

## NEWS RELEASE

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## **UNDER EMBARGO UNTIL MARCH 1, 2017, 10:00 PM EST**

### **FPA Announces 2017 Flexible Packaging Achievement Award Winners**

**Boca Raton, Florida, March 1, 2017** – The Flexible Packaging Association (FPA) has announced the winners of its 61<sup>st</sup> Annual Flexible Packaging Achievement Awards Competition. The winning entries were recognized at the FPA Welcome Dinner & Flexible Packaging Achievement Awards Ceremony held Wednesday, March 1<sup>st</sup> in conjunction with the 2017 FPA Annual Meeting (March 1-3<sup>rd</sup>) at the Boca Raton Resort and Club, A Waldorf Astoria Resort, Boca Raton, FL.

This year, 75 packages were submitted in the competition, for a total of 152 entries (some packages were entered into multiple categories). Nineteen packages were honored with 30 Achievement Awards in various categories.

The judges for this year's competition included Eric Fish, Editor in Chief, *Flexible Packaging Magazine*; Dr. Robert Kimmel, Sc.D., Associate Professor, Director, Center for Flexible Packaging (CEFPACK), Clemson University; and Dr. Michael Richmond, Vice President, Consulting Solutions, Packaging, HAVI.

“This is a year of more,” according to Richmond, “there's more innovation, there's more sustainability, there's more non-food, there are more holistic solutions.”

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 the healthcare industry that showcased innovation, both for reducing materials and using materials more efficiently. The entries recognized the need for sterility and customer convenience.

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

## 2017 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.*



#### Hunt's® Recipe Ready® Tomato Paste Pouch

**Awards:** Highest Achievement Award

Gold – Extending the Use of Flexible Packaging

Gold – Packaging Excellence

Gold – Sustainability

Silver – Printing and Shelf Impact

**Manufacturer:** Bemis Company, Inc.

**Contact:** Bree Gaber, Marketing Communications Specialist, [bdgaber@bemis.com](mailto:bdgaber@bemis.com), 920-527-5604

**Description:** Hunt's® Recipe Ready® pouches create a fresh take on the ubiquitous 6 oz. tomato paste can. The new tomato paste in a pouch delivers unprecedented convenience with mess-free, pre-measured 2 tbsp. portions. Consumers simply tear, dispense and toss, with no excess waste. Advanced BPA-free barrier films withstand the acidic paste and hot-fill process, deliver a one-year shelf life and offer significant sustainability gains over cans. Vibrant graphics communicate benefits and quality to brand-loyal Hunt's® consumers.

### GOLD ACHIEVEMENT AWARDS

*Listed alphabetically by package name.*

#### Amcor's Fortis™



**Award:** Gold – Technical Innovation

**Manufacturer:** Amcor Flexibles

**Contact:** Abbie Ansborg, Marketing Communications Manager, [abbie.ansburg@amcor.com](mailto:abbie.ansburg@amcor.com), 847-573-6784

**Description:** Amcor's Fortis™ is a patent pending Medical Breather Bag used for items sterilized prior to use in operating rooms and other medical settings. Both the material and the bag design of Fortis™ result in a stronger, more abuse resistant, cleaner package. Fortis™ also provides an improved user experience and a reduced impact on the environment. Fortis™ is Strong, Swift, Secure — the next generation Medical Breather Bag.



## Cape Cod Bags of Cash Promo Package

**Award:** Gold – Printing and Shelf Impact

**Manufacturer:** Printpack

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

**Description:** Cape Cod rolled out a recent Bags of Cash sweepstakes with a change in bag graphics. The typical Cape Cod bag features its kettle cooked chips front and center, but for this promotion, the company filled the bottom half of the bag with a gold, metallic money pouch and U.S. dollars. The package creates interest, curiosity, and shelf appeal by combining matte film with metallic elements.

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## Clinic Plus Strong & Long Health Shampoo

**Awards:** Gold Award – Sustainability

Silver Award – Extending the Use of Flexible Packaging

**Manufacturer:** Paharpur 3P

**Contact:** Vipendra Tyagi, VP – R&D and Quality, [vipendra.tyagi@paharpur3p.com](mailto:vipendra.tyagi@paharpur3p.com), +91 704 262 6822

**Description:** This shaped stand-up spout pouch is one of kind in the personal care segment. The package gives the user the feel of using a bottle because of its shape and similarity to the existing bottle. As a cost effective option, this pack helps the brand/product reach to the rural areas of India. This stand-up pouch also helps in better utilization of space during transportation and in market shelf display. The special spout dispenses the required quantity for the end user, avoiding product waste.

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## Nudges® Grillers Dog Treats, 5 oz.

**Award:** Gold – Printing and Shelf Impact

**Manufacturer:** American Packaging Corporation

**Contact:** Cindy Ingebritson, Marketing Coordinator, [cingebritson@ampkcorp.com](mailto:cingebritson@ampkcorp.com), 515-733-1406

**Description:** The Nudges® stand-up pouch features high definition flexo printing to enhance its realistic graphics. The high-end printing captures the finest detail and a clear product window is used to showcase the product inside. Soothing outdoor colors and a well-groomed dog easily stir up an emotional connection with pet owners and encourage the purchase of these wholesome dog treats.

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## Shaker Bag

**Awards:** Gold – Extending the Use of Flexible Packaging

Gold – Packaging Excellence

**Manufacturer:** Precision Color Graphics Ltd. & Specialty Packaging Technologies Inc., a wholly owned subsidiary

**Contact:** Phil Howard, Packaging Engineer, [phil.howard@precisioncolor.com](mailto:phil.howard@precisioncolor.com), 414-209-0808

**Description:** The Shaker Bag is an advanced distribution tool for the precise application of granular products. It features an internal metering gusset, re-closeable zipper, and heavy duty handle. It also has excellent stand properties for maximum retail exposure.



## Waterless Internet Flower Packaging

**Awards:** Gold – Extending the Use of Flexible Packaging

Gold – Technical Innovation

Silver – Packaging Excellence

Silver – Sustainability

**Manufacturer:** Flex Films (USA) Inc.

**Contact:** Ashwin Palwai, Manager, [Ashwin.Palwai@flexfilm.com](mailto:Ashwin.Palwai@flexfilm.com), 270-982-3456

**Description:** Flexfresh™ is the first biodegradable (by composting) film that maintains the hydration of flowers using a closed loop system. Flowers are put to slow respiration mode for preventing excess oxidation and spoilage. Flexfresh™ keeps the flowers breathing in hydrated oxygen and releases excess humidity keeping them touch dry. The flowers can go without water for five days, and once the package is received by the customer and opened, the bouquet remains fresh in a vase for at least a guaranteed seven days. This packaging solution completely alleviates the use of millions of gallons of water from the flower supply chain currently used, thereby making it one of the most sustainable packaging solutions.

## SILVER ACHIEVEMENT AWARDS

*Listed alphabetically by package name.*



### Banquet Dino-Shaped Chicken Nuggets

**Award:** Silver – Printing and Shelf Impact

**Manufacturer:** American Packaging Corporation

**Contact:** Cindy Ingebritson, Marketing Coordinator, [cingebritson@ampkcorp.com](mailto:cingebritson@ampkcorp.com), 515-733-1406

**Description:** This difficult print required multiple vignettes and gradations to achieve the background and continuous tone seen throughout the package. A flexographic HD plate and printing process was used to achieve the detailed contrast of the featured food to the Disney Pixar's graphic.



### CAF's "ORUS" Squeegee Bucket Solution "Box Pouch" — 5.25 lb.

**Award:** Silver - Sustainability

**Manufacturer:** Plastic Packaging Technologies, LLC

**Contact:** David Potter, Vice President, [dpotter@plaspack.com](mailto:dpotter@plaspack.com), 913-596-9033

**Description:** CAF's "ORUS" Squeegee Bucket Solution concentrate in a 5.25 pound "Box Pouch" created transformational results for both the marketer and the environment. Relative to alternative competitive approaches that produce and ship pre-mixed liquids in blow-molded gallon jugs, CAF's concentrate in a unique pouch, mixed at point-of-use, offers stunning financial results and environmental benefits for sustainability. This retail unit significantly reduces production, packaging, and shipping costs while dramatically reducing the carbon footprint impact during distribution and the residual waste to the landfill.

## Cryovac® Sealappeal® OSF AW Ovenable Bag for Whole Bird



**Award:** Silver – Technical Innovation

**Manufacturer:** Sealed Air Corporation

**Contact:** Marie Fahey, VP, Global Marketing Communications, [marie.fahey@sealedair.com](mailto:marie.fahey@sealedair.com), 864-433-4077

**Description:** The Cryovac® Sealappeal® OSF AW Film protects fresh poultry in a hermetic, leak-proof pack from factory to fork. Designed specifically for safety and convenience, it goes straight from the retail counter to the consumer's oven, eliminating raw poultry manual handling, reducing risk of cross-contamination, and contributing to health protection. The Cryovac® Sealappeal® ovenable bag enables retailers to target specific segments and offers extended shelf life. Food processors benefit from high speed machinability which reduces operating costs.

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## FormFoil™ Lite Suture Package



**Awards:** Silver – Packaging Excellence

Silver – Sustainability

**Manufacturer:** Rollprint Packaging Products, Inc.

**Contact:** Dwane Hahn, VP of Sales and Marketing, [dhahn@rollprint.com](mailto:dhahn@rollprint.com), 512-639-9293

**Description:** The FormFoil™ Lite Suture Package is a true breakthrough in cold-form foil technology. For the first time, a 0.001” aluminum foil structure is able to effectively replace the traditional 0.002” aluminum foil composite for the most demanding suture packages without sacrificing formability and performance. Coupled with Allegro®B peelable sealant, the end result is a material that maintains robust formability, reduces consumption of natural resources, provides significant reduction in costs, and enhances the user experience.

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## gather Free Acres Adult Canine Diet, 6 lb.



**Award:** Silver – Printing and Shelf Impact

**Manufacturer:** Peel Plastic Products Ltd.

**Contact:** Richard Hugo, Account Manager, [richardh@peelplastics.com](mailto:richardh@peelplastics.com), 905-456-4056

**Description:** This package is a flat bottom pouch style package with a Velcro re-closure option utilizing a bio-based LLDPE sealant layer. The package received a USDA certified bio-based product designation through the use of the sugar cane plant based LLDPE structure, resulting in an overall 30% bio-based carbon plant packaging material. The gather brand is the first pet food packaging application in N.A. to utilize the bio-based laminate structure.

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## General Mills Totino's Pizza Overwrap



**Awards:** Silver – Extending the Use of Flexible Packaging

Silver – Sustainability

**Manufacturer:** Printpack

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

**Description:** With the transition into flexible packaging, the new Totino's Party Pizza package eliminates the need for the shrink film/carton combination in which the product was originally packaged. This is the first flow wrap package in the pizza category. It was developed in order to focus on sustainability, transportation costs, and consumer convenience.



## Hershey's Twizzlers with FreshPak Resealable



**Award:** Silver – Technical Innovation

**Manufacturer:** Sealstrip Corporation

**Contact:** Jo Anne Forman, Director of Product Development, [jforman@sealstrip.com](mailto:jforman@sealstrip.com), 610-367-6282

**Description:** Hershey replaced the zipper on their Twizzlers 2-pound bag with Sealstrip's FreshPak feature; resulting in a 43% packaging film reduction, and the first use of a completely FDA direct food contact compliant, resealable pressure sensitive adhesive feature for flexible packaging. The new resealable design provides more consistent opening, easier resealing, 100% access for product removal, and can be produced on existing horizontal flow-wrappers using less energy than a zipper applicator while maximizing line speeds.

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## hth Showpack



**Award:** Silver – Extending the Use of Flexible Packaging

**Manufacturer:** Printpack

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

**Description:** This package is a conversion from a corrugated box to a flexible flat bottom bag. Lonza chose flexible packaging for two reasons — first, it was found that their cardboard boxes would deteriorate over time, requiring the product to be repackaged, and second, they wanted to stand out on the shelf with distinctive and unique packaging. This pool chemical package is an example of a successful, non-food conversion to flexible in a market that is dominated by cartons and plastic containers.

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## NFI/UPM Pharmaceuticals' Lidocare™ Pain Relief Patch Pouch



**Award:** Silver – Technical Innovation

**Manufacturer:** Bemis Healthcare Packaging

**Contact:** Terri Groth, Marketing Communications Manager, [tvgroth@bemis.com](mailto:tvgroth@bemis.com), 920-527-7047

**Description:** The high barrier foil lamination used for packaging NFI/UPM Pharmaceuticals' Lidocare™ 4% Lidocaine Pain Relief Patch was developed and manufactured by Bemis Healthcare Packaging utilizing CXB™ sealant. Bemis's CXB™ sealant has superior barrier and permeation performance compared to other polymer sealants. CXB™ sealant in this foil lamination provides low drug uptake and high barrier properties which is critical for the packaging of lidocaine patches.

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## REDKEN HEATCURE At-Home Self-Heating Mask



**Award:** Silver – Technical Innovation

**Manufacturer:** Printpack

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

**Description:** REDKEN HEATCURE is a novel package incorporating an air-activated heater affixed to a hair mask sachet to provide safe, convenient heating of the product at time of use. Printpack's Reseal-it® technology provides a consistent, easy to use means of activating the heater, and Printpack's high barrier metallized lamination provides superior protection for long heater shelf life.



### Smart Mix Pro

**Award:** Silver – Sustainability

**Manufacturer:** Sealed Air Corporation, Diversey Care

**Contact:** John Conrardy, Principle Packaging Engineer, [john.conrardy@sealedair.com](mailto:john.conrardy@sealedair.com), 262-631-4905

**Description:** The objective was to ship a chemical concentrate versus product that is 90% water, utilize a film package versus a plastic bottle, and provide the customer a safe and accurate mixing method. The challenge was to identify a film that could hold various aggressive chemicals. One pouch package equals 4-quart spray bottles of Ready-to-Use product. The result is significant reduction in material, cost, and carbon footprint.



### Starbucks Coffee - Mexico Chiapas

**Award:** Silver – Printing and Shelf Impact

**Manufacturer:** Printpack

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

**Description:** Chiapas is a limited edition coffee offering from Starbucks. Chiapas coffee is grown in the mountains of Mexico's Sierra Madre de Chiapas, which is home to a diverse variety of wildlife, including tapirs, quetzals, and the occasional jaguar. To represent the region, Starbucks chose the jaguar to star on this beautiful, eye-catching package which is a rotogravure printed 4-ply laminate with spot matte lacquer.

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### 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 \$31 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.