The Flexible Packaging Association recently commissioned a Flexible Packaging Transition Advantages Study to better quantify the impact of switching from non-flexible packaging to flexible packaging. The study integrates insights from brand owners surveyed online in September 2016 by Packaging World and insights from consumers surveyed online in September 2016 by Harris Poll. To help communicate the study’s findings, FPA developed the Operational Efficiency and Consumer Appeal eBook to summarize and highlight key takeaways from the study.

**Key Findings of the Brand Owner Study**

- Continued growth in flexible packaging is projected.
  - Many brand owners are already using some form of flexible packaging (83%).
  - More respondents overall expect to transition to a higher mix of flexible packaging in the next five years (31%).
- 58% of respondents who have already transitioned to a higher mix of flexible packaging intend to use more in the future.
- Brand owners who transitioned to more flexible packaging cited operational benefits and ability to meet consumer needs as reasons for the shift. (See Chart 1.)
  - Among those who increased use of flexible packaging, reasons cited most frequently for the shift were reduced production cost (49%) and shipping/transportation efficiencies (45%).
  - Brand owners also said convenience (45%) and fitting consumer lifestyle trends (39%) are

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**CHART 1**

Top 5 reasons brand owners increased use of flexible packaging over the past 5 years:

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reduced production cost</td>
<td>49%</td>
</tr>
<tr>
<td>Shipping/transportation efficiencies</td>
<td>45%</td>
</tr>
<tr>
<td>Consumer convenience</td>
<td>45%</td>
</tr>
<tr>
<td>Ability to fit consumer lifestyle trends</td>
<td>39%</td>
</tr>
<tr>
<td>Reduced environmental impact</td>
<td>37%</td>
</tr>
</tbody>
</table>

*If you have increased use of flexible over the past five years, what influenced your decision? Packaging World survey of brand owners (respondents could choose more than one answer.)*

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**CHART 2**

When given the choice between the same product in different packaging, consumers prefer:

- Flexible packaging: 71%
- Non-flexible packaging: 29%

*If you had to choose between different packaging for a product you were considering purchasing, which of the following would you most prefer? (When answering, please assume the product is exactly the same and only the packaging type differs.)*

FPA survey conducted by Harris Poll
At the recent FPA Annual Meeting, Marci Rossell, Ph.D., Former Chief Economist of CNBC and a Leading Financial Expert, addressed FPA members and provided her perspective on a roadmap for businesses for 2017 and beyond.

In uncertain political and economic times, Rossell said, it is a good practice to look at the financial markets to help look towards the future. Since the presidential election, the market has rallied significantly. Some of the factors contributing to this rally include the potential significant individual and corporate tax cuts, deregulation, infrastructure investment, and defense spending. But, there are two potential “clouds” that may impact the economy.

Firstly, the pending Border Adjustment Tax, which would have significant ramifications for the global economy, and secondly, the deportation of over 11 million undocumented immigrants.

Global economic growth has stagnated due to the slowdown of the Chinese economy. For the last 15 years, most of the economic growth has come from China, but now there’s a shift from a focus on China, to a focus on India. The U.S. dollar is strong, contributing to the emergence of the “Super Dollar,” and that trend will continue. This is due to several factors, but namely a tightening of the U.S. monetary policy, uncertainty of the Euro, and the possibility of the Border Adjustment Tax, that alone may result in an additional appreciation of 25%.

The rise of the millennials will be a significant factor for the economy, both in the U.S. and globally. In 2016, millennials were a bigger percentage of the population than baby boomers. In the next 5-10 years, millennials will be pushing the growth for both business and the economy because they will be “experiencing their greatest personal productivity increase of their lives,” according to Rossell.

For More Information
FPA members can view the video of Rossell’s presentation at www.flexpack.org by clicking on “Download Presentations from the FPA 2017 Annual Meeting” in the Spotlight section on the homepage.
FPA WELCOMES NEW MEMBERS*

BiologIQ, Inc. – Associate
www.biologiq.com

BiologIQ, Inc. produces a bioplastic resin that is recyclable, biodegradable, sustainable, and affordable utilizing proprietary equipment, processes, and formulations that have won industry acclaim. Our Eco Starch Resin (ESR) can be blended with fossil fuel resins to increase strength, performance and sustainability. Plastics made with ESR can be recycled and composted where composting facilities exist.

Cosmo Films Limited – Associate
www.cosmofilms.com

Established in 1981, Cosmo Films Limited is one of the largest manufacturers of Biaxially Oriented Polypropylene (BOPP) Films in the world. Cosmo offers a comprehensive range of BOPP Films for flexible packaging, lamination, labelling and industrial applications, including specialty films such as high barrier films, velvet thermal lamination films, and direct thermal printable films.

Eutro Log Corporation – Associate
www.laemsystem.com

Eutro Log Corporation is the U.S. based branch of the Eutro Log and Laem System group. Laem System, a key reference in the world of converting for the design and manufacturing of slitter rewinders, doctoring machines, and auxiliaries, together with Eutro Log, creators of innovative solutions in robotics, automation, and intralogistics, simplifies the material handling and production flow of all converting departments.

Graham Engineering Corporation – Associate
www.grahamengineering.com


INX International Ink Co. – Associate
www.inxinternational.com

Headquartered in Schaumburg, IL, INX is the third largest producer of ink in North America and a global supplier as part of Sakata INX worldwide operations. We are an industry leader offering a full line of ink and coating solutions technology for commercial, packaging and digital print applications. Our product solutions focus on metal decorating, flexographic, gravure, web offset, lamination, corrugated, sheetfed, inkjet and UV/EB inks and coatings.

Jindal Films Americas, LLC – Associate
www.jindalfilms.com

Jindal Films is a global leader in innovative film development and manufacture of high performance films for flexible packaging and labels. The Jindal Films product range includes multi-layer clear, white opaque, and metallized films along with water-based coated films. While Jindal Films products are deployed in various end-use applications, the main market segments for Jindal Films products are flexible packaging and labeling.

Memjet – Associate
www.memjet.com

Memjet is a global leader, offering page wide, color inkjet printing technologies that provide remarkable speeds and affordability to a growing number of customers and markets, with a focus on commercial, packaging, and industrial applications.

MJW International – Associate
www.mjwintl.com

MJW represents manufacturers of BOPP, Mono Oriented films, OPET, CPP, HDPE and PE from manufacturers in India, Germany, Saudi Arabia, and Abu Dhabi. MJW sells and services products to packaging converters, labeling companies and industrial customers in the USA, Mexico, and customers’ global sites in South Africa and Hungary.
Students Excel in Flexible Packaging Design Challenge

The 2017 competition entries demonstrated a high level of creativity as well as a strong understanding of the mechanical properties of flexible packaging materials and manufacturing processes. While every winning entry was designed for a different product, they each found an ingenious way to apply flexible packaging to satisfy the growing consumer demand for convenient, easy-to-use packaging.

FPA’s annual Achievement Awards competition recognizes innovative flexible packaging from across its membership. The industry also believes it is important to encourage and recognize students who are working to become the next generation of packaging designers. For the 2017 competition, FPA received 39 concept outlines from some of the top packaging design programs across the United States. From the concept outlines submitted, 13 were selected to continue to the development phase.

The first place winners were a team of students from University of Wisconsin – Stout. Two schools tied for second place, one was a student from Iowa State University, and the other, another team of students from University of Wisconsin – Stout. There was also an Honorable Mention awarded in this year’s competition to a student from Iowa State University.

For More Information
For more information on the Student Flexible Packaging Design Challenge or the Flexible Packaging Achievement Awards Competition, please visit www.flexpack.org or contact FPA at 410-694-0800. FP

1ST PLACE: WIPES ON WHEELS
Student Team: Benjamin Huber, Brian Kuhns, Cody Marquardt, and Ashley Pratt, University of Wisconsin – Stout

2ND PLACE (TIE): QUICKFIX
Student: Nathan Davis, Iowa State University

2ND PLACE (TIE): SINGLE-SERVE MICROWAVABLE HOT DOG
Student Team: Isaac Hines, Ryan Knudtson, and Sam Salewske, University of Wisconsin – Stout

HONORABLE MENTION: ICE DRONETACK
Student: Zenia Adiwijaya, Iowa State University

* FPA New members as of press deadline. The companies provided their descriptions.
Mark Your Calendar for Upcoming FPA Events

October 3, 2017

FPA 2017 Fall Executive Conference
Four Seasons Hotel, Chicago, IL

The FPA 2017 Fall Executive Conference will be held at the Four Seasons Hotel, Chicago on October 3, 2017. This one-day conference will provide insight into the flexible packaging industry’s current trends and issues, and offers great networking opportunities for senior management. Online registration will be available in Summer 2017.

October 27, 2017 (Entry Deadline)

FPA 2018 Flexible Packaging Achievement Awards Competition Deadline for Entries
FPA Headquarters, Annapolis, MD

The FPA Flexible Packaging Achievement Awards competition honors the best of the best in packaging excellence, printing and shelf impact, technical, environmental, extending the use of flexible packaging, and sustainability achievements. FPA urges flexible packaging companies to enter their innovative packages in this year’s competition. The entry deadline is October 27, 2017.

March 13-15, 2018

FPA 2018 Annual Meeting
Ritz-Carlton Golf Resort, Naples, FL

The FPA 2018 Annual Meeting will be held March 13-15, 2018 at the Ritz-Carlton Golf Resort, Naples, Florida. The meeting will include general sessions that focus on industry-specific issues, the presentation of the 2018 Flexible Packaging Achievement Awards, the 2018 Annual Meeting Networking Luncheon, and the 2018 Annual Meeting Golf Tournament. Registration will be available in Fall 2017.

For more information, please visit www.flexpack.org or contact FPA at fpa@flexpack.org or 410-694-0800.