

**NEWS RELEASE
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**FPA 2018 Student Flexible Packaging Design Challenge Competition
Call for Entries is Now Available**

The deadline for concept outline submissions is September 15, 2017

Annapolis, MD: July 12, 2017 – The Flexible Packaging Association (FPA) is pleased to announce that the *2018 Student Flexible Packaging Design Challenge Call for Entries* is now available.

In its 14th year, the *FPA Student Flexible Packaging Design Challenge* has become a prestigious competition within the flexible packaging industry.

The *Challenge* honors flexible packaging solutions developed by students. Flexible Packaging is used to package a wide variety of items. From retail food to medical and pharmaceutical products, the packaging possibilities are endless. The only limit is imagination!

The *Challenge* for students is to develop a flexible package solution that addresses a packaging issue, such as consumer convenience or the protection of food. The package should advance the use of flexible packaging; make an improvement over an existing flexible package; convert a non-flexible package into a flexible package; package a new product or package a product that is not currently available in flexible packaging.

Students are asked to submit a concept outline prior to the actual development of the flexible packaging prototype/bench sample. The concept outline will be evaluated and when approved, students may begin development of the package prototype/bench sample. Students may work on the design in conjunction with their packaging schools. FPA members may be available as mentors to students advancing to the flexible packaging prototype/bench sample development round.

The deadline to submit a concept outline is September 15, 2017. The student or team of students who develops the first place winning entry will receive \$1,000, and the second place winning entry will receive \$500.

For more information on FPA or download a copy of the *Student Flexible Packaging Design Challenge Call for Entries*, please visit www.flexpack.org.

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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 \$30 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.