

**NEWS RELEASE  
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**FPA Releases New Flexible Packaging Industry Brochure: *Flexible Packaging  
Leading the Way in Packaging Innovation***  
*Technology and innovation created flexible packaging, and they continue to define it*

**Annapolis, Maryland: March 27, 2017** – The Flexible Packaging Association (FPA) is pleased to announce that the [\*Flexible Packaging: Leading the Way in Packaging Innovation Brochure\*](#) is now available. The brochure provides a general overview of flexible packaging.

Flexible packaging is at the forefront of important packaging trends in product protection, design and performance, consumer convenience, and sustainability, all of which positively impact the environment, consumers, and businesses. Technology and innovation created flexible packaging, and they will continue to define it.

To download a copy of the [\*Flexible Packaging: Leading the Way in Packaging Innovation Brochure\*](#) or for more information on flexible packaging, please visit [www.flexpack.org](http://www.flexpack.org) or contact FPA at [fpa@flexpack.org](mailto:fpa@flexpack.org) or 410-694-0800.

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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.