

**NEWS RELEASE
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FPA Announces 2022 Student Flexible Packaging Design Challenge Winners

The entries demonstrate a high level of creativity, a strong understanding of the mechanical properties of flexible packaging materials, and the manufacturing processes involved

Annapolis, MD, June 17, 2022 – The Flexible Packaging Association (FPA), the leading advocate and voice for the growing U.S. flexible packaging industry, is pleased to announce the winners of the FPA 2022 Student Flexible Packaging Design Challenge. This year’s first and second place winners were teams of students from the University of Wisconsin – Stout under the direction of Gary Borges, Lecturer. There was also one honorable mention awarded for the 2022 competition.

FPA’s annual Achievement Awards competition recognizes innovative flexible packaging from across its membership. The industry also believes it is important to encourage and recognize students who are working to become the next generation of packaging designers.

The FPA’s Emerging Leadership Council (ELC) oversees the Student Flexible Packaging Design Challenge and judged this year’s competition. “This year, it was exciting to see the transformation of the competition with new guidelines and requirements of the students,” notes competition judge, Jonathan Quinn, Director of Market Development & Sustainability for Pregis and co-chair of the ELC. “Each submission embraced those requirements and the winners over delivered on those requirements, particularly on the operational feasibility. I hope that all the students found excitement in this competition and want to ‘Come Grow with Us’ and be a part of the flexible packaging industry.”

According to competition judge, Evan Arnold, VP of Business Development for Glenroy Inc., “This year’s entries elevated the competition from previous years. Students are thinking beyond just containing and protecting the product to improving the consumer experience. The students were focused on sustainable developments and how to move the industry forward. If this is a snapshot of the engineers to come into the industry, we are poised for some exciting times ahead.”

The first-place winning team is comprised of Ben Boie, Aria Elfering, Payton Klaslo, Aaron Kurschner, and Connor Walechka from the University of Wisconsin – Stout for their “Pistachio Pal” package. The judges felt that the entry showed how to improve on a current package in the market while keeping the consumer in mind. The package also looks to keep waste contained and provide a great consumer experience. The pistachio package allowed for the shells put in a small package within the pouch. The

student designers also spoke about other products that could be improved with a package within a package, especially moving to all mono-packaged goods.

A packaging concept for microwaveable ramen was the second place winner, also a team of students from the University of Wisconsin – Stout. Ethan Myers, Riley Runnels, Hayden Zachgo, and Hannah Zastrow, also under the direction of Gary Borges, designed a flexible packaging solution that spoke to consumers on the go. The competition judges noted that the concept improved the consumer experience and showed how the package can become useful and engage with the consumer through the use of the product. The team also won an honorable mention for another competition entry they submitted, the “Vetchables” Flexible Veggie Tray, which provides a flexible option that expands the use of flexible packaging, improving the consumer experience. The collapsible feature will provide easier options for storage and shipping.

Kasie Fairbarn, Product Sales Manager – Blown Film for Windmoeller & Hoelscher Corporation, another competition judge, stated “Every submission challenged the status quo and was incredibly thoughtful and creative. From material selection to graphic design and branding to sustainable options, the packaging submissions gave the judges lots to discuss and ponder. We look forward to hopefully, one day, welcoming this group of students to our flexible packaging industry!”

The ELC judges for the competition included:

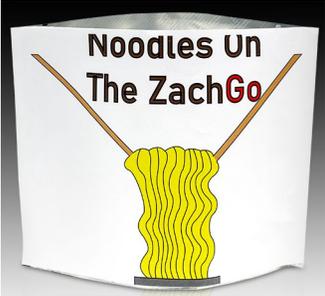
- Evan Arnold, VP Business Development, Glenroy Inc.
- Kasie Fairbarn, Product Sales Manager – Blown Film, Windmoeller & Hoelscher Corporation
- Amy Presher, Sales Manager, Profol
- Jonathan Quinn, Director of Market Development & Sustainability, Pregis

For the 2022 competition, FPA received 39 concept outlines from some of the top packaging design programs across the United States. From the concept outlines submitted, 17 were selected to continue to the development phase.

FIRST PLACE HONORS

	<p>Pistachio Pal Package</p> <ul style="list-style-type: none"> • Student Team: Ben Boie, Aria Elfering, Payton Klaslo, Aaron Kurschner, and Connor Walechka • School: University of Wisconsin – Stout • Professor: Gary Borges, Lecturer <p>Our pistachio packaging solves the societal issue of having nowhere to conveniently dispose of old pistachio shells. Our improved packaging features a thin barrier dividing the pouch creating a convenient space to dispose of the unwanted shells. The improved pouch could also be used for products beyond pistachios including other shelled nuts and individually wrapped candy. The pouch features a transparent eco-friendly material allowing consumers to easily see the product and the improved design.</p>
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SECOND PLACE HONORS

 A white flexible pouch for ramen. The top flap is open, showing yellow wavy noodles held by two wooden chopsticks. The text "Noodles Un The ZachGo" is printed on the pouch, with "ZachGo" in red.	<p>Microwavable Ramen Pouch</p> <ul style="list-style-type: none">• Student Team: Ethan Myers, Riley Runnels, Hayden Zachgo, and Hannah Zastrow• School: University of Wisconsin – Stout• Professor: Gary Borges, Lecturer <p>Ramen, the cheap and convenient staple of the college student, has now become safer, more convenient, and more sustainable. With a new flexible doyen pouch designed to be microwavable and act as a bowl, students have the convenience of no dishes, along with the added benefit of reducing their waste and avoiding the adverse health effects of heated styrofoam. All these benefits along with the addition of greater graphic marketing capabilities.</p>
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HONORABLE MENTION

 A square flexible veggie tray with a white center and silver sides. The center features illustrations of various vegetables: a carrot, broccoli, cauliflower, and green beans. The word "Vetchables" is printed in green.	<p>"Vetchables" Flexible Veggie Tray</p> <ul style="list-style-type: none">• Student Team: Ethan Myers, Riley Runnels, Hayden Zachgo, and Hannah Zastrow• School: University of Wisconsin – Stout• Professor: Gary Borges, Lecturer <p>The flexible veggie tray is a unique change to the typical rigid packaging option. Not only will this package allow for better printing options, but make shipping the product cheaper, and more environmentally friendly. Its square shape allows for more economical packing and its collapsible nature further increases its packing capabilities prior to filing. The flexible veggie tray provides all the same benefits as the typical packaging but will help companies financially and everyone environmentally.</p>
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[Click here](#) to download high-resolution photos of the winners.

For more information on the Student Flexible Packaging Design Challenge or the Flexible Packaging Achievement Awards Competition, please visit www.flexpack.org, or contact FPA at 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 \$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. Learn more at flexpack.org.