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FPA Issues *Fourth Quarter Pulse of the Industry Report*

Linthicum, Maryland: April 9, 2009 - The *FPA Fourth Quarter Pulse of the Industry Report* is the most recent in a series of FPA financial and economic reports examining the performance of the flexible packaging industry. The *FPA Fourth Quarter Pulse of the Industry Report* provides a short-term comparison of industry activity during 4th quarter 2008 versus 3rd quarter 2008 and 4th quarter 2007.

Information and data available within the *FPA Fourth Quarter Pulse of the Industry Report* is gathered through the Fourth Quarter Pulse of the Industry Survey, which gathered information on business activity and performance for net sales, volume, profitability, inventory levels, capital spending, and capacity utilization. The Survey also assessed sales performance and volume/output expectations for 1st quarter 2009 versus the previous period (4th quarter 2008). Thirty-three FPA converter member companies participated in the Fourth Quarter Pulse of the Industry Report Survey, representing a 63 percent participation rate and estimated annual revenue of approximately \$9.1 billion (35 percent of flexible packaging industry sales). The Survey respondents include a broad cross section of companies within the flexible packaging industry including small (below \$25 million in annual revenue), mid (\$25 - \$100 million in annual revenue) and large (above \$100 million in annual revenue) flexible packaging converters.

The *FPA Fourth Quarter Pulse of the Industry Report* revealed that 61 percent of survey participants reported lower net sales for 4th quarter 2008 (versus 3rd quarter 2008). Twenty-four percent reported higher sales and 15 percent reported no change. The *Report* also indicates that 46 percent of survey participants are anticipating lower sales for 1st quarter 2009 (versus 4th quarter 2008), while 29 percent expect higher sales and 25 percent anticipate no change.

The *FPA Fourth Quarter Pulse of the Industry Report* is a benefit of FPA membership. For more information, contact Bob Zaborowski, vice president, Business and Economic Research, at bzaborowski@flexpack.org or (410) 694-0824.



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.

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