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FPA's Emerging Leadership Council Launches "Come Grow With Us" Campaign
The campaign promotes and helps to attract new talent to the flexible packaging industry

Annapolis, MD: January 4, 2022 – The Flexible Packaging Association (FPA), the leading advocate and voice for the growing U.S. flexible packaging industry, is pleased to announce that the FPA's Emerging Leadership Council (ELC) launched a new campaign, "Come Grow With Us," to help promote and attract new talent to the flexible packaging industry.

The ELC's Recruitment Committee developed the campaign that consists of three videos that are available on YouTube and the FPA website:

- [The Future of Flexible Packaging](#): Highlights why the future of the industry is brighter than ever;
- [Why Flexible Packaging?](#): ELC members share why they chose to join the flexible packaging industry; and
- [Growing the Industry](#): ELC members share how the flexible packaging industry is rising to the challenge to create a more sustainable and brighter future.

The ELC is a new committee comprised of up-and-coming professionals, and their mission is to establish a network of future leaders to drive issues and opportunities which have a long-term impact on the advancement of the U.S. flexible packaging industry. The ELC is co-chaired by Jonathan Quinn, Director of Market Development & Sustainability, Pregis and Adrienne Tipton, Senior Vice President, Innovation, Novolex. Within the ELC there are four subcommittees: Advocacy, Education, Leadership Development, and Recruitment.

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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 \$34 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.