microwaveable "One Size Fits All" Packaging increases production efficiency, lowers packaging cost, and reduces inventory cost for food packers. The design allows food packers to package various food products in any package

format and size using only one roll spec. Moreover, Berry's Microwaveable "One Size Fits All" Packaging provides a steam cooking package that is easy to use and provides high quality steamed food product in few minutes.

- *Amcor's Interior Tinted/Printed Formpack®*
Manufacturer: Amcor Flexibles Europe and Americas
Award: Gold, Technical Innovation
Contact: Trevor Davis, Tactical Marketing Director, (847) 918-4663, trevor.davis@amcor.com
Package Description: Interior Tinted/Printed Formpack® is an extension of the coldform offered by Amcor. This product allows companies to package the full range of tablet colors without downtime and scrap caused by false rejections. Blister packaging line efficiency is improved and overall costs are reduced. Amcor's product enables customers to use the tinted package without doing new stability testing resulting in faster product launches and speed to market. Additionally, the option of including print supports product branding.
- *Method Laundry & Dish Refill Pouch (with Spine)*
Manufacturer: Innovative Packaging Solutions, Incorporated
Award: Gold, Technical Innovation
Contact: Carlos Cornejo Jr., Sales Director, (951) 693-5580, boku@ipspack.com
Package Description: Method's new Refill Spine Pouch, released in the spring of 2011, is now being sold throughout North America and in the UK. This innovative refill design provides consumers with a more sustainable and easy-to-use solution. The newly-designed spine and die-cut angles on the bottom corners of the pouch improve the posture of the packaging on shelf. The addition of the spine to the pouch is also an improvement over the traditional spouted pouch, which forced many consumers to use two hands to pour. With Method's spine pouch, consumers only need one hand to dispense the product resulting in a more convenient and controlled pour experience.
- *Ganador QuadSeal Sack, 10 kg*
Manufacturer: Printpack Incorporated
Award: Gold, Printing Achievement
Contacts: Alondra Quintanar, Marketing Coordinator, +55 422 153 2500, aquintanar@printpack.com; Lisa Preston, Marketing Communications Manager, (404) 460-7441, lpreston@printpack.com
Package Description: The Ganador 10 kg sack was completely redesigned, incorporating many features, such as a matte finish, flexo printing over a rich black background, and improved shape using Printpack's QuadSeal technology. The matte finish and premium printing easily catches the consumer's attention. Ganador means "winner" in Spanish, and this package definitely lives up to its name.
- *Icelandic Grouper Fillets*
Manufacturer: Flex-Pack
Award: Gold, Printing Achievement
Contact: Mark Coleman, President, (513) 561-1559, mcoleman@flex-pack.com
Package Description: The Grouper Fillet pouch represents a dramatic improvement over previous designs because of its unique combination of vibrant colors, high resolution printing and registered matte over print varnish, which gives the pouch a three dimensional appearance. It is printed with 9 color roto-gravure and includes a proprietary combination of orientated polyester and metallocene film for freezer conditions. The excellent print quality and outstanding graphics advances the capabilities and opportunities of flexible packaging versus other less attractive forms of packaging, such as, cartons, cans, etc.
- *FreshCase® Packaging For Fresh Red Meat*
Manufacturer: Curwood, Incorporated – A Bemis Company
Award: Gold, Environmental & Sustainability Achievement

Contact: Dennis Burian, Marketing Director, (920) 303-7344, dpburian@bemis.com

Package Description: Solving a decades-long challenge for meat processors, FreshCase® packaging for fresh red meat is the first-ever vacuum package that blooms fresh meat and maintains its bright red color throughout an extended shelf life. Poised to replace expanded polystyrene (EPS) trays with PVC overwrap, FreshCase® packaging offers up to 10 times the shelf life and 75% less markdowns/waste than store-wrapped meats and reduces packaging material up to 75% compared to other case-ready formats for lower costs/greater sustainability.

- *Blue Bones Small Natural Dental Chew Bones*

Manufacturer: Plastic Packaging Technologies, LLC

Awards: Gold – Packaging Excellence, Gold – Printing Achievement, Gold – Technical Innovation

Contact: Alison Tusso, Director of Technical Services & Product Support, (913) 287-3383;

atuso@plaspack.com

Package Description: Blue Bones Small Natural Dental Chews, 12 oz. flexible box pouch is truly a good example of technological advances and innovations that have been developed in the flexible packaging industry in recent months. It demonstrates the outstanding graphic designs that can be obtained with flexography, the ability to reprint a design in tight register on top of a previously printed design on the same web, the ability to combine different substrates to obtain high barrier structures which are light weight and protect the product for added shelf-life, and the ability to marry two different webs and make a truly square package that has the display qualities of a fiberboard carton and cubic dimensions for loading in cartons. This package also offers many more benefits from a sustainability perspective as well, with 30 % less material required and more efficient cost-effective packing and shipping due to reduced shipping weights.

SILVER AWARDS

- *Schwan's Fresch Taste-Seal™ Packaging for Freshchetta® Simply Inspired...Pizza*

Manufacturer: Curwood, Incorporated – A Bemis Company

Award: Silver, Packaging Excellence

Contact: Dennis Burian, Marketing Director, (920) 303-7344, dpburian@bemis.com

Package Description: Schwan's Fresch Taste-Seal™ packaging for Freshchetta®

Simply...Inspired™ Pizza redefines the frozen pizza category, taking it out-of-the-box and directly onto the store shelf with a squared base that adds stability for on-end, in-case display and a curving top that creates a new iconic look. Eye-catching graphics communicate a sensory appeal to the consumer and a prominent easy-grab tab calls attention to the peel-open feature. Furthermore, the package uses 30% less material than other frozen pizza packages.

- *Swanson® Flavor Boost™ Portion-Control Sachet*

Manufacturer: Curwood, Incorporated – A Bemis Company

Awards: Silver - Packaging Excellence, Silver – Environmental & Sustainability Achievement

Contact: Dennis Burian, Marketing Director, (920) 303-7344, dpburian@bemis.com

Package Description: Swanson's® Flavor Boost™ Sachets redefine a traditional retail category, delivering liquid broth in convenient, single-use premeasured portions. The sachets are simple to store, use and dispose of, with easy tear features, directed dispensing and leak-free seals. Offering a premium look and feel, Curwood's high-performance laminate protects broth for up to one year with no flavor scalping. Eight individual liquid sachets replace the equivalent of four traditional metal cans. The packages generate 75%+ fewer emissions to produce than cans, consume half the overall energy of cans, dramatically increase the product-to-package ratio and minimize packaging material in the waste stream. All, while making it easier for consumers to store, use and enjoy this new kitchen essential.

- *Beneful® Discovery Pack*

Manufacturer: Printpack Incorporated

Award: Silver, Packaging Excellence

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

Package Description: By using a consumer friendly and environmentally conscious packaging platform with strong shelf presence, the Beneful® brand creates an opportunity at the point of purchase to increase exposure of their new flavors to the dog-owning consumer. Offering a multi-pack with several different flavors is a great way to draw in new customers as well. Post sale, the strength and size of the package encourage the consumer to reuse it in any number of ways.

- *BENGAY® Zero Degrees*

Manufacturer: Printpack Incorporated

Award: Silver, Packaging Excellence

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

Package Description: Packaging BENGAY® Zero Degrees in a new flexible stand up pouch gives this product even more flexibility. Replacing a paperboard folding carton, the stand up pouch lets users pop the entire package into the freezer for optimal product storage conditions. Maintaining the entire package for storage allows for multiple branding moments with the consumer. The lifelike ice cubes printed on the pouch are complimented by the high gloss finish, making the entire package a reflection of the product's name.

- *Easysnap Sachet Pouch*

Manufacturer: Ampac

Awards: Silver - Packaging Excellence, Silver – Technical Innovation

Contact: Sal Pellingra, Director of Innovation, (513) 671-1777, spellingra@ampaonline.com

Package Description: Easysnap is a new innovation designed with two high-barrier films - a flexible top web and semi-rigid bottom web for production of the unique unit-dose packaging. The top web is a flexible PET/Foil lamination while the bottom web is a semi-rigid lamination using foil and polystyrene. The Easysnap package was developed for single-handed dispensing using a sachet format, and meets FDA requirements for direct contact packaging of applicable foods, drugs and cosmetics. Benefits include accurate product dosing which eliminates product overfill, controlled dispensing to avoid accidental spills, lower costs versus bottles and tubes, and improved image quality versus wrinkled and hard to open sachets.

- *Pocket Shots Stand-Up Pouch in Amcor's Alcohol Compatible Laminate*

Manufacturer: Amcor Flexibles Europe & Americas

Award: Silver, Environmental & Sustainability Achievement

Contact: Trevor Davis, Tactical Marketing Director, (847) 918-4663, trevor.davis@amcor.com

Package Description: Pocket Shots stand-up pouch single portion alcoholic beverages is an example of further penetration of flexible packaging into areas previously limited to rigid containers. The laminate is compatible with alcoholic beverages. The package is easy to open, unbreakable (compared to glass) and takes up less space when empty vs. rigid packages. The pouch reduces packaging weight by approximately 50% thereby delivering significant life cycle impact improvements.

- *Bag 2 Bag Plastic Retail Carryout Bag*

Manufacturer: Hilex Poly Co. LLC

Award: Silver, Environmental & Sustainability Achievement

Contact: A. Michael Sullivan, Director-New Product Development, (314)537-6052,
mike.sullivan@hilexpoly.com

Package Description: The "Bag 2 Bag" recycled plastic retail carryout bag is manufactured in the USA by Hilex Poly Co., LLC and is created using post-consumer plastic bags and other HDPE, LDPE, and LLDPE flexible packaging films and wraps from the household. Using reverse logistics, the company recovers plastic returned by the consumer and cleans and recycles it back into raw material for manufacturing new bags. Compared to conventional bags, the Bag 2 Bag requires 20% less energy to produce, lowers carbon emissions by 11%, diverts millions of pounds from landfills

each year, and provides sustainability conscious consumers a closed loop carryout package. Plastic bags made from virgin and post-industrial material offer the consumer a lower carbon footprint option when compared to paper and most reusable bags. Bag 2 Bag improves upon that and takes sustainability to a whole new level.

- *Tesco Finest Soups Retort Pouch*
Manufacturer: Ampac
Award: Silver, Printing Achievement
Contact: Sal Pellingra, Director of Innovation, (513) 671-1777, spellingra@ampaonline.com
Package Description: The Tesco Finest Soups Retort Pouch printed with flexographic printing technology is an achievement both technically and graphically. Flexo printing has generally not been successful for retort pouches because of cost and the ability to survive the demanding retort process. Ampac has developed both a flexographically printed retort pouch that is fit for use and also imparts a range of matte and high process printed graphics that meet the brand requirements and provide shelf appeal.
- *Land of Sybaris*
Manufacturer: Flex America Incorporated
Award: Silver, Printing Achievement
Contact: Ashwin Palwai, (281) 580-4200, ashwin.palwai@flexfilm.com
Package Description: The pet food package is supplied as a pre-made bag for filling and closing by the end-user. It is made from a BOPP Film/Metallized BOPP Film/LDPE Film laminate that is reverse printed by rotogravure. The bag has a flat bottom stand-up construction and is made from 4 separate laminate webs. It is supplied with a slider zipper on top for re-closeability (the bag contains multiple doses of product). Special ink manufacturing processes were developed to produce this ink in-house to overcome these problems and to get a high-quality satin finish after printing. The package contains 26.5 lbs. of product and is the only conventional laminate stand-up bag that meets the requisite drop-test standards. In order to meet this requirement, the bag has been fabricated with a specially designed ribbed construction near the top seal where failure usually takes place during drop. This bag design has been tested and withstands drop tests even when filled with 50 lbs. of product.
- *Earthborn Holistic Primitive Natural*
Manufacturer: Nordenia U.S.A.
Award: Silver, Printing Achievement
Contact: Kevin Dorris, Marketing Coordinator, 573-331-7260; kevin.dorris@nordenia.com
Package Description: This package displays a creative combination process printing, two pass adhesive laminations with a metallized film and side-gusseted FlexZiBox®. The FlexZiBox® package has the ability to display graphics on all five panels of the bag (Front panel, two side gussets, back panel and bottom gusset). The metallized film is used for maintain the pet foods freshness and visual appeal on the store shelf because of the reflective appearance of the package. Midwestern Pet's design and Nordenia's FlexZiBox® are a "Doggone" great combination.
- *Zeal for Life Protein Shake Pouch*
Manufacturer: CL&D Graphics, Incorporated
Award: Silver, Printing Achievement
Contact: Jeff Travis, Flexible Packaging Product Manager, (262) 804-9029, jtravis@cldgraphics.com
Package Description: This Zeal for Life stand-up pouch was designed with stunning, eye-catching graphics to attract the attention of the consumer to a new product format. This format provides the consumer with an option to switch to a new product format providing convenience and recloseability while also advancing the use of flexible packaging.
- *Scotts Miracle-Gro Expand 'n GRO Quad Seal Pouch*
Manufacturer: Exopack, LLC

Award: Silver, Printing Achievement

Contact: Christopher R. Swalm, Corporate Marketing Manager, (864) 596-7116,
chris.swalm@exopack.com

Package Description: Exopack provided The Scotts Miracle-Gro Company with a high quality bottom fill recloseable quad seal package for their new expand 'n GRO product launch. The fully open mouth bottom fill package increased filling efficiencies for the customer and the quad seal format allowed for perfect pallet pack configuration and displays. Featuring stunning graphics, consumers are drawn to this lightweight, easy to carry package and are eager to add it to their shopping cart.

- *Bertolli Meals*

Manufacturer: American Packaging Corporation

Award: Silver, Printing Achievement

Contact: Debby Pruisman, Marketing & Business Development, (515) 733-1407,
DPruismann@AMPKCORP.com

Package Description: The precise detail, sharpness of colors and glossy appearance accurately and effectively achieved the customer's goal of promoting their high end product. American Packaging utilized DuPont FAST digital plates and high-strength inks to achieve superior flexographic print reproduction.

- *Philadelphia Cream Cheese Overwrap with Smartseal®*

Manufacturer: Sonoco Flexible Packaging

Award: Silver, Technical Innovation

Contact: Alicia M. Rudick, Market Manager-Global Flexible Packaging, (843) 383-3335,
alicia.rudick@sonoco.com

Package Description: Kraft's packaging for its Philadelphia Cream Cheese introduces a new flexible packaging solution for the cheese market in the South American marketplace. Incorporating an easy-open/reclose feature that has proven very successful in the baked goods market, the package makes great strides in improving convenience and freshness over the current flow-wrap package. The package also provides a superior value for product billboarding with the metallized overwrap highlighting the bright colored graphics and text.

- *Scotts Turf Builder EZ Seed, 40 lb.*

Manufacturer: Peel Plastic Products Ltd.

Award: Silver, Technical Innovation

Contact: Alison Tusso, Director of Technical Services & Product Support, (913) 287-3383,
atuso@plaspack.com

Package Description: The Scotts Turf Builder EZ Seed bag is a visually stunning large format bag that incorporates several features that are functional for both the consumer and filling operations. The bag features Peel Plastic Product's patented Grab and Go Handle incorporated into the side gusset panel of the bag. This feature makes the 40lb offering easy for the consumer to bring home and enhances their experience with easy pouring and dispensing. The bag also features Slide Rite's new EZ Open Track (EOT) offering. In conjunction with slider re-closability, EOT provides a protective membrane for bottom filling of the 40 lbs of product. The EOT track while strong is very easy for consumers to open and use without the use of a cutting device.

- *Cryovac Freshness Plus® Odor Scavenging Films*

Manufacturer: Sealed Air Corporation, Cryovac Food Packaging

Award: Silver, Technical Innovation

Contact: Jason Locke Marketing Communications Manager Sealed Air Corporation, Cryovac Food Packaging, (864) 433-2305, jason.locke@sealedair.com

Package Description: Cryovac Freshness Plus® Odor Scavenging Films use state-of-the-art packaging materials to scavenge confinement odor that can be generated by product ingredients during the life of a product and are associated with a reduction in perceived freshness and quality.

Cryovac Freshness Plus® Odor Scavenging Films scavenge these odors, removing them from the package and maintaining the desired aroma profile. These "active chemistries" are part of the package and provide processors with additional means for protecting product freshness and the consumer experience.

Contact: Lauren A. Kinard, Communication Manager, lkinard@flexpack.org, (410) 694-0800

Editor's Note: Photos of winning entries are available upon request.

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.

FPA