

**NEWS RELEASE  
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**FPA Releases a *Flexible Packaging Path to a Circular Economy* Report**

*The report explores the future of sustainability and flexible packaging through 2030 and contains roadmaps that were developed to advance sustainability and circular economy packaging efforts*

**Annapolis, Maryland: January 11, 2021** – The Flexible Packaging Association (FPA), the leading advocate and voice for the growing U.S. flexible packaging industry, is pleased to announce the release of its newest sustainability report, a *Flexible Packaging Path to a Circular Economy*.

FPA partnered with PTIS, LLC and Priority Metrics Group (PMG) on this research report that explores the future of sustainability and flexible packaging through 2030. It provides information, knowledge, and insights related to flexible packaging and sustainability, circular economy, legislative trends, impacts to the industry along with key outcomes, and actions to enable the industry to align with circular economy principles where materials are collected, sorted, processed, and turned back into new products or packaging.

The report also provides a holistic system view of flexible packaging and sustainability while utilizing the latest insights and foresight to develop roadmaps designed for FPA members, policymakers, NGOs, consumer product companies, consumers, local municipalities, and other associations to advance sustainability and circular economy packaging efforts. The roadmaps can help guide individual members and other interested parties on approaches into the future for flexibles.

This report has a North American focus, but it should be noted that low flexible packaging recycling rates are a global issue. There are additional efforts underway around the globe to address concerns, particularly in Europe through organizations such as Circular Economy for Flexible Packaging (CEFLEX) and the U.K. Plastics Pact.

The research included FPA member and management stakeholder interviews, surveying FPA members, industry expert interviews, and brand owner/value chain surveys and interviews. The report is publicly available and can be downloaded by [clicking here](#).

For more information on the sustainability benefits of flexible packaging, please visit [www.flexpack.org](http://www.flexpack.org), or contact FPA at [fpa@flexpack.org](mailto:fpa@flexpack.org) or 410-694-0800.

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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 \$33 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](http://flexpack.org).

### **About PTIS, LLC**

[PTIS, LLC](http://PTIS, LLC) is a leading business and technology management company focused on Creating Value Through Packaging® and helping clients throughout the packaging value chain develop long term packaging strategies and programs. PTIS, recognized for foresight and thought leadership, and the success of their 20-year Future of Packaging program, helps companies achieve and incorporate these elements into their innovation programs, e-commerce, holistic productivity, sustainability, holistic design, and consumer/retail insights related to packaging.

### **About Priority Metrics Group (PMG)**

PMG provides B2B market research, analysis, and consultation services designed to generate profitable growth for our clients. Our firm works with leading organizations in a variety of manufacturing and service industries. We are experts at gathering and processing market information, analyzing data, and translating information into actionable growth initiatives. PMG principals have a wealth of real-world experience in B2B market research, strategy development and implementation, customer satisfaction surveys, new product innovation, and business growth. To learn more about PMG, please visit their website at [www.pmgco.com](http://www.pmgco.com).