

NEWS RELEASE

For more information, contact:

Dani Diehlmann, CAE, IOM

VP, Communications

Flexible Packaging Association

ddiehlmann@flexpack.org

410-694-0800

Innovation Takes Center Stage at FPA's 70th Annual Flexible Packaging Achievement Awards

From cutting-edge materials to sustainability-driven design, this year's competition showcased the industry's rapid evolution, culminating in 36 awards across 28 exceptional flexible packages.

Annapolis, Maryland: March 19, 2026— The Flexible Packaging Association (FPA), the leading advocate and voice for the growing U.S. flexible packaging industry, is excited to announce the winners of its 70th Annual Flexible Packaging Achievement Awards Competition. The awards were presented during an awards ceremony held during FPA's Annual Meeting, March 18–20, 2026, at the JW Marriott Orlando, Grande Lakes in Orlando, Florida.

This year's competition carries special significance as the FPA proudly celebrates the 70th anniversary of its flagship awards program—seven decades of honoring excellence, innovation, and leadership in flexible packaging. Since its inception in 1956, the annual Flexible Packaging Achievement Awards Competition has stood as the industry's gold standard, recognizing the most impactful advancements shaping the future of flexible packaging.

Marking this milestone year, the competition also expanded its global footprint with the introduction of international Gold and Silver honorees in some categories, reflecting the growing worldwide influence and innovation of the flexible packaging industry.

This year's competition saw 108 package submissions, resulting in 360 entries, as some packages competed across multiple categories. Ultimately, 28 exceptional packages were honored with 36 Achievement Awards.

Special thanks are given to the 2026 competition judging panel: Fred Crowe, Managing Partner, Crowe and Associates LLC; Lisa McTigue Pierce, Executive Editor, *Packaging Digest*; and Dr. Yoorae Noh, Assistant Professor, Michigan State University (MSU) School of Packaging.

Crowe brings decades of industry experience to the judging panel and now serves as a consultant. Pierce has covered the packaging industry as a media journalist for more than 40 years. As an assistant professor at MSU, Noh teaches and conducts research in plastics and packaging, focusing on engineering solutions to improve plastic recycling and plastic waste management.

Reflecting on the judging experience, Crowe remarked on both the collaboration and creativity on display throughout the competition. "It's been a real pleasure getting to know the other judges and working with the two of them over the last couple of days, and seeing the ingenuity and engagement of converters, their customers, and their suppliers," he said. "They're bringing incredible ideas to execution. I've learned a lot—even after being in the industry a long time and consulting to it. It's been an interesting and rewarding experience."

The competition placed a strong emphasis on design trends, sustainability, and printing innovation. "You almost can't have a package design these days without considering sustainability," Pierce noted. "A couple of the design trends I observed included matte finishes with metallization and varnish. Several entries featured matte with varnish, and there was one entry that incorporated all three."

Crowe echoed the pace of advancement in the flexible packaging industry. "The amazing thing to me is the execution that has taken place and how dramatically it has progressed over the last two or three years," he said. "You see a significant amount of new technology being brought to the forefront, along with creativity—not only from converters, but also from product development teams—finding ways to solve these challenges." Noh added, "After reviewing all the entries, the great designs we saw demonstrate a strong strategy toward supporting the circular economy."

2026 AWARD RECIPIENTS

[HIGH-RESOLUTION PHOTOS OF ALL THE WINNING ENTRIES ARE AVAILABLE HERE](#)

HIGHEST ACHIEVEMENT AWARD

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



POUCH3™ Cuboid Packaging Format

Awards: Highest Achievement Award
Gold — Expanding the Use of Flexible Packaging
Gold — Packaging Excellence

Manufacturer: Sun Centre USA Inc.

Website: suncentre.us

End-Users/Customers: Lake Michigan Coffee Company and EDC Coffee

Plant: Crystal Lake, IL

Designer/Design Firm: James F. Pease, Sun Centre USA Inc.

Key Suppliers: All State Printing: material and digital printing; APLIX: hook to hook closure; Dynamic Solutions Unlimited, LLC (DSU): material; MagneClose: closure for self-closing and venting; and Presto Products Company Fresh-Lock® closures: zipper supplier

Contact: Jim Pease, President, jim@suncentre.us

Description: Introducing the patent-pending POUCH3™ Cuboid—a breakthrough in flexible packaging. Its headspace-free, box-like design delivers a truly full pouch while using up to 30% less material than flat-bottom or stand-up pouches. Made from recyclable LDPE, POUCH3™ supports circular-economy goals with a single-web structure that simplifies production. Fully customizable with handles, zippers, Velcro®, or MagneClose, it can be made in any size or shape. Stackable for efficient carton packing, retail display, expanded branding, and secondary messaging, POUCH3™ reduces waste without compromising performance.

GOLD ACHIEVEMENT AWARDS

Listed alphabetically by package name.



Australian Organic Vanilla Custard Mono-material Retort Spout Pouch

Awards: International Gold Award – Packaging Excellence
International Gold Award – Technical Innovation
International Silver Award – Sustainability

Manufacturers: Flavour Makers and Cheerpack Asia Pacific – Australia

Websites: flavourmakers.com.au and cheerpack.com.au

End-User/Customer: The Australian Organic Food Co.

Plant: Grahamvale, Victoria, Australia

Designer/Design Firm: Chris Cester, Flavour Makers

Key Suppliers: Cheer Pack Asia Pacific – Australia; Flavour Makers – Australia; Hosokawa Yoko Co., Ltd. – Japan; and Toppan Inc. – Japan

Contact: Chris Cester, Packaging Specialist, ccester@flavourmakers.com.au

Description: Flavour Makers, Australian Organic Food Co., and Cheerpack Asia Pacific – Australia developed a world-first mono-material retort pouch that has taken the region by storm. This world-first packaging has been developed for vanilla custard, a delicious, portable snack made with certified organic ingredients. Whilst this looks like a typical spouted pouch, it represents a significant leap forward in mono-material innovation. The mono-material structure of our packaging ensures that the entire package is fully recyclable. To further enhance the design, the new cap design uses 20% less plastic compared to the previous version. This thoughtful improvement underscores our commitment to material reduction.



Harry Potter™ Butterbeer Goldfish®

Award: Gold Award – Shelf Impact

Manufacturer: Printpack

Website: printpack.com

End-User/Customer: The Campbell's Company

Plant: Grand Prairie, TX

Designer/Design Firm: Sterling Design – NYC

Key Suppliers: Printpack; SGK Pre-press; and Sterling Design – NYC

Contact: Lisa Preston, Marketing Communications Manager, lpreston@printpack.com

Description: In 2025, Pepperidge Farm® embraced the magic of Harry Potter™ Butterbeer season with their own, enchanting twist. Between March 1 and May 31, fans could purchase exclusive, limited-edition Harry Potter™ Butterbeer Goldfish® as part of the celebration. The spellbinding package showcased a rich midnight blue backdrop adorned with shimmering golden Harry Potter™ imagery across the entire bag. With a crimped top closure that shows off the metallized interior, each package was like a small, beautifully wrapped gift impossible to miss on the shelf.



Just Chill Powdered Beverage Stand-up Pouch

Award: International Gold Award – Printing

Manufacturer: Integrated Plastics Packaging

Website: ipp.ae

End-User/Customer: Just Chill Drinks Co.

Plant: Dubai, United Arab Emirates

Contact: Abid Shafiullah, Sales, abid.r@ipp.ae

Description: The stand-up pouch for Just Chill powdered beverages showcases superior craftsmanship achieved through high-speed rotogravure printing of two designs in combination, ensuring precision color control and photographic accuracy. The rich black and colored backgrounds, highlighted with elegant gold accents, create an upscale aesthetic. Functional features such as precision tear notches, a press-to-close zipper, and a reinforced sealant layer ensure reusability, leak resistance, and durability under high-volume filling—balancing performance and luxury appeal.



Koeze® Classic Mixed Nuts Pouch

Award: Gold Award – Printing

Manufacturer: Nosco

Website: nosco.com

End-User/Customer: Koeze®

Plant: Pleasant Prairie, WI

Key Suppliers: HP Indigo 20000 Press and Electroinks; Karlville Thermal Laminator; Nobelus Soft Touch Laminate; and Nosco Packaging Advisor, Bill Nimmer

Contact: Ashley Diehl, Marketing Manager, adiehl@nosco.com

Description: The Classic Mixed Nuts Pouch for Koeze® delivers a refined, tactile experience with strong shelf and e-commerce appeal in the gourmet snack category. Designed with the consumer in mind, this pouch features a 1.5 mil clear film with a high-barrier 3.0 mil EVOH layer, laminated with 48-gauge soft-touch Karess® film from Nobelus for a luxurious matte finish. A clear window provides product visibility, while vibrant graphics span 14 SKUs, demonstrating the flexibility of digital print. Printed with HP Indigo ElectroInks on an HP Indigo 20000 press and laminated using Karlville thermal technology, the pouch unites protection, premium aesthetics, and performance.



Lekkers Minis Stand-up Pouch

Award: International Gold Award – Shelf Impact

Manufacturer: Emirates Printing Press, L.L.C.

Website: eppdubai.com

End-User/Customer: Olmec Sweet LLC

Plant: Dubai, United Arab Emirates

Contact: Joseph Binoy, Senior Sales Manager, joseph.binoy@eppdubai.com

Description: This Lekkers Minis stand-up pouch is a standout example of high-performance flexible packaging that delivers a premium, multisensory consumer experience. Engineered with a 3-layer laminate structure, enhanced by laser scoring, a Velcro® zipper closure, and a registered matte varnish, the pouch is both visually striking and functionally advanced. It offers reclosability, barrier protection, and a bold, premium aesthetic, tailored for modern snack packaging needs. The structure consists of 20µ Tr. BOPP with registered matte + 18µ metalized BOPP (BCT) + 60µ LDPE Tr. with laser scoring and a front zipper.



Mi Tierra Tortilla Strips, 9.9 oz.

Award: Gold Award – Shelf Impact

Manufacturer: Printpack

Website: printpack.com

End-User/Customer: Barcel

Plant: El Marqués, Querétaro, México

Designer/Design Firm: Barcel

Contact: Lisa Preston, Marketing Communications Manager, lpreston@printpack.com

Description: The three packages comprising the Mi Tierra collection feature a laminated structure made of metallized BOPP with a matte finish, creating an elegant visual experience. The family of packages showcases design elements inspired by Mexico's rich pre-Hispanic iconography and uses intricate cultural motifs that celebrate authentic Mexican heritage. Each flavor variant features unique design elements that maintain collection cohesion while allowing individual product differentiation.



PaperWave Air Cushions

Award: International Gold Award – Sustainability

Manufacturer: AirWave Packaging Inc.

Website: airwave-packaging.com

End-Users/Customers: Airbus, L'Oréal S.A., Tiffany & Co., TTI-Milwaukee® Tool

Plant: Indianapolis, IN

Designer/Design Firm: Marc Rapp, AirWave Packaging Indianapolis

Key Suppliers: Comexi: printing press supplier and lamination; FSC approved 100% recycled grade paper manufacturer out of Europe (#17); and Siegwerk: biodegradable ink supplier

Contact: Marc Rapp, CEO/President, marc.rapp@login-ci.com

Description: PaperWave air cushions are an FSC® (C162510)–certified, compostable packaging solution designed to protect a wide range of e-commerce shipments. Made from 100% recycled paper, they deliver high-performance cushioning with substantial environmental benefits. The certified home-compostable sealing layer is an ultra-thin film made from potato starch and a compostable plasticizer. PaperWave can replace more than 80% of the plastic air pillows currently used in e-commerce. The material composition includes recycled FSC® paper, a potato-starch blend sourced from food-processing waste, biodegradable adhesives, compostable inks, and calcium carbonate as a natural binder. The entire composite is fully compostable and biodegradable within 90 days, even if misdisposed of or exposed to marine environments. Available as a cold-water-soluble version, AquaWave, and in over 60 colors through the PRISMA range, PaperWave proves that sustainability can be both effective and beautiful.



PepsiCo® Doritos® FLAMAS® 7 to 4-Color Transition

Award: Gold Award – Printing

Manufacturer: Bryce Corporation

Website: brycecorp.com

End-User/Customer: PepsiCo® Frito-Lay

Plant: Searcy, AR

Key Supplier: Sun Chemical Corporation: inks

Contact: Patrick Clark, Vice President, R&D and Procurement, pclark@brycecorp.com

Description: Bryce Corporation collaborated with PepsiCo® to transform the Doritos® FLAMAS® packaging from a 7-color expanded gamut to a 4-color flexographic printing process. This bold design, featuring vibrant flames and bright colors, was flawlessly reproduced, preserving color integrity and brand identity. The innovative approach pushed the boundaries of color management, reducing ink consumption and improving press efficiency while maintaining the iconic Doritos® look, marking a significant achievement in flexible packaging sustainability.



SmartSolve 3X15 Pouch Stock

Award: Gold Award – Sustainability

Manufacturer: SmartSolve

Website: smartsolve.com

End-User/Customer: noodees

Plant: Bowling Green, OH

Designer/Design Firm: Katie Borland, noodees

Key Supplier: SmartSolve is the raw material supplier for this package, providing the X-Series 3X15 water-soluble pouch stock. noodees, a South African personal care brand led by CEO Katie Borland, collaborated with local form-fill-and-seal suppliers to convert the pouches.

Contact: Dana Prenger, Marketing Coordinator, dana@smartsolve.com

Description: Part of SmartSolve's innovative X-Series, our 3X15 pouch stock features a dual-layer construction combining a responsibly sourced paper outer layer with a biodegradable, heat-sealable PVOH inner layer. Designed for dry, single-use applications, this water-soluble technology provides a sustainable alternative to traditional flexible packaging without sacrificing performance. Ideal for markets including household cleaning, agriculture, feminine care, healthcare, and personal care, SmartSolve 3X15 enables brands—like noodees—to eliminate single-use plastics and reduce water waste while delivering high-quality, dissolvable packaging that aligns with a commitment to doing daily good.



StreamOne® Px Recycle-ready Lidding

Awards: Gold Award – Packaging Excellence
Gold Award – Technical Innovation
Silver Award – Sustainability

Manufacturer: PAXXUS, Inc.

Website: paxxus.com

Plant: Addison, IL

Contact: Maddie Hahn, Marketing Manager, maddie.hahn@paxxus.com

Description: The StreamOne® Px recycle-ready lidding introduces a packaging solution that allows pharmaceutical manufacturers to meet their sustainability objectives without sacrificing package performance and user experience. Print-receptive polyester film (PET) coextruded with PAXXUS' StreamOne® peelable polyester sealant results in an all-PET structure that is optimized for advanced recycling and ready to be recycled entirely in the #1 PET recycle stream. With its broad sealing window, mono-material construction, and higher seal strength, the StreamOne® Px lidding features a peelable, child-resistant opening and delivers significant performance and sustainability advantages when paired with an APET blister.

SILVER ACHIEVEMENT AWARDS

Listed alphabetically by package name.



30% Food Contact Post-Consumer Recycled (PCR) Resin for 5 lbs. and 10 lbs. Potato Bags

Awards: Silver Award – Packaging Excellence
Silver Award – Technical Innovation

Manufacturer: Emerald Packaging, Inc.

Website: empack.com

End-Users/Customers: Idaho Package and Wada Farms

Plant: Union City, CA

Designers/Design Firms: Wada Farms and Emerald Packaging, Inc.

Key Suppliers: Commex Corporation: extruder and Natura PCR, LLC: PCR resin

Contact: Mary Anne Lothrop, Executive Assistant, mlothrop@empack.com

Description: This innovative packaging material is an unsupported coextruded film containing 30% post-consumer recycled (PCR) resin—a first in potato packaging. Developed in direct response to Walmart's Project Gigaton initiative, which aims to reduce or avoid one billion metric tons of greenhouse gas emissions from the global value chain by 2030, the film demonstrates a major step toward sustainable packaging. The challenge was to maintain clarity, seal integrity, and impact resistance while incorporating recycled content. Through advanced resin engineering, the result is a durable, high-performance, and environmentally responsible packaging solution.



ByHeart Anywhere Pack

Award: Silver Award – Expanding the Use of Flexible Packaging

Manufacturer: Glenroy, Inc.

Website: glenroy.com

End-User/Customer: ByHeart

Plant: Menomonee Falls, WI

Contact: Emily Matthews, Marketing Analytics Manager, emilym@glenroy.com

Description: ByHeart's Anywhere Pack from Glenroy introduces flexible packaging into an emerging market: infant formula. The flexible packaging combination of both a stickpack and a stand-up pouch stands out amongst a shelf dominated by rigid canisters. The pre-measured, easy-open stickpacks deliver convenience to busy parents while providing ByHeart with a unique packaging solution in a challenging market for emerging brands. The Anywhere Pack exemplifies packaging excellence by merging innovative design, advanced printing, and technical ingenuity while advancing flexible packaging on store shelves.



Cabot® Creamery Vermont Seriously Sharp Cheddar Cheese, 8 oz.

Award: Silver Award – Sustainability

Manufacturer: TC Transcontinental Packaging

Website: tctranscontinental.com/en-us/packaging

End-User/Customer: Cabot® Creamery

Plant: Menasha, WI

Contact: Diana Courtepatte, Customer & Sales Support Manager,
diana.courtepatte@tc.tc

Description: The Cabot® Creamery Vermont Seriously Sharp Cheddar Cheese, 8 oz. features sustainable packaging through the incorporation of PCR content. The 30% post-consumer resin and barrier sealant deliver the same high moisture barrier and strong seal strength required for dairy packaging while supporting a circular plastics economy and reducing greenhouse gas emissions compared with 100% virgin films.



Clear Conscience Pet SuperGravy® Pouches

Award: Silver Award – Shelf Impact

Manufacturer: SunDance

Website: sundanceusa.com

End-User/Customer: Clear Conscience Pet

Plant: Orlando, FL

Key Suppliers: Derprosa™ DL Soft Touch® Prestige 1.5mil laminate; North American Press Products' spot UV blanket; and StockPKG Films' clear PET 3mil

Contact: Kandi Johansmeyer, SVP Sales & Marketing,
kandi.johansmeyer@sundanceusa.com

Description: To meet the client's mission to "bring purity, clarity, and joy to every bowl," SunDance created a luxury-feel pouch using Soft Touch® LAM and spot UV to make particular elements shine. The semi-transparent gusset discreetly displays the product, reinforcing the brand's touchstone "purpose, not pretense" and emphasizing its CleanLabel™ ingredients. The spot UV highlights the product name, company awards, and important use instructions. The zipper allows customers to reseal the product, ensuring every serving is as fresh as the first. SunDance's manufacturing flexibility enabled the client to print multiple designs and SKUs, helping them achieve their goals.



Clusters Peanut Crunch Stand-up Pouch

Award: Silver Award – Shelf Impact

Manufacturer: Emirates Printing Press, L.L.C.

Website: eppdubai.com

End-User/Customer: Cibo Vita Inc.

Plant: Dubai, United Arab Emirates

Contact: Joseph Binoy, Senior Sales Manager, joseph.binoy@eppdubai.com

Description: A premium stand-up pouch with reclosable zipper, constructed using a 2-ply laminate of machine direction oriented polyethylene (MDO-PE) and white opaque PE. The structure offers excellent stiffness, durability, and shape retention for an upright display. The pouch features reverse and surface printing and is protected with a full matte coating for a refined, soft touch finish.



Deterra® Drug Disposal Pouch

Awards: Silver Award – Packaging Excellence
Silver Award – Sustainability

Manufacturer: Accredo Packaging Inc.

Website: accredopackaging.com

End-User/Customer: Verde Environmental Technologies, Inc.

Plant: Sugar Land, TX

Designer/Design Firm: David Bertelsman, Accredo Packaging Inc.

Key Suppliers: Accredo Packaging Inc.; Flint Group: inks; Windmoeller & Hoelscher Corporation (W&H): extrusion and flexo press; and Zip-Pak: zipper

Contact: Roberto Santos, Director of Marketing, roberto.santos@accredopkg.com

Description: Deterra® is an innovative, eco-forward medication disposal pouch and pod system designed to safely neutralize and dispose of unused prescription and over-the-counter (OTC) drugs—helping combat the U.S. opioid epidemic by preventing misuse and accidental access. Engineered with over 50% bio-based polymer derived from renewable sugarcane ethanol feedstock, the pouch presented a complex challenge: developing a structure that delivers durability, 100% leakproofness, chemical resistance, and barrier protection while maintaining environmental integrity. Through advanced material science and precision lamination, Deterra® achieves high performance with a reduced carbon footprint—supporting healthcare and corporate sustainability goals and redefining what's possible in responsible flexible packaging.



Earth Sense® Pro Recycled Content Stretch Hand Film

Award: Silver Award – Sustainability

Manufacturer: Amcor Flexibles

Website: amcor.com/afna

Plant: Tulsa, OK

Contact: Wesley Porter, Sustainability Director, wesleyporter@berryglobal.com

Description: Earth Sense® Pro hand film is a more sustainable solution for manually wrapping pallets to secure and protect goods during transportation and storage. Made with 30% post-consumer recycled (PCR) and 5% post-industrial recycled (PIR) content, it reduces reliance on virgin plastic. Its downgaugeable design minimizes material use, and its lightweight, folded-edge rolls are operator-friendly and damage-resistant—further reducing film waste. The film helps divert plastic waste from landfills and oceans, conserves resources, and requires less energy to produce, lowering its carbon footprint while supporting a circular economy through reuse and recycling.



Fazenda Blend Coffee Bag

Award: International Silver Award – Technical Innovation

Manufacturer: Polymerall Flexible Packaging

Website: polymerall.com

End-User/Customer: Fazenda Coffee Roasters

Plant: Tepanco de López, Puebla, México

Designer/Design Firm: Fazenda Coffee Roasters

Contact: Begoña Herrero, Marketing Specialist and Sales Coordinator, csr1@polymerall.com

Description: The Fazenda Coffee Blend red bag delivers both elegance and performance. This 12 oz. laminated flat-bottom pouch features a precision one-way valve to preserve freshness and aroma, while its MDOPE/white PE structure ensures strength, barrier protection, and recyclability. The 3-color print with sandpaper varnish adds a refined tactile finish and striking matte-gloss contrast for powerful shelf appeal. Designed for premium coffee presentation, its flat-bottom format offers excellent stability, functionality, and visual sophistication that reflect the blend's superior quality.



Goldfish® Halloween Cheddar Flavor with Glow-in-the-Dark Ink

Award: Silver Award – Shelf Impact

Manufacturer: Printpack

Website: printpack.com

End-User/Customer: The Campbell's Company

Plant: Grand Prairie, TX

Designer/Design Firm: Sterling Design – NYC

Key Suppliers: Printpack; SGK Pre-press; and Sterling Design – NYC

Contact: Lisa Preston, Marketing Communications Manager, lpreston@printpack.com

Description: For their Halloween-themed fun-size Goldfish® crackers, Pepperidge Farm® incorporated glow-in-the-dark (GITD) ink. The signature Goldfish® logo, along with two playful trick-or-treating ghosts, was enhanced with this special ink treatment. By merging Halloween-themed appeal with engaging functionality, the package creates a memorable brand experience that delights children and adults alike. The result is packaging that elevates an ordinary snack into an interactive moment and strengthens brand connection through playful innovation.



HERSHEY'S KISSES® Pokémon® Collaboration

Award: Silver Award – Printing

Manufacturer: TC Transcontinental Packaging

Website: tctranscontinental.com/en-us/packaging

End-User/Customer: The Hershey Company

Plant: Catoosa, OK

Key Supplier: TC Transcontinental Packaging

Contact: Diana Courtepatte, Customer & Sales Support Manager, diana.courtepatte@tc.tc

Description: This limited-edition program wraps classic HERSHEY'S KISSES® in approximately 9-micron aluminum foil printed with 151 unique designs—one for every original Kanto-region Pokémon—while retaining the brand's standard. The graphics strategy places the Pokémon® artwork on the underside of the candy for a delightful reveal as consumers unwrap each piece, and many cone panels feature a red/white Poké Ball motif, so the act of unwrapping feels like “opening” a Poké Ball. Hershey extended the collectible idea with a Collector's Case that holds all 151 designs and a Hersheyland online tracker that lets fans log which foils they've “caught.” The program was available for a limited time in 10.1-oz. Share and 34.1-oz. Party bags, while supplies lasted.



KIND® Recyclable High Barrier Paper Bar Wrap

Award: Silver Award – Technical Innovation

Manufacturer: Printpack

Website: printpack.com

End-User/Customer: KIND®/Mars Inc.

Plant: Rhinelander, WI

Contact: Lisa Preston, Marketing Communications Manager, lpreston@printpack.com

Description: The KIND® Recyclable High Barrier Paper Bar Wrap is the first paper bar wrap sold in the U.S. that delivers both performance and sustainability. Developed by Printpack in partnership with KIND®, the structure provides the barrier required to protect nut-based bars while offering consumers a more sustainable disposal option. In addition to the required barrier protection for food safety and quality, the wrapper can be accepted in curbside recycling streams, thereby advancing both packaging functionality and environmental responsibility. This innovation positions KIND® as a leader in sustainable bar packaging.



PepsiCo® Frito-Lay LAY'S® Fest Packaging

Award: International Silver Award – Shelf Impact

Manufacturer: Bryce Corporation

Website: brycecorp.com

End-User/Customer: PepsiCo® Frito-Lay

Plant: Searcy, AR

Key Suppliers: Cyber Graphics: plates and Sun Chemical Corporation: inks

Contact: Patrick Clark, Vice President, R&D and Procurement, pclark@brycecorp.com

Description: Bryce Corporation collaborated with PepsiCo® on the LAY'S® Fest packaging that was crafted to maximize shelf impact by using bold, thematic artwork and vibrant color schemes that bring a fresh twist to the iconic traditional Lay's design. Each flavor features a unique visual identity, which adds personality and storytelling to the packaging. These designs use bold colors and dynamic illustrations to capture the eye and spark immediate curiosity. The LAY'S® Fest edition brings fresh energy to the Lay's portfolio, using distinctive designs that command attention and create excitement in the snack aisle.



PLANTERS® Nut Duos ProActive PCR® Paper Touch Pouch

Award: Silver Award – Technical Innovation

Manufacturer: ProAmpac

Website: proampac.com

End-User/Customer: PLANTERS®, a Hormel Foods brand

Plant: Terrebonne, Québec, Canada

Designer/Design Firm: ProAmpac Design & Sample Lab (DASL) in collaboration with Hormel Foods packaging engineering

Key Supplier: ProAmpac

Contact: Whitney Miles, Marketing Communications Generalist,
whitney.miles@proampac.com

Description: The PLANTERS® brand partnered with ProAmpac to transition its nut portfolio from a multi-layer conventional stand-up pouch to a package with a tactile paper-touch finish that incorporates up to 15% post-consumer recycled (PCR) content. By combining ProAmpac's ProActive PCR® films with Signature Surfaces® Paper Touch technology, this pouch delivers high oxygen and moisture barriers to protect product freshness while enhancing sustainability. Consumers experience the look and feel of natural paper without sacrificing performance, and brands benefit from shelf appeal that emphasizes quality and environmental responsibility. The result is a premium pouch that balances durability, sustainability by using recycled materials, and engaging sensory design.



Regenie's® Pita Brittle

Award: Silver Award – Printing

Manufacturer: GOPak

Website: gopakflexibles.com

End-User/Customer: Regenie's® All Natural Snacks

Plant: Delafield, WI

Contact: Shawna Dale, Director of Sales, skoss@gopakflexibles.com

Description: Regenie's® Pita Brittle features bright, inviting colors and eye-catching metallic embellishments that make the brand name shine. Designed for convenience, the resealable zipper allows consumers to enjoy effortless snacking at home or on the go. This unique hand-cut pita snack offers an indulgence with gourmet taste and exceptional crunch. Each chip delivers a perfect balance of sweet and salty, accented by a subtle nuttiness that satisfies every craving. This packaging, produced by GOPak, perfectly complements the product, bold yet simple, modern yet timeless, capturing the spirit of pure snacking bliss for any occasion.



Skippy® Peanut Butter Inverted Squeeze Pack

Award: Silver Award – Expanding the Use of Flexible Packaging

Manufacturer: TOPPAN Packaging Americas

Website: packaging.toppan.com

End-User/Customer: Hormel Foods, LLC

Plant: Franklin, OH

Key Supplier: TOPPAN Packaging Americas

Contact: Kim Sanderson, Senior Marketing Associate, kim.sanderson@fp.toppan.com

Description: The Skippy® Inverted Squeeze Pack revolutionizes peanut butter packaging with innovation, convenience, and eye-catching shelf appeal. Its bold blue-and-red color palette, accented with vibrant yellow, ensures instant recognition while reinforcing Skippy's iconic branding. The inverted pouch design is both striking and practical, offering mess-free, easy dispensing that fits perfectly into on-the-go lifestyles. Crafted with a flex-crack-resistant barrier film, it delivers extended shelf life and durability. The compact, ergonomic format stands out among traditional jars, combining functionality and aesthetic appeal. This breakthrough packaging sets a new standard in flexibility, convenience, and sustainability—a true achievement!



Tuscany Candle® Simply Fall Shrink Sleeve

Award: Silver Award – Printing

Manufacturer: Phenix

Website: phenixlabel.com

End-User/Customer: Empire Candle Co.

Plant: Olathe, KS

Designer/Design Firm: Empire Candle Co.

Key Suppliers: ACTEGA: coatings; KURZ: cold foil; Multi-Plastics: 45 micron PET shrink material; and Siegwerk: inks

Contact: Todd Austin, Director of R&D, taustin@phenixlabel.com

Description: This shrink sleeve features unique design elements that depart from traditional shrink sleeve methods. The white-backed graphics are applied in specific areas and left void in others to allow the candlelight to show through. Cold foil is used to enhance the brand name. A combination of reticulation varnish and raised varnish is used to bring texture to the candle.



Zabeel Pets Beef with Veggies & Eggs Stand-up Pouch

Award: International Silver Award – Printing

Manufacturer: Emirates Printing Press, L.L.C.

Website: eppdubai.com

End-User/Customer: Zabeel Pets

Plant: Dubai, United Arab Emirates

Contact: Joseph Binoy, Senior Sales Manager, joseph.binoy@eppdubai.com

Description: The pet food is presented in a stand-up pouch featuring a convenient zipper and a 'D' pouch handle, combining practicality with consumer-friendly design.

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About the Flexible Packaging Association (FPA)

The [Flexible Packaging Association](http://www.flexiblepackaging.org) 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 \$51.5 billion in direct economic impact in the U.S. and is the second largest and one of the fastest growing segments of the U.S. 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.