



FPA Flexible Packaging Association



EMERGING
LEADERSHIP
COUNCIL



The Voice of the Flexible Packaging Industry

Representing one of the fastest growing segments in packaging, the Flexible Packaging Association (FPA) is the leading voice for over 170 members that support flexible packaging including material suppliers and flexible packaging manufacturers in the U.S. FPA advocates for public policy at the national and state levels, on environmental and sustainability aspects of, and benefits of flexible packaging.

Flexible Packaging – Leading the Way in Packaging Innovation

Technology and innovation created flexible packaging, and they continue to define it. Investment in modernizing the U.S. recycling systems will protect this packaging type and the vital products it protects.

Flexible packaging is at the forefront of important packaging attributes in product protection, design, and performance; consumer convenience; and sustainability, all of which positively affect the environment, consumers, and businesses.

Flexible packaging is any package or part of a package whose shape can be readily formed to the product packaged. It includes packaging made with paper, plastic, film, foil, metalized or coated paper and film, or any combination of these materials.

These are products that consumers rely on every day – including hermetically sealed food and beverage products such as cereal, bread, frozen meals, infant formula, and juice; as well as sterile health and beauty items and pharmaceuticals, such as aspirin, shampoo, feminine hygiene products, and disinfecting wipes. Even packaging for pet food uses flexible packaging to deliver fresh and healthy meals to a variety of animals. Flexible packaging is also used for medical device packaging to ensure that the products packaged, diagnostic tests, IV solutions and sets, syringes, catheters, intubation tubes, isolation gowns, and other personal protective equipment maintain their sterility and efficacy at the time of use. Trash and medical waste receptacles use can liners to manage business, institutional, medical, and household waste. Carry-out and take-out food containers and e-commerce delivery are also heavily supported by the flexible packaging industry.

FPA represents material suppliers and flexible packaging manufacturers in the U.S. and employs over 83,000. Annual U.S. sales equal \$45 billion. It is the on par with corrugated packaging as the largest and fastest growing packaging type in the U.S., with almost the same amount of market share as corrugated cardboard. However, where the U.S. recycling system is set up to accept cardboard, it needs to be modernized to accept and reprocess all packaging, including flexible packaging.

Employs

83,000+

workers coast-to-coast

Tied for #1
with corrugated packaging
as the largest packaging type

21%
of the packaging
market share

\$45 billion
in annual U.S. sales

Questions or want to learn more?

Contact Alison Keane, President and CEO, Flexible Packaging Association
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Viable Circularity Solutions for All Packaging Types

Investment in mechanical and advanced recycling systems and access to the collection, sortation, and reprocessing of flexible packaging; and

Investment in industrial composting systems that take packaging along with proteins, and access to collection and composting on a broad scale for U.S. consumers.

BILLS

S.1189 – Recycling Infrastructure and Accessibility Act (RIAA) of 2023

S.1194 – Recycling and Composting Accountability Act (RCAA)

Save Our Seas 3.0



Scan to learn more about the basics of EPR and creating a path toward circularity for flexible packaging.

Fair Trade Policies That Do Not Pick U.S. Winners and Losers

Elimination of duties and tariffs on packaging grade aluminum foil unless and until it is manufactured in the quantity and quality necessary to support domestic flexible packaging; and

Congressional oversight of the executive power to implement duties and tariffs and relief from retroactive implementation.

BILLS

H.R. 2698/S.2462 – Aluminum Pricing Examination Act (APEX)

South Korea and Thailand Circumvention Case

Retroactive Waterway

Harmonization of Labeling Requirements for Recyclability and Composability

Federal Trade Commission (FTC) revising its Green Guides to provide the basis for labeling for recyclability and compostability and to recognize advanced recycling as a viable solution;

U.S. Environmental Protection Agency (EPA) to focus on post-consumer plastic management i.e., Save Our Seas 3.0 in their strategic plan and to recognize advanced recycling as a viable recycling solution; and

Congress to mandate the standard for labeling for recyclability and compostability to avoid a 50-state approach and massive disruption to the supply chain.

BILLS

AMERIPEN Labeling Bill

FTC Advance Notice of Proposed Rulemaking

EPA Advance Notice of Proposed Rulemaking

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