

**NEWS RELEASE
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Flexible Packaging Association Launches FlexImpact to Champion Industry Social Responsibility
*New initiative unites member companies in a shared commitment
to community engagement and environmental impact.*

Annapolis, MD — October 20, 2025 — The Flexible Packaging Association (FPA), the leading advocate and voice for the growing U.S. flexible packaging industry, is proud to announce the launch of FPA FlexImpact. This new social impact initiative brings the flexible packaging industry together in service to local communities. The initiative reinforces FPA’s ongoing commitment to sustainability, collaboration, and corporate social responsibility by encouraging member companies to take part in activities that create visible, positive change nationwide.

The first activation of FPA FlexImpact will take place during the 2025 FlexForward® Conference in New Orleans, where FPA will debut the initiative through its inaugural community service event on Tuesday, November 4, from 12:30 p.m. to 3:30 p.m. Sponsored by the Flexible Film Recycling Alliance (FFRA), the event will bring together industry professionals to demonstrate the power of collective action and environmental stewardship.

FPA is also encouraging member companies to host local activities at their own facilities that same week, amplifying the campaign’s reach and showcasing the industry’s unified commitment to positive community impact.

“As stewards of flexible packaging, it is essential that we lead by example, demonstrating our industry’s dedication to responsible material management, community engagement, and a cleaner planet,” said Dan Felton, President & CEO of the Flexible Packaging Association.

FlexImpact is an initiative of FPA’s Environmental, Health, and Safety Committee, developed to inspire participation, awareness, and collaboration across all segments of the industry. Through coordinated community involvement, the program aims to highlight how sustainability and social responsibility are integral to the flexible packaging industry’s identity and values.

How to Get Involved:

- **Join the New Orleans FPA FlexImpact Event:**
Email FPA@FlexPack.org with the subject line “Register for FPA FlexImpact” to add the event to your conference registration.

- **Host a Local FPA FlexImpact Activity:**

Contact **Kyla Fisher** at kfisher@FlexPack.org to receive planning resources, promotional materials, and support for your company's event.

For more information about FPA FlexImpact and FPA's sustainability initiatives, visit 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 \$42 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. Learn more at flexpack.org.