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Switching Strengthens Sales
Switching to flexible packaging increases brand owner sales

Annapolis, MD: June 26, 2017 – The Flexible Packaging Association (FPA) is pleased to announce a new infographic that highlights the sales benefits of switching to flexible packaging for brand owners.

The proof is in the pouch. According to FPA’s recent *Flexible Packaging Transition Advantages Study*, 55% of brand owners saw a sales increase when asked directly about the impact on sales. When given the choice between the same product in non-flexible packaging, 71% of consumers said they prefer flexible packaging.

On average, Americans are willing to spend 10.3% more for food packaged in flexible packaging; with Americans aged 35-44 willing to spend 15.5% more; parents with children under 18 willing to pay 17% more; and Americans aged between 18-34 willing to spend 17.2% more. 79% of Americans believe that there are benefits of having food products stored in flexible packaging vs. non-flexible packaging.

Consumers prefer a wide variety of products in flexible packaging vs. non-flexible packaging including snacks/salty snacks, cereal/breakfast products, fresh produce, meat/poultry/seafood, and cheese/dairy. Consumers also said that the top three benefits of flexible packaging are the ability to reseal, easy to store, and easy to open.

For more information on the FPA and the *Flexible Packaging Transition Advantages Study*, please visit our website, www.flexpack.org.



For a high-resolution copy of the infographic, [please click here](#).

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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.