The Flexible Packaging Achievement Awards and Innovation Showcase

The Flexible Packaging Association is pleased to present the 59th Annual FPA Flexible Packaging Achievement Awards and Innovation Showcase, which features flexible packaging solutions that meet expectations and needs through advancements in materials, graphics, structure, new uses, extended shelf life, and sustainability. All entries include package description, end user/customer, plant, designer/design firm, key supplier, and detailed package descriptions.

The Achievement Awards section of the Showcase includes the eighteen winning entries by award level: Highest Achievement, Gold and Silver. Entry categories included Printing and Shelf Impact, Technical Innovation, Sustainability and Packaging Excellence. The Innovation Showcase section highlights all other 2015 competition entries.

Front Page: Featured package photos are the recipients of the 2015 Flexible Packaging Achievement Awards. The packages are displayed from left to right, by the award level (Highest Achievement, Gold, and Silver) and are described in detail in this publication.

Back Page: Package photos featured are all other entries to the 2015 Flexible Packaging Achievement Awards Innovation Showcase and are displayed alphabetically from left to right by package name.

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Flexible Packaging Achievement Awards
2015

Winning packages are organized in alphabetical order by award level (Highest Achievement, Gold, Silver). The information and descriptions for all packages are provided by the manufacturer.
Cryovac® Darfresh® On Tray

*Highest Achievement Award — Retail*

Manufacturer: Sealed Air Corporation — Cryovac, www.sealedair.com

End-User/Customer: Information not available

Plant: Simpsonville, South Carolina

Designer/Design Firm: Sealed Air Corporation

Key Suppliers: All performed/manufactured in house by Sealed Air

Competition Categories: Packaging Excellence, Printing and Shelf Impact, Sustainability, and Technical Innovation

**Package Description:** The Sealed Air/Cryovac® Darfresh® On Tray is an innovative vacuum skin packaging system that allows for optimization of operational efficiency, extended shelf life, consumer convenience, and food security improvement. The leak proof clear tray and lid provides a 360° view of the product contained within, enabling consumers to see the quality of the product they are purchasing. This package offers benefits to the processor via film reduction of up to 40 percent with no material scrap, unequaled merchandising opportunities to the retailer using vertical display capability, and provides a freezer ready protective package that offers easy to open convenience to the consumer.

*The Highest Achievement Award is evaluated by the judges as possessing overall packaging excellence, significant attributes in all the award categories, and contributing most to the advancement of the industry.*
Intervoid® Sterile
Highest Achievement Award — Institutional

Manufacturer: Coveris™, www.coveris.com
End-User/Customer: Information not available
Plant: Hartlepool, United Kingdom
Designer/Design Firm: Coveris
Key Suppliers: Coveris Flexibles Winsford, Granton Medical, Swann — Morton
Competition Category: Technical Innovation

Package Description: Intervoid Sterile represents a major breakthrough in flexible packaging for medical, food, and other specimen sampling through its integrated protection, labeling, tracking and storage system. This unique package enables the delivery of a single, lightweight flexible sampling solution with obvious cost, environmental, safety and supply-chain advantages. Eliminating the risk of cross contamination and enhancing traceability and function, Intervoid products are both food contact approved and UN3373 marked for product assurance and security against cross contamination. The sterile bags combine unique track & trace identification, patented tamper evident closure and tape, which says "stop" if tampered with or not sealed correctly. The joining of these highly technical conversion methods, delivers a composite, easy-to-use sampling solution for enhanced safety, security, function and environmental impact not available in any other format.

The Highest Achievement Award is evaluated by the judges as possessing overall packaging excellence, significant attributes in all the award categories, and contributing most to the advancement of the industry.
Amcor's Dessiflex®

Gold — Technical Innovation

Manufacturer: Amcor Flexibles, www.amcor.com
End-User/Customer: Information not available
Plant: Asheville, NC
Designer/Design Firm: Information not available
Key Suppliers: Information not available

Competition Categories: Packaging Excellence, Printing and Shelf Impact, Sustainability, and Technical Innovation

Package Description: Amcor's Dessiflex® is a breakthrough in flexible packaging. It is extremely effective at both removing moisture within a package and retarding moisture penetration through seal edges of the package. Dessiflex even removes retained moisture from packages exposed to high humidity sterilization. It reduces the environmental footprint approximately 20% compared to a pouch with a desiccant sachet. Dessiflex is a simpler and better desiccant package effective in challenging applications. Package contents stay clean and dry.
Dole Fruit & Veggie Blends
Gold — Printing and Shelf Impact
Manufacturer: Emerald Packaging, Inc., www.empack.com
End-User/Customer: Dole Frozen
Plant: Union City, CA
Designer/Design Firm: Emerald Packaging, Dole Frozen
Key Suppliers: Hewlett Packard, Ashland Inc. and OEC Graphics
Competition Category: Printing and Shelf Impact

Package Description: The Dole Fruit & Veggie Blend is a series of three pouches newly launched in late 2014. The packages were printed with the revolutionary HP Indigo wide web digital print technology. The series of three unique graphics were printed in line with zero print waste between each unique package. The PET/PE laminated stand up pouch with a zipper closure was laser scored for easy consumer access.
**Exponent 2™**

**Gold — Packaging Excellence**
**Gold — Technical Innovation**

Manufacturer: Rollprint Packaging Products, Inc, www.rollprint.com  
End-User/Customer: Information not available  
Plant: Addison, IL  
Designer/Design Firm: Information not available  
Key Suppliers: Information not available  

**Competition Categories:** Packaging Excellence, Printing and Shelf Impact, Sustainability, and Technical Innovation

**Package Description:** Exponent 2™ combines ultra-high barrier ClearFoil® with a chemically-inert sealant. The high-performance sealant, a coextruded non-crystalline polyester, is designed to replace Barex® for chemically-sensitive applications. Exponent 2™ is ideal for applications requiring exceptional barrier and clarity. With oxygen and moisture barriers available down to 0.0008 cc/100in2-24hrs, and 0.0008 g/100in2-24hrs respectively, the all-polyester Exponent 2™ can be used for the most sensitive applications providing cost savings and recycling opportunities when compared to traditional foil structures.
Freshness Plus®
Gold — Sustainability
Gold — Technical Innovation

Manufacturer: Sealed Air Corporation — Cryovac, www.sealedair.com
End-User/Customer: Franz Bakery
Plant: Simpsonville, South Carolina
Designer/Design Firm: Sealed Air Corporation
Key Suppliers: Sealed Air Corporation. All components are produced in house.
Competition Category: Technical Innovation

Package Description: The Sealed Air Food Care Freshness Plus® Modified Atmosphere Package uses an innovative active barrier film that aggressively helps prevent oxygen migration into artisan bread, keeping it fresher longer, extending shelf life for more than 40 days, and reducing product shrink by up to 50 percent. These benefits equate to operational efficiency, cost reduction, and revenue generation for both the processor and retailer.
Ghirardelli 5.50 oz. Milk Chocolate Sea Salt Cashew

Gold — Printing and Shelf Impact

Manufacturer: American Packaging Corporation, www.ampkcorp.com
End-User/Customer: Ghirardelli Chocolate Company
Plant: Columbus, WI
Designer/Design Firm: Metro Imaging West
Key Suppliers: Comexi — Acom Press, Henkel Adhesive, Flint/INX — Inks & Lacquer

Competition Category: Printing and Shelf Impact

Package Description: An in-line laminated 2-ply reverse printed matte film, registered gloss lacquer, easy tear and reseal features, all in a stand-up pouch results in a unique shelf appeal for this premium product. The rotogravure printing process provides the registration control necessary for application of the registered gloss lacquer to the exterior of the package after lamination. The soft vignettes and matte film help to give the package a high-end appearance along with durability and shelf life.
McCormick Skillet Sauce Mix Pourable Pouch
Gold — Packaging Excellence
Silver — Sustainability
Manufacturer: Bemis Company, Inc., www.bemis.com
Plant: Oshkosh, Wisconsin
Key Suppliers: Bemis Company, Inc.

Competition Categories: Packaging Excellence, Printing and Shelf Impact, Sustainability, and Technical Innovation

Package Description: With its die-cut spout and tear-off “cap,” the new McCormick Skillet Sauce package has the look and functionality of a bottle, but the efficiency and sustainability of a pouch. The cap tears easily and cleanly for a controlled, directional pour that’s proven to please consumers. The unique shape, standup format and vibrant graphics immediately set the product apart from McCormick’s popular dried spices to strengthen the company’s entry into the liquid sauce category.
Medi-CRREO™ with Child-Guard™ Closure
Gold — Technical Innovation
Manufacturer: Pactech Packaging LLC / Reynolds Presto Products
www.pactechpackaging.com / www.sliderite.com
End-User/Customer: Information not available
Plant: Rochester, NY
Designer/Design Firm: Pactech Packaging
Key Suppliers: Reynolds Presto Products / www.sliderite.com
Competition Categories: Sustainability and Technical Innovation

Package Description: This is the world’s first child-resistant flexible pouch using the Child-Guard™ Closure. The Medi-CRREO™ manufactured by Pactech Packaging, complemented with the Child-Guard™ Closure developed by Reynolds Presto Products has passed the testing requirements of Title 16 CFR 1700 of the Poison Prevention Packaging Act. With the hermeticity of the slider and the barrier attributes of the film laminate, end-users can be assured that their product will last on the shelf for an extended period of time. This new flexible packaging solution opens market opportunities traditionally supplied by rigid packaging.
Muscat Dates
Gold — Printing and Shelf Impact

End-User/Customer: Lion Dates Impex Pvt Ltd.
Plant: Ghaziabad, UP, India
Designer/Design Firm: Lion Dates Impex Pvt Ltd.
Key Suppliers: SRF Polyester — PET, Sakata Inks — Ink, Bostik — Adhesive, Dow Chemical — PE granule

Competition Category: Printing and Shelf Impact

Package Description: The registered matte coating enhances aesthetics and ultimately, brand value. Packaging with premium looks and paper like finish. The best part of the pouch is the brilliance in printing. This smoothness is achieved by a special matte surface coating. Graphics, color combination of gloss and matte effect have given a “live” look of dates on the pack.
Gold Awards

P.F. Chang’s Mongolian Style Beef
Gold — Printing and Shelf Impact
Manufacturer: American Packaging Corporation, www.ampkcorp.com
End-User/Customer: ConAgra Foods
Plant: Story City, IA
Designer/Design Firm: Information not available
Key Suppliers: Schawk, W&H
Competition Category: Printing and Shelf Impact

Package Description: Mouthwatering graphics provide for a realistic visual of the high end product waiting inside. American Packaging achieved the life-like reproduction by utilizing its High Definition flexographic printing expertise to provide a sharper image with intense colors and cleaner text. The consumer can almost taste how good the meals will be by viewing the package on the local grocer’s freezer shelf.
Rust-Oleum SpraySmart™ Marking Paint Pouch

Gold — Packaging Excellence

Manufacturer: Printpack, www.printpack.com
End-User/Customer: Rust-Oleum Corporation
Plant: Hazelwood, MO 63042, MO
Designer/Design Firm: Information not available
Key Suppliers: Information not available

Competition Categories: Packaging Excellence, Printing and Shelf Impact, Sustainability, and Technical Innovation

Package Description: Rust-Oleum’s marking spray paint was packaged in rigid aerosol canisters. These did not evacuate fully, and also created a high volume of hazardous waste. SpraySmart™ Pouches mix and evacuate more effectively, providing more paint coverage for the same package weight, and the used pouches take up much less space and do not require disposal as hazardous waste. Also, the transparent areas within the graphics allow users to easily see how much paint remains in the pouch.
Amcor’s SachetLite
Silver — Sustainability
Manufacturer: Amcor Flexibles, www.amcor.com
End-User/Customer: Information not available
Plant: Madison, WI
Designer/Design Firm: Information not available
Key Suppliers: Information not available
Competition Category: Sustainability
Package Description: Amcor’s SachetLite is an environmentally friendly alternative to standard high-barrier sachet packaging. It provides the moisture and oxygen barrier required for sensitive products, the chemical resistance needed for aggressive products, and the robust package appearance desired for a premium brand image. SachetLite’s environmental footprint is a reduction of at least 25% on most measures and almost 54% on water consumption. SachetLite is part of Flexible Packaging’s evolution into product offerings with reduced environmental impact.

FlexAsept™
Silver — Technical Innovation
Manufacturer: Liqui-Box, www.liquibox.com
End-User/Customer: Ingomar Packing CO
Plant: Sacramento, CA
Designer/Design Firm: Information not available
Key Suppliers: Information not available
Competition Categories: Sustainability, and Technical Innovation
Package Description: The patented FlexFX™ polyolefin contact and outer layers produces this exceptionally rugged package which reduces sticking and wrinkling of the package during the sterilization and filling process. The FlexAsept™ package has resulted in a bag with superior flexibility, improved thermal resistance and superior Oxygen Transmission Rate performance. This package delivers significant savings by reducing dunnage, extra handling, and product spoilage as a result of flex cracking.
Gourmet Express Complete Meals
Silver — Sustainability
Silver — Printing and Shelf Impact
Manufacturer: Berry Plastics Corporation, www.berryplastics.com
End-User/Customer: Gourmet Express
Plant: Milwaukee, WI
Designer/Design Firm: Dan Collins, Berry Plastics Corporation
Key Suppliers: Information not available
Competition Categories: Packaging Excellence, Printing and Shelf Impact, Sustainability, and Technical Innovation
Package Description: The Gourmet Express Complete Meal pouch is a quad seal pouch configuration designed for display and shelf appeal. This product was previously sourced overseas, using rotogravure printing, solvent based adhesive technology and a different pouch format. The new product incorporates several features that accentuate the package. The designs were converted from rotogravure to flexographic printing, the structure was changed to eliminate excessive (>12%) breakage during filling and the pouch configuration was changed for improved shelf appeal and utilizes less material overall.

Kar’s Nuts — Second Nature Wholesome Medley PrimaPak™ Package
Silver — Technical Innovation
Manufacturer: Clear Lam Packaging, Inc., www.clearlam.com
End-User/Customer: Kar’s Nuts
Plant: Elk Grove Village, Illinois
Designer/Design Firm: Information not available
Key Suppliers: Film Supplier and Co-Packing: Clear Lam Packaging, Inc., Reseal Label Supplier: Spear Systems, LLC
Competition Categories: Packaging Excellence, Printing and Shelf Impact, Sustainability, and Technical Innovation
Package Description: The Second Nature Wholesome Medley PrimaPak™ Package is a flexible, stackable, and reclosable “pop-up box” produced from custom rollstock on vertical form-fill-seal (VFFS) machinery. Designed as a replacement for rigid cans, bottles, trays, jars, trays, and select flexible packaging, the PrimaPak™ package is lightweight, stackable, and merchandises on six sides. As a result, the PrimaPak™ technology improves package cube by up to 30 percent or more, maximizes manufacturing efficiencies, and improves warehousing space and transportation demands.
Silver Awards

Organic Girl Three Heart Romaine Stand-Up Pouch with Velcro Closure
Silver — Packaging Excellence
Manufacturer: Emerald Packaging, Inc., www.empack.com
End-User/Customer: Organic Girl LLC
Plant: Union City, CA
Designer/Design Firm: Jennie Freeman, Organic Girl LLC
Key Suppliers: Flex America (PET), Commex Corp. (Antifog Coextruded Sealant), Windmoeller & Hoelscher (10 Color Miralux), TechFlex Packaging (Pouch Manufacturer), Velcro USA (Closure), CAI Inc. (Ink), INX International Ink Co. (Matte Varnish)
Competition Categories: Packaging Excellence, Printing and Shelf Impact, Sustainability, and Technical Innovation
Package Description: This two-layer stand-up pouch with a handle to make it easier for consumer to grab off the shelf. It features a Velcro closure to make the package easier to close compared to a string zipper, and features a registered matte finish which adds to the gloss of the package, helping it stand out in the graphic saturated produce section of any grocery store. This package stands up as opposed to the previous clamshell, catching the consumer’s eye, which leads to a significant gain in market share and higher “romaine” sales at the grocer. Antifog prevents moisture build-up on the inside of the bag allowing consumers to see the produce.

Potato Starch Film for Potato Bags
Silver — Sustainability
Manufacturer: Emerald Packaging, Inc., www.empack.com
End-User/Customer: Emerald Packaging, Inc.
Plant: Union City, CA
Designer/Design Firm: Michael Ricon, Emerald Packaging, Inc.
Key Suppliers: Emerald Packaging, Inc. (Film Formulation, Printing, Converting), BiologiQ LLC (Potato Starch Resin), CAI Inc. (Inks), Commex Corp. (Extrusion)
Competition Category: Sustainability
Package Description: This product represents a significant breakthrough in sustainable films. This 5 lb. bag is partly made from a renewable resource: potatoes. The 25 percent potato resin, 75 percent polyethylene mixture developed by Emerald Packaging and BiologiQ of Idaho Falls, ID, produces a film that is actually stronger than a 100 percent polyethylene based film typically used for potato bags, thereby allowing for downgauging of up to 10%. This film has many other possible uses including as a white sealant and other packaging that does not require absolute clarity.
Flexible Packaging Innovation Showcase
2015
95 kPa Transport Specimen Bag
Manufacturer: Vonco Products LLC, www.vonco.com
End-User/Customer: Information not available
Plant: Lake Villa, IL
Designer/Design Firm: John LaRoi, Vonco Products LLC
Key Suppliers: Information not available
Competition Category: Technical Innovation

Package Description: High performance secondary packaging used in the transportation of medical specimen samples. Designed to ensure if the primary packaging fails the secondary packaging will prevent zero leaks or spills. Primarily utilized in air transportation, these bags are subject to extreme pressure and temperature conditions and must perform to Dept. of Transport Specifications. Vonco developed these industry-leading medical bags and also incorporated ease-of-use and easy opening features through strategically positioned notches and seam sealing technology.

Aquasure™
Manufacturer: Liqui-Box, www.liquibox.com
End-User/Customer: M&B, Tampa, FL
Plant: Richmond, VA
Designer/Design Firm: Information not available
Key Suppliers: Liqui-Box / Berry Plastics
Competition Categories: Sustainability, and Technical Innovation

Package Description: Aquasure™ film is a multilayer film with a barrier layer for enhanced shelf life servicing needs for water in the institutional and education markets at the state level. The key feature is the Product contact side that is organoleptically neutral to water, thus not imparting any unpleasant off-taste. Aquasure™ film is ideal for producing robust pouches on a high-speed vertical-form-fill-seal machine.

BABA 120 Pouch Laminate with Multilens
Manufacturer: Flex America Inc., www.flexfilm.com
End-User/Customer: Dharampal Premchand Ltd.
Plant: Noida, Uttar Pradesh
Designer/Design Firm: Dharampal Premchand Ltd.
Key Suppliers: Information not available
Competition Categories: Packaging Excellence, Printing and Shelf Impact, and Technical Innovation

Package Description: The pouch laminate consists of a Paper/aluminum foil structure coated with a proprietary heat sealable coating on one side and a special EB cured coating on the other side to provide chemical resistance, water resistance, scuff resistance and gloss. This laminate has been specially developed by use to overcome the statutory restriction on the use of plastic laminates for the packaging of tobacco products. The special feature of this new laminate is the incorporation of a multilens in register with the print. This provides authentication, brand safety and combats the rampant counterfeiting that abounds in the user-industry in addition to shelf impact and improved graphics. The incorporation of the multilens in the printed laminate is achieved using a special process.
Ball Park® Park’s Finest™ Premium Beef Hot Dog Package
Manufacturer: Bemis Company, Inc., www.bemis.com
End-User/Customer: Ball Park® Park’s Finest™ — Tyson Foods
Plant: Oshkosh, WI
Designer/Design Firm: Tyson Foods and Bemis Company, Inc.
Key Suppliers: Bemis Company, Inc.
Competition Categories: Packaging Excellence, Printing and Shelf Impact, Sustainability, and Technical Innovation
Package Description: How do Ball Park® Park’s Finest™ premium hot dogs change up the game? With a flexible film with the premium look and feel of natural paper! Patent-pending coating technology from Bemis incorporates a proprietary blend of inks and over-lacquers to create a truly paper-like, highly tactile texture. Conveying the brand’s artisan flavors and ingredients, packages are reverse-printed in 8 colors to suggest dimensional paperboard sleeves. The graphics mirror wood-cut type, with colors and spot matte varnish.

BelGioioso SmartTack™ EZ Peel® Reseal™ Provolone Package
Manufacturer: Bemis Company, Inc., www.bemis.com
End-User/Customer: BelGioioso Cheese, Inc.
Plant: Oshkosh, WI
Designer/Design Firm: Bemis Company, Inc.
Key Suppliers: Bemis Company, Inc.
Competition Categories: Packaging Excellence, Printing and Shelf Impact, Sustainability, and Technical Innovation
Package Description: The first-ever resealable flex/flex club-store package is pumping up sliced provolone sales for BelGioioso Cheese. SmartTack™ EZ Peel® Reseal™ technology adds fingertip reclose convenience to the 2 lb. HFFS package, resealing reliably 20+ times. Two individually formed compartments allow consumers to open one side while keeping the other side sealed for freshness, making the value size extra appealing. The ultra-convenient format and boldly printed top web create an attention-getting brand billboard that instantly sets BelGioioso apart.

Bolthouse Farms Fruit Tubes — Blueberry meets Raspberry
Manufacturer: Emerald Packaging, Inc., www.empack.com
End-User/Customer: Bolthouse Farms
Plant: CA, 94587
Designer/Design Firm: Bolthouse Farms, Bolthouse Farms
Competition Category: Technical Innovation
Package Description: This kid friendly pouch offers the first flexible package digitally printed on the new HP Indigo 20000 printing press. Its unique graphics takes advantage of digital technology by using different images on each package without having to change printing plates as would be true on a conventional printing press. The new solventless adhesive lamination technology used gives the mineral oil-based digital inks the ability to withstand the packaging process which subjects the pouch to high pressure while at the same time enabling the necessary barrier properties.
Cascade Complete
Manufacturer: Coveris™, www.coveris.com
End-User/Customer: Procter & Gamble Company
Plant: Battle Creek, MI
Designer/Design Firm: Information not available
Key Suppliers: Procter & Gamble Company, Sun Chemical Company, Southern Graphics Systems, Dow Chemical Company, Flex Films
Competition Category: Printing and Shelf Impact
Package Description: Cascade Complete graphics rely on heavy use of vignette graphics to grab the consumers' attention. Vignettes show in several areas of the design — appearing as rays of the sun shining off the plate, and in the green/yellow and blue swirls passing both behind the POD and within the POD on the front panel.

Cascade Platinum
Manufacturer: Coveris™, www.coveris.com
End-User/Customer: Procter & Gamble Company
Plant: Battle Creek, MI
Designer/Design Firm: Information not available
Key Suppliers: Procter & Gamble Company, Sun Chemical Company, Southern Graphics Systems, Dow Chemical Company, Flex Films
Competition Categories: Printing and Shelf Impact, and Technical Innovation
Package Description: Cascade Platinum graphics rely on heavy use of Sun Chemicals high-end silver metallic ink system in the seal and zipper areas of the SUP. Typically, low lamination bond strength would be cause for concern in silver metallic areas of the package, particularly in the seal and zipper areas. Conversely, the laminate bond strengths in the silver metallic areas in combination with Dow Chemical's Quick-Cure adhesive system prove to have no significant difference in bond strength.

Chili's Slow Cooker and Skillet Sauces
Manufacturer: Printpack. www.printpack.com
End-User/Customer: Kettle-cooked Crafters LLC (filled by Illes Foods)
Plant: El Marques, Queretaro, Mexico
Designer/Design Firm: Information not available
Key Suppliers: Information not available
Competition Categories: Packaging Excellence, Printing and Shelf Impact, Sustainability, and Technical Innovation
Package Description: Chili's Slow Cooker Sauces are packaged in a flexographic printed high-barrier structure, with a foil laminate front and back panel and a clear high-barrier gusset. These pouches are convenient for consumers to open and pour and reduce package weight and volume compared to traditional package formats.
Country Fresh “Snack Fresh” Branded Snap Apart Multipacks
Manufacturer: Clear Lam Packaging, Inc., www.clearlam.com
End-User/Customer: Country Fresh, Inc.
Plant: Houston, TX
Designer/Design Firm: Information not available
Key Suppliers: Film Supplier and Package Developer: Clear Lam Packaging, Inc.
Competition Categories: Packaging Excellence, Printing and Shelf Impact, Sustainability and Technical Innovation
Package Description: The Clear Lam Country Fresh Snap Apart Multipacks were designed to meet growing demand from health-conscious consumers looking for convenient grab-and-go portion control packaging for cut fruits and vegetables. The individual cups can be easily separated and the cup design makes it easy for consumers to hold. The package is made from renewable plant based PLA plastic to reduce the use of petroleum based plastics and to minimize carbon footprint.

Crunch Pak® Apple Slices — Resealable Label
Manufacturer: Printpack, www.printpack.com
End-User/Customer: Crunch Pak, LLC
Plant: Prescott Valley, Arizona
Designer/Design Firm: Printpack / Crunch Pak, LLC,
Key Suppliers: MacFarland Labels
Competition Category: Technical Innovation
Package Description: Crunch Pak's Apple Slices have changed how consumers typically open a bag of sliced apples by introducing Reseal-it®; a corner peel recloseable label. The Reseal-it® label makes the contents of the bag easily accessible for consumers of all ages and ability, further adding to the convenience of ready-to-eat sliced apples. The recloseable feature also increases product freshness after the first opening so that the healthy snack can be enjoyed until it is all gone.

Dabur Almond Hair Oil 3ml
End-User/Customer: Dabur India Limited
Plant: Ghaziabad, Uttar Pradesh, India
Designer/Design Firm: Information not available
Key Suppliers: Ester Polyester — PET, Sakata Inks — Ink, Dow Chemical — PE granule
Competition Category: Technical Innovation
Package Description: Two layer high barrier laminate developed first time for packaging of hair oil in the form of a unit dose sachet to use in FFS operation. First layer Met PET is a printing substrate also acts as a barrier layer. Special inks are used to achieve maximum scuff or abrasion & heat resistance. Combination of inks is brought out by surface printing with eight colors which is used favorably to bring out the attractive design.
Dare Foods Boulangerie Grissol Artisanal Baguettes Side Seal Bag With Reclose
Manufacturer: Sonoco Flexible Packaging, www.sonoco.com
End-User/Customer: Dare Foods Limited
Plant: Mississauga, ON, Canada
Designer/Design Firm: Sonoco Flexible Packaging
Key Suppliers: Information not available
Competition Categories: Printing and Shelf Impact, and Sustainability
Package Description: Dare Foods Boulangerie Grissol Artisanal Baguettes side seal bag presents an eye-catching package in a category dominated by bag-in-box formats. With its brilliant graphics, including the rich, premium black background and the beautiful shots of the product, the bag grabs consumer attention. Using less materials than the bag-in-box format reduces the environmental impact, while the barrier film structure keeps the products fresh and appealing for consumers. Shoppers love the new look and the convenient resealability.

Dave’s Killer Bread Square Bottom Bag
Manufacturer: Berry Plastics Corporation, www.berryplastics.com
End-User/Customer: Dave’s Killer Bread
Plant: Macedon, NY
Designer/Design Firm: Dan Collins, Berry Plastics Corporation
Key Suppliers: Information not available
Competition Categories: Packaging Excellence, Printing and Shelf Impact, Sustainability, and Technical Innovation
Package Description: The Dave’s Killer Bread product utilizes HD Flexo printing on a unique down gauged co-extruded film, which enhances product presentation, decreases cost, and improves package performance. The film was developed to maintain all converting and packaging characteristics with a significant reduction in gauge through the use of both process and polymer technologies. The converting process utilizes less overall material for a package that offers great shelf appeal.

DeMet’s 15 Count Flipz Minis Milk Chocolate Covered Pretzels
Manufacturer: American Packaging Corporation, www.ampkcorp.com
End-User/Customer: DeMet’s
Plant: Story City, Iowa
Designer/Design Firm: Information not available
Key Suppliers: SGS, W&H
Competition Category: Printing and Shelf Impact
Package Description: Our customer’s main marketing objective was to offer a package that differentiated itself from like products and allowed consumers to perceive the quality of the product even before they had a chance to try it. American Packaging surpassed this objective by using RAVE HD plates allowing them to achieve life-like graphics, cleaner screening, better registration and a high gloss appearance.
Duo-Pack with flexible handle — 5 Pound Shredded Cheese
Manufacturer: Coveris, www.coveris.com
End-User/Customer: Kirkland — Costco
Plant: Menasha, WI
Designer/Design Firm: Information not available
Key Suppliers: Coveris
Competition Categories: Printing and Shelf Impact, and Technical Innovation
Package Description: Convenient portion controlled 2 pack stand up pouches of 40 ounce shredded cheese for a total of 5 pounds of cheese. Each package is highly decorated with the store brand and includes Coveris LaserTear easy open laser scored opening feature along with a press to close zipper for re-close-ability. This unique package features an attached handle for easy transport from the merchandiser to the home or business. A vast improvement over the bulky 5 pound pillow pack that required a pressure sensitive label, no easy open feature and no re-close feature.

Eureka Baking Company Bread Bag
Manufacturer: Printpack, www.printpack.com
End-User/Customer: Bimbo Bakeries USA
Plant: Bloomington, IN
Designer/Design Firm: Information not available
Key Suppliers: Braskem Brazil Chemical Company
Competition Category: Sustainability
Package Description: Printpack developed a sustainable bread bag by incorporating plant based resins for Bimbo Bakeries' Eureka! line of organic bread. This is the first application incorporating plant based resins in the US Bakery Market. The use of plant based resins offers an environmentally friendly alternative to non-renewable petroleum based resins.

Flip-N-Seal™ Fitment Family
Manufacturer: Liqui-Box, www.liquibox.com
End-User/Customer: Cumberland Dairy
Plant: Upper Sandusky, OH
Designer/Design Firm: Information not available
Key Suppliers: Information not available
Competition Categories: Sustainability, and Technical Innovation
Package Description: The Flip-N-Seal™ family is a re-sealable dispensing system. Adaptable to virtually all filling and dispensing systems for BIB packaging, the Flip-N-Seal™ allows customers to get connected with no hassle and no mess while maximizing the performance and value of the package. Flip-N-Seal™ is perfect for “Clean Fill”, “ESL” or “Aseptic” markets everywhere. This versatile family can be used with any Liqui-Box films and allows Liqui-Box to deliver the product protection characteristics for any application.
General Mill’s Betty Crocker Limited Edition Pumpkin Bar Mix
Manufacturer: American Packaging Corporation, www.ampkcorp.com
End-User/Customer: General Mills
Plant: Story City, IA
Designer/Design Firm: Schawk
Key Suppliers: Schawk, W&H
Competition Category: Printing and Shelf Impact
Package Description: This high definition flexographic printed package exceeded our customers marketing objectives by providing a seasonal design that commanded attention to the shelf. The meticulous detail, sharpness of colors and glossy appearance accurately reflected the customer’s goal. The mouthwatering graphics provided for a realistic visual of the high end product waiting inside.

Gotta by Bonafont
Manufacturer: Liqui-Box, www.liquibox.com
End-User/Customer: Bonafont — Danone Group
Plant: Amatitlan, Guatemala
Designer/Design Firm: Information not available
Key Suppliers: Plastilene (Film), Bonafont (Pouch)
Competition Categories: Sustainability, and Technical Innovation
Package Description: Gotta is a 5-layer coextruded water pouch with EVOH barrier and pearly finish for packaging water and provides a sustainable alternative to bottles for the consumer market for water in Mexico. Gotta film is designed with a multilayer barrier film and a unique inner layer that prevents off taste or odor thru unique materials technology. The dispenser and aesthetically pleasing colors attract the consumer to the product.

Green Giant® Fresh Brussels Sprouts
Manufacturer: Robbie, www.robbieflexibles.com
End-User/Customer: Green Giant® Fresh by Growers Express
Plant: Lenexa, Kansas
Designer/Design Firm: Information not available
Key Suppliers: Information not available
Competition Categories: Printing and Shelf Impact, and Sustainability
Package Description: Green Giant® Fresh Brussels Sprouts packaged in a laminated stand-up pouch using Expanded Color Gamut printing showcases color attributes of their brand and the Jolly Green Giant™ mascot. The crisp graphics increase consumer appeal and brand recognition on store shelves and project a high quality product image. This package eliminates risk of contamination, protects the product freshness with micro perforations for OTR control, and helps emotionally connect consumer to the brand through a positive experience.
High Luster Silver MuscleTech Platinum Fish Oil Shrink Sleeve
End-User/Customer: MuscleTech
Plant: Hartland, Wisconsin
Designer/Design Firm: Information not available
Key Suppliers: Information not available
Competition Category: Printing and Shelf Impact
Package Description: MuscleTech knew they would need a special package when it came to launching their Platinum line of bodybuilding supplements and vitamins. Together with CL&D Graphics, MuscleTech was able to achieve the look of metallic packaging with a special high luster silver ink. The full coverage high luster silver ink paired with bright yellow accents is eye-catching and makes an impact. The high luster silver shrink sleeve advertises the quality of the premium product inside the package as well.

High Performance Dairy Pouch Film
Manufacturer: Liqui-Box, www.liquibox.com
End-User/Customer: Lala and Gisla (Mexico)
Plant: Richmond, VA
Designer/Design Firm: Information not available
Key Suppliers: Berry Plastics Chippewa Falls, Wisconsin
Competition Categories: Sustainability, and Technical Innovation
Package Description: This coextruded film is used in a vertical-form-fill-seal filler to make pouches from 4 oz to 2 liters in size. The smaller (Mini-Sip®) pouches are used to package flavored water, fruit juice and milk for nationwide school programs and retail applications in North and South America. The larger pouches are used to package milk for retail sale. Testing and real life production data shows that this new and improved dairy pouch delivers dramatic performance benefits.

INNOLOCK Pouch System with Recloseable Zipper
Manufacturer: Flex America Inc., www.flexfilm.com
End-User/Customer: Various
Plant: Noida, Uttar Pradesh, India
Designer/Design Firm: Designs received from customers
Key Suppliers: Information not available
Competition Categories: Packaging Excellence, Sustainability, and Technical Innovation
Package Description: The INNOLOCK Pouch system is a stand-up pouch that incorporates a Recloseable Zipper. Conventionally, recloseable pouches come fitted with an inner membrane that has to be cut open with a knife or scissors to access the product. Once the pouch is opened and a portion of the product has been taken out, the pouch can be reclosed with a slider zipper so that multiple portions can be taken out later with the product being preserved without spoilage. The INNOLOCK system does away with the membrane and the pouch is sealed after filling like a conventional pouch with a horizontal top seal. The zipper is constructed with a special peel strip applied along the zipper. This provides the necessary tamper evidence to go with the convenience the system provides.
John Soules Foods Fully Cooked Chicken Wings
Manufacturer: American Packaging Corporation, www.ampkcorp.com
End-User/Customer: John Soules
Plant: Columbus, Wisconsin
Designer/Design Firm: John Soules Foods
Key Suppliers: Comexi — Acom Rotogravure Press, Henkel — ADH, Flint/INX — Inks & Lacquer
Competition Category: Printing and Shelf Impact
Package Description: A 2-ply adhesive film lamination was selected, because of the durability of the design for a frozen food application. The film structure allowed the incorporation of a consumer friendly easy open tear option with a resealable strip. The Rotogravure printing process was utilized to create a near photograph quality image through controlled ink delivery and precise color to color print registration. The surface printed, registered matte lacquer results in an almost 3D product shot appearance.

MAGGI Laminate using Patented Laser Code Engraving System
Manufacturer: Flex America Inc., www.flexfilm.com
End-User/Customer: Nestle India Ltd.
Plant: Noida, Uttar Pradesh, India
Designer/Design Firm: UFLEX Ltd.
Key Suppliers: Information not available
Competition Category: Technical Innovation
Package Description: This package is a 3-layer flexible laminate structure that incorporates a covert alphanumeric code engraved on the sealant side (inside of the pouch) using a patented Laser Engraving system. The code is not visible or readable from the outside of the printed package and can be accessed only by opening the pouch and dispensing the contents. The Laser Engraving system is patented by UFLEX and can be used on either a single ply film or multi-ply laminate structures. It has been developed for LDPE, BOPET and BOPP substrates. The system can also engrave variable data on every repeat of the print design (package).

Milk Bone® Brushing Chews™
Manufacturer: Printpack, www.printpack.com
End-User/Customer: Big Heart Pet Brands
Plant: Villa Rica, Georgia
Designer/Design Firm: Information not available
Key Suppliers: Information not available
Competition Category: Technical Innovation
Package Description: Milk-Bone® Brushing Chews™ are a premium twisted dental bone intended for daily canine dental care. To catch the consumer’s eye, the outer package was designed to resemble packaging found in the human dental care aisle. For internal protection of the product and to appeal to consumers’ desire for convenience, Big Heart chose a high barrier pouch with an easy open and reclose feature that would be suitable for all demographics.
Mondelez High Performance Reduced Gauge Ritz Liner
Manufacturer: Berry Plastics Corporation, www.berryplastics.com
End-User/Customer: Mondelez International
Plant: Bloomington, IN
Designer/Design Firm: Paul Wolak, Berry Plastics Corporation
Key Suppliers: Information not available
Competition Categories: Sustainability, and Technical Innovation
Package Description: Mondelez’s Nabisco brand Ritz cracker line benefits from using Berry Plastics’ multilayer co-extrusion technology coupled with precise materials management, which drives performance enhancements and cost savings for cookie/cracker/cereal packaging. Higher performance polymers incorporated into specific positions in the film maximize film physical properties while maintaining processing and manufacturing requirements. This new liner delivers a better moisture barrier, equivalent flavor barrier, easy opening seals, and the required toughness at 10% less total thickness to current packaging.

Multi-Piece Recloseable Envelope-Style Package
Manufacturer: American Packaging Corporation, www.ampkcorp.com
End-User/Customer: Information not available
Plant: Columbus, WI
Designer/Design Firm: Information not available
Key Suppliers: Information not available
Competition Categories: Packaging Excellence, Printing and Shelf Impact, Sustainability, and Technical Innovation
Package Description: The Multi-Piece Recloseable Envelope-Style Package offers consumer convenience and ensures maximum product freshness in a single component design. The balance of materials used in the lamination, unique coating technologies, and package design elements provides the optimum balance of easy open, reclose, and barrier properties required to keep the product fresh until entirely consumed. Secondary overwraps or cartons are unnecessary with this single component laminate design.

Mutant Mass 15 LB
Manufacturer: Peel Plastic Products Ltd., www.peelplastics.com
End-User/Customer: Fit Foods Ltd
Plant: Brampton, Ontario, Canada
Designer/Design Firm: Fit Foods Ltd, Fit Foods Ltd (own design)
Key Suppliers: Velcro Corporation — VELCRO® Brand PRESS-LOK® closure
Competition Categories: Packaging Excellence, Printing and Shelf Impact, Sustainability, and Technical Innovation
Package Description: The unique Mutant Mass side-gusset flat bottom bag has visually stunning metallic graphics, a sturdy reinforced top-handle and the innovative VELCRO® Brand PRESS-LOK® closure. The flat bottom design cubes out perfectly on shelf, requiring less space, while providing 5 flat panels for ultimate branding. The bag is completely air-tight, extending shelf life, and fully resilient to all forms of courier transportation. The bag offers ease & convenience of carrying, reclosability and a very user-friendly experience.
Nestlé 450g Turtles
Manufacturer: American Packaging Corporation,
www.ampkcorp.com
End-User/Customer: Nestlé
Plant: Story City, Iowa
Designer/Design Firm: Information not available
Key Suppliers: SGS, W&H
Competition Category: Printing and Shelf Impact
Package Description: This high definition flexographic printed package exceeded our customers marketing objectives by providing an aesthetically appealing package that separates it from the competition. The use of matte film and pattern white ink creates a unique design effect to quickly capture the consumer’s eye.

Nestlé Purina Waggin’ Train
Manufacturer: Printpack, www.printpack.com
End-User/Customer: Nestlé Purina
Plant: Villa Rica, Georgia
Designer/Design Firm: Information not available
Key Suppliers: Information not available
Competition Category: Technical Innovation
Package Description: The new Waggin’ Train package protects the freshness and quality of the dried treats inside as well as offering the consumer a glimpse of the product. It is all natural, nothing artificial, 100% real and has a freshness you can see. The package features stripe metallization which provides the oxygen and moisture barriers. The design also takes advantage of the metallization, using it as a backdrop for the treats which can be seen through the package’s clear window.

The New P.F. Chang’s Home Menu Steam Rice Single Serve Pouch
Manufacturer: Berry Plastics Corporation,
www.berryplastics.com
End-User/Customer: ConAgra Foods
Plant: Milwaukee, WI
Designer/Design Firm: Dan Collins, Berry Plastics Corporation
Key Suppliers: Information not available
Competition Categories: Packaging Excellence, Printing and Shelf Impact, Sustainability, and Technical Innovation
Package Description: The P.F. Chang’s Menu Steam Rice Single Serve Pouch is a newly launched microwave-in-the-bag seasoned rice side-dish from ConAgra. The package utilizes Berry Plastics’ Steam Quick™ technology. The Steam Quick™ flexible package incorporates several innovative technical achievements. The laminate incorporates a co-extruded sealant web that is robust in both heat and frozen environments. Additionally, a hermetic perforation is applied using laser technology, providing a high degree of consistency and performance while steam cooking the contents.
NZJ Original Beef Jerky
Manufacturer: Coveris, www.coveris.com
End-User/Customer: New Zealand Jerky Ltd.
Plant: Battle Creek, MI
Designer/Design Firm: Collaboration of Laura Stewart Co-owner New Zealand Jerky Ltd and Tania Dunster from onehemisphere AB
Key Suppliers: Terphane (PET), Coveris - Whitby Ont (EVOH:PE Coex), Dow Chemical (Adhesive), Siegwerk (Inks), O.E.C. Graphics (Separator), MacDermid (Flexo Plates), PCMC (Printing Press)
Competition Category: Printing and Shelf Impact
Package Description: This package brings a very clean, distinct and eye-catching appearance for this non-GMO product. The product is targeted for the health conscience (particularly female) consumer on the go, the package design stands out to these customers letting them know this product is different and meeting their expectations for natural sourced food products.

Oh Snap! Pickles
Manufacturer: Ampac, www.ampac.com
End-User/Customer: GLK Foods
Plant: Hanover Park, IL
Designer/Design Firm: Miller Creative LLC, Lakewood, NJ
Key Suppliers: Ampac provided the coextruded polyethylene based sealant film specially engineered to protect the product by providing needed shelf-life and robust performance in converting. 8-color rotogravure printed, shaped stand up pouch with easy tear laser score opening.
Competition Category: Printing and Shelf Impact
Package Description: The Oh Snap! shaped pouch with laser score opening for brineless single serve pickle products is the first of its category to use a gusseted stand up pouch for shelf appeal and to catch the eye of consumers with bold colors. A registered matte varnish is used to highlight the bold designs. The shaped pouch provides an enhanced consumer experience with an easy to grab indented middle and laser scoring for easy tear opening.

Oreo® U.S. Soccer Promotional Package
Manufacturer: Sonoco Flexible Packaging, www.sonoco.com
End-User/Customer: Mondelez International, Inc.
Plant: Edinburgh, IN
Designer/Design Firm: Spring Design as the design agency responsible for this promotional package.
Key Suppliers: Information not available
Competition Category: Printing and Shelf Impact
Package Description: Mondelez launched a new series of Oreo® packaging graphics to highlight their support of the US Soccer organization, showcasing high-impact soccer graphics with the iconic Oreo® cookie. Mondelez turned to Sonoco Flexibles for top-quality gravure printing and the SmartSeal™ resealability to enhance the presentation of their product. The use of the gravure process was instrumental in obtaining an optimal print, as it allowed for the sharp vivid reproduction of the images with impeccable registration.
PARAS Cast and Cure Ghee Pouch
Manufacturer: Flex America Inc., www.flexfilm.com
End-User/Customer: VRS Foods Ltd.
Plant: Noida, Uttar Pradesh, India
Designer/Design Firm: VRS Foods Ltd.
Key Suppliers: Information not available
Competition Categories: Packaging Excellence, Printing and Shelf Impact, and Sustainability

Package Description: The package is made from a coextruded film substrate that is surface printed by rotogravure and then coated with a special Cast and Cure coating formulation that can be embellished with optically variable (holographic) effects on the printed surface. The Cast and Cure system can impart proprietary designs (like logos, geometric designs, other holographic effects) or even text on the printed surface. It also provides superior Sustainability and maximum source reduction by eliminating the need for an additional holographic film having to be laminated on to the printed surface and makes for easy recycling. This pouch packs ghee (clarified butter — an edible cooking fat).

REICHELT Microwaveable Pouch with Slider
Manufacturer: Flex America Inc., www.flexfilm.com
End-User/Customer: Reichelt
Plant: Noida, Uttar Pradesh, India
Designer/Design Firm: Reichelt
Key Suppliers: Information not available
Competition Category: Technical Innovation

Package Description: The package is a flat-bottom stand-up pouch with a recloseable slider zipper and a special handle to carry it. The pouch is made from a BOPET/CPP film laminate that is made from polymers specially formulated to withstand microwave heating and cooking. It is used by a European supermarket chain as a take-away package for marinated chicken. The buyer has the chicken packed in the pouch at the supermarket, takes it home and cooks it directly in a microwave oven without handling the product. The pouch enables cooking without fogging and the slider is made from a special grade of ovenable PP resin.

Ricolino Heart Shaped Pouch
Manufacturer: Printpack, www.printpack.com
End-User/Customer: Barcel — Grupo Bimbo/Ricolino
Plant: El Marques, Queretaro, Mexico
Designer/Design Firm: Hector Garcia and Vania Michel, Ricolino
Key Suppliers: Information not available
Competition Category: Printing and Shelf Impact

Package Description: This limited edition, heart-shaped package was sold as a gift for Valentine's Day. It was created to offer a different and creative spin on the Ricolino brand for this special occasion. The full name of the package translates to “Everyone Needs A Hug, A Kiss, (or Both.)” This package is adorned with lips, hearts, and arrows and is a lush metallic red for maximum shelf appeal. A clear back allows consumers to view the assortment of candies inside.
Select Harvest Almonds
Manufacturer: Ampac, www.ampac.com
End-User/Customer: Select Harvest
Plant: Hanover Park, IL
Designer/Design Firm: Information not available
Key Suppliers: Ampac coextruded polyethylene based sealant film specially engineered to protect the product by providing needed shelf-life and robust performance in converting, 8 color rotogravure printed, stand up pouch with QuickZip™ hook and loop closure, Aplix — EasyLok® closure
Competition Category: Printing and Shelf Impact
Package Description: The Select Harvest Almonds pouch is innovative packaging for a new line of California Almonds and provides high end graphics coupled with easy to reclose QuickZip™ closure. A metalized lamination is used and is rotogravure printed, highlighting the package’s art and design. Quick Zip™, a self-gripping fastener system, utilizes self-mating hooks and/or loops providing an enhanced consumer experience — easy to open and easy to reclose.

Stand-up Pouch Pocket Zipper Bag
Manufacturer: Commercial Packaging, www.commercialpackaging.com
End-User/Customer: Sergeant’s Pet Care
Plant: Information not available
Designer/Design Firm: Dean Danner, Commercial Packaging
Key Suppliers: Ink: Dy Khang Printing Ink, Film Supplier: Emblem, Pocket Zipper Supplier: Idemitsu, Adhesives: Novacote, Press Description: Fujikikai Rotogravure, 10-color press
Competition Categories: Packaging Excellence, Printing and Shelf Impact, Sustainability, and Technical Innovation
Package Description: The Stand-up Pouch Pocket Zipper bag creates a new way to increase shelf impact as well as new convenience features for the end use customer. This pouch allows for the consumer to have an EZ-Open feature on the bag, as well as a handle that stays on the package after opening. This gives the consumer the ability to use the handle after opening for multi-use products.

Starbucks Iced Coffee, 48 oz Full Body Shrink Sleeve
Manufacturer: Printpack, www.printpack.com
End-User/Customer: Pepsico North America / Starbucks Coffee Company
Plant: Elgin, IL
Designer/Design Firm: Pepsico North America / Starbucks Coffee Company
Key Suppliers: Information not available
Competition Category: Printing and Shelf Impact
Package Description: This Starbucks premium iced coffee product with a full body TD shrink sleeve is a direct replacement and alternative to a cardboard carton that is typically used by competitive products on the shelf. The flexible packaging solution uses PETG TD shrink film with 100% ink coverage graphics, enhancing the product’s impressive shape and shelf appeal and allowing it to stand out among its competitors.
Starbucks Matte Peelable Gusseted Bag
Manufacturer: Printpack, www.printpack.com
End-User/Customer: Starbucks
Plant: Elgin, IL
Designer/Design Firm: Information not available
Key Suppliers: Information not available
Competition Category: Printing and Shelf Impact
Package Description: The Starbucks Matte Peelable Gusseted Bag produced by Printpack is a 4-ply foil rotogravure printed laminate. The combination of registered matte and glossy areas and layered graphic elements creates an elegant package which differentiates Starbucks’ premium coffees from the competitive products on the shelf.

Stonefire naan crisps
Manufacturer: American Packaging Corporation, www.ampkcorp.com
End-User/Customer: Baptista’s Bakery
Plant: Story City, Iowa
Designer/Design Firm: Milestone Integrated Marketing
Key Suppliers: Milestone Integrated Marketing, Schawk, W&H
Competition Category: Printing and Shelf Impact
Package Description: The customer desired a matte/gloss combination utilized on this package to help bring the consumers focus to certain areas of the package. American Packaging used high definition flexographic printing to emphasize the detail of this label. The unique matte/gloss combination adds recognizable style to this high-end product.

Stonyfield Organic Yogurt Pouches with Fitment
Manufacturer: Clear Lam Packaging, Inc., www.clearlam.com
End-User/Customer: Stonyfield Farm, Inc.
Plant: Londonberry, NH
Designer/Design Firm: Information not available
Key Suppliers: Film Supplier: Clear Lam Packaging, Inc., Equipment Supplier: Efifyte, S.A.
Competition Categories: Packaging Excellence, Printing and Shelf Impact, Sustainability, and Technical Innovation
Package Description: The Stonyfield Organic Yogurt Pouches with drink fitments were designed to meet growing demand from health-conscious parents looking for convenient, on-the-go portion control packaging for their infants, toddlers, and children. The new yogurt pouch films produced by Clear Lam are used to assemble the pouches with a fitment on a horizontal form-fill-seal (FFS) machine while supporting a 60-day refrigerated shelf life through retail distribution channels.
York Minis 8oz SUP
Manufacturer: Printpack, www.printpack.com
End-User/Customer: The Hershey Company
Plant: El Salto, Jalisco, Mexico
Designer/Design Firm: Phototype, Cincinnati, OH
Key Suppliers: Flex America, Sun Chemicals, Dow, Henkel, Zip Pack, and Printpack
Competition Categories: Packaging Excellence, Printing and Shelf Impact, Sustainability, and Technical Innovation
Package Description: The package format is an 8oz stand up pouch. The structure is high quality rotogravure reverse printed 48ga oriented polyester, adhesive laminated to a 50ga Printpack metalized oriented polypropylene, and adhesive laminated to a 2.5mil Printpack white high density polyethylene — Metallocene coextruded sealant film. The material is produced at Printpack, Elgin, IL plant and shipped to Hershey, Monterrey plant in Mexico to produce and fill the package (stand up pouch).

Yumbutter Go Peanut Butter Fitment Pouch
End-User/Customer: Yumbutter
Plant: Hartland, Wisconsin
Designer/Design Firm: Information not available
Key Suppliers: Information not available
Competition Categories: Packaging Excellence, Printing and Shelf Impact, Sustainability, and Technical Innovation
Package Description: CL&D Graphics and Yumbutter collaborated to create the next advancement in organic nut butter consumption, introducing a new method for enjoying the product. The fitment was specifically chosen to allow the perfect amount of nut butter to be squeezed from the package. No longer restricted by a jar and the necessity of a knife, the consumer can now enjoy the product on the go. In addition, less residual product is left in the package.