

**NEWS RELEASE
FOR IMMEDIATE RELEASE**

For more information, contact:
Dani Diehlmann
Director of Communications
Flexible Packaging Association
ddiehlmann@flexpack.org
410-694-0800

Switching Strengthens Savings
Switching to flexible packaging increases brand owner savings

Annapolis, MD: June 27, 2017 – The Flexible Packaging Association (FPA) is pleased to announce a new infographic that highlights the savings benefits of switching to flexible packaging for brand owners.

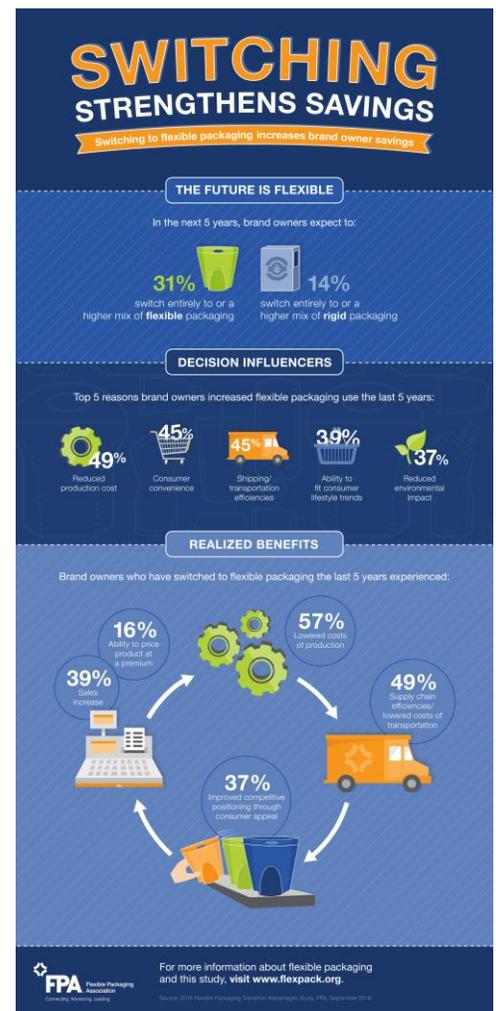
The future is flexible. According to FPA’s recent *Flexible Packaging Transition Advantages Study*, in the next five years, 31% of brand owners expect to switch entirely, or to a higher mix, of flexible packaging. Only 14% of brand owners expect to switch entirely, or to a higher mix, of rigid packaging.

Over the past five years, brand owners increased their use of flexible packaging because of reduced production costs; consumer convenience; shipping/transportation efficiencies; the ability to comply with consumer lifestyle trends; and reduced environmental impact.

In addition to lower production costs and supply chain efficiencies/lowered costs of transportation, brand owners who have switched to flexible packaging in the last five years also experienced improved competitive positioning through consumer appeal; increases in sales; and the ability to price the product at a premium.

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](#).



###

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.