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FPA Announces *FlexPack Voice™ Magazine*

With the new magazine, FPA will truly be the voice of the flexible packaging industry in the U.S.

Annapolis, Maryland: January 30, 2020 – The Flexible Packaging Association (FPA) is pleased to announce that the inaugural edition of FPA's new magazine, *FlexPack Voice™*, will be released in May 2020. FPA is partnering with the YGS Group for the development and distribution of the publication.

The flexible packaging industry is a strong and growing industry thanks to continued innovation by FPA members and the need for functional and sustainable packaging. Legislative and regulatory challenges, however, threaten to negatively impact the industry, particularly with the current anti-plastic sentiment. As the voice of the industry, FPA is hard at work educating the supply chain, policymakers, media, and consumers with the real story about flexible packaging – its many environmental benefits and attributes.

"FPA is committed to connecting, advancing, and leading the flexible packaging industry, and *FlexPack Voice™* will be an additional tool in communicating the need for and benefits of flexible packaging. It will also keep readers up to date on all FPA activities, including research, advocacy, outreach, and networking. With six print issues a year, and dynamic digital content, FPA will truly be the voice of the flexible packaging industry in the U.S." according to Alison Keane, Esq., CAE, IOM, FPA President & CEO.

The magazine will include FPA news specific to the association; industry news that focuses on the industry, including the supply chain, at large; as well as showcase member achievements in sustainable flexible packaging and technical innovations that address product protection, e-commerce, food waste, and medical safety to name a few.

Five feature sections will anchor the issues: "Advocacy Corner," describes FPA's advocacy efforts and what it is doing to be heard at the Federal and state levels to forward the interests of members; "FlexAppeal™," which highlights the benefits of flexible packaging; "FlexForward™," which focuses on industry breakthroughs and trends; "FlexFocus™," which features FPA members' specific achievements in flexible packaging; and "Above & Beyond," that features members work in their communities and their awards.

FPA invites members and other industry stakeholders to contact FPA if interested in advertising; submitting content; or suggesting issues and activities for coverage.



For more information on the FPA, contact FPA at fpa@flexpack.org or 410-694-0800, or visit our website, www.flexpack.org.

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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 \$31 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.

About The YGS Group

Providing end-to-end strategic marketing and communication solutions, The [YGS Group](#) delivers time efficiencies and return on investment by offering key services needed by associations, corporations, and publishers — from compelling design, content, and marketing strategies to innovative printing, technology solutions, media sales, and content sales and licensing — all under one roof.