

NEWS RELEASE

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FPA Announces the 2025 Flexible Packaging Achievement Award Winners

The competition placed a strong emphasis on sustainability and advancements in printing technology

Annapolis, Maryland: March 7, 2025— 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 69th Annual Flexible Packaging Achievement Awards Competition. The awards were presented during a special ceremony on Friday, March 7, 2025, held alongside the FPA's Annual Meeting (March 5-7) at the JW Marriott Miami Turnberry Resort & Spa in Miami, Florida.

This year's competition saw 67 package submissions, resulting in 226 entries, as some packages competed across multiple categories. Ultimately, 20 exceptional packages were honored with 34 Achievement Awards.

Special thanks are given to the 2025 competition judging panel: Dr. Bilge Altay, Assistant Professor, Packaging and Graphic Media Science, College of Engineering Technology, Rochester Institute of Technology (RIT); Chris Lyons, Group President, *Packaging Impressions* magazine; and Scott Wilkins, Founder/Lead Consultant, Scordia Packaging Resources, LLC.

The competition placed a strong emphasis on sustainability and advancements in printing technology. "The entries provided an excellent representation of current trends and key drivers in flexible packaging, particularly in sustainability," notes Wilkins. "Around 70% of the submissions were either entered into the sustainability category or demonstrated clear advantages of flexible packaging over alternative structures. The range of innovations was impressive, including store drop-off solutions, all-PE structures, compostable films, and packaging incorporating post-consumer recycled (PCR) content."

Commenting on printing innovations, Lyons states, "We saw outstanding examples of rotogravure, digital printing, and other advanced print production techniques. The market is fully leveraging the diverse range of printing technologies available. It's exciting to examine each package and see how its print capabilities enhance shelf impact and deliver exceptional quality."

Altay adds, “In reviewing the entries across both conventional and digital printing technologies, we saw companies effectively utilizing flexography, gravure, and digital printing. Each process showcased its unique strengths. Flexo and gravure printing demonstrated exceptional color consistency and high-resolution graphics, particularly in high-volume applications. Meanwhile, digital printing stood out for its versatility in short-run production while maintaining impressive color quality comparable to long-run printing.”

2025 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.



PRO-EVO® Recyclable FL

Awards: Highest Achievement Award
Gold — Packaging Excellence
Gold — Technical Innovation
Silver — Sustainability

Manufacturer: ProAmpac

Website: proampac.com

End User/Customer: Nestlé Purina® PetCare Company

Plant: White House, TN

Designer/Design Firm: ProAmpac

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

Description: PRO-EVO® Recyclable FL is a high-performance flexible packaging solution that meets sustainability goals while maintaining reliable functionality. This curbside-recyclable package is compatible with widely accessible recycling streams, providing consumers with an option that ensures product protection. It features solid print quality and grease resistance. Designed using ProAmpac’s advanced material technologies, it offers barrier properties for enhanced shelf life, convenience for consumers, and reduced environmental impact. Supporting Nestlé Purina’s commitment as an Ellen MacArthur Foundation signatory, PRO-EVO® Recyclable FL aligns with circular economy initiatives and sustainability targets.

GOLD ACHIEVEMENT AWARDS

Listed alphabetically by package name.



Aara® Basmati Rice 5-panel Pouch with Pocket Zipper and C-cut Handle, 10 lbs.

Award: Gold Award – Shelf Impact

Manufacturer: Paharpur 3P

Website: paharpur3p.com

End User/Customer: Shakti Group USA, Hamilton, NJ

Designer/Design Firms: Paharpur 3P Pvt. Ltd. and Star Rice Land

Key Suppliers: CK Zipper Pvt. Ltd.; Dow; Ester Industries; ExxonMobil Product Solutions; Henkel Adhesive Technologies India Pvt. Ltd.; Reliance Industries Limited; Sakata Ink (India) Pvt. Ltd.; Siegwerk India Private Limited; and Toppan Specialty Films Pvt. Ltd.

Contact: Manoj Bisht, Chief Marketing Officer, r.d@paharpur3p.com

Description: This 5-panel pocket zipper pouch with a unique printing design and premium matte finish look is a perfect packaging solution for packaging 10 lbs. of rice. The package is thoughtfully designed to protect against moisture and oxygen ingress with the help of a barrier packaging material and a reclosable pocket zipper. When designing the pouch, we considered the technical aspects and physical appearance by giving this pouch a unique printing design and matte effect film, making it aesthetically attractive and eye-catching to consumers.



Frito-Lay Super Bowl LVIII Commercially Compostable Package

Awards: Gold Award — Packaging Excellence

Gold Award — Technical Innovation

Silver Award — Sustainability

Manufacturer: Printpack

Website: printpack.com

End User/Customer: Frito-Lay North America, Inc., a division of PepsiCo

Plant: Villa Rica, GA

Designer/Design Firm: PepsiCo Design + Innovation

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

Description: Super Bowl LVIII offered Frito-Lay the opportunity to highlight its pep+ (PepsiCo Positive) sustainable goals with a direct-to-consumers package at its “Chip Strip” in Las Vegas. Consumers enjoyed their favorite Game Day snacks, including Lay’s®, Doritos®, CHEETOS®, and Tostitos®, all in eye-catching, commercially compostable packaging. The packaging incorporates unique graphic elements and hidden “Easter Eggs” synonymous with Las Vegas, the Super Bowl, and Frito-Lay, and showcases Frito-Lay’s sustainable commitment to “building a world where packaging never becomes waste.”



Goldfish® Crisps, 6.25 oz.

Award: Gold Award — Shelf Impact

Manufacturer: Printpack

Website: printpack.com

End User/Customer: Campbell's Snacks/Pepperidge Farm® Incorporated

Plant: Villa Rica, GA

Designer/Design Firm: Sterling Design – NY

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

Description: This is Pepperidge Farm's newest addition to its lineup is Goldfish® Crisps. To make a big splash, the new packages have a different form factor than other Goldfish® products. The goldfish inside are larger than other varieties with a package to match. The three new flavors—Sour Cream & Onion, Cheddar, and Salt & Vinegar—are showcased in vibrant, color-coded, 6.25 oz. packages with a flat bottom that stands on the shelf and offers an outstanding billboard effect.



HiPPiE ORGANiCS® Organic Asparagus

Awards: Gold Award — Sustainability

Silver Award — Expanding the Use of Flexible Packaging

Silver Award — Packaging Excellence

Silver Award — Technical Innovation

Manufacturer: PPC Flex

Website: ppcflex.com

End User/Customer: HiPPiE ORGANiCS®/Alpine Fresh, Inc.

Plant: Payson, UT

Key Suppliers: Futamura USA, Inc.; INX International Ink Co.; Miraclon; PPC Flex; and TIPA®

Contact: Steve Cox, VP of Sales & Marketing, steve.cox@ppcflex.com

Description: HiPPiE ORGANiCS® Organic Asparagus has a winning combination of a bright and happy design with a beautiful print. HiPPiE ORGANiCS® strives to keep its products down to earth. With that in mind, this asparagus bag is printed and laminated using totally compostable material, a win for the environment.



Indi Grand Balti Curry Sauce

Award: Gold Award – Printing

Manufacturer: Integrated Plastics Packaging

Website: ipp.ae

End User/Customer: Panesar Foods Ltd.

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

Description: This vibrant stand-up pouch for sauces features a high-quality 7-color print with a purple background, highlighted by gold foil accents and an inline registered matte varnish. The design combines glossy and matte finishes to create an eye-catching shelf presence. Functional features include tear notches for easy opening, rounded corners for consumer safety, and a robust sealant layer that withstands high-temperature filling without leaks.



PepsiCo Smartfood® White Cheddar Popcorn Packaging

Awards: Gold Award — Printing
Silver Award — Shelf Impact

Manufacturer: Bryce Corporation

Website: brycecorp.com

End User/Customer: Frito-Lay North America, Inc., a division of PepsiCo

Plant: Searcy, AR

Key Supplier: Sun Chemical Corporation (inks)

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

Description: Bryce Corporation and Frito-Lay, a division of PepsiCo and a leader in snacking, collaborated to develop a limited-edition Smartfood® White Cheddar Popcorn package. This project showcases both organizations' mastery in flexographic printing and graphic design, featuring strikingly vivid colors and sharp details that captivate consumers. As a leader in the packaging industry, Bryce continues to elevate brands by providing packaging that leaves a lasting impression and sets a new standard for excellence.



Preserve® Toothbrush Pouches

Award: Gold Award – Expanding the Use of Flexible Packaging

Manufacturer: Nosco

Website: [nosco.com](https://www.nosco.com)

End User/Customer: Preserve®

Plant: Pleasant Prairie, WI

Key Suppliers: Film Suppliers: Charter Next Generation and Inteplast Group (Nosco built custom construction); Laminate Supplier: Inteplast Group; Ink Supplier: HP Indigo ElectroInk; Printing Press: HP Indigo 20000; Laminator Supplier: Karlville Solventless Laminator; and Nosco Packaging Advisor: Bill Nimmer

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

Description: Preserve's toothbrush pouch, designed for Trader Joe's®, embodies sustainability and functionality. This recyclable flexible packaging option is printed digitally to meet brand specifications, enhancing shelf appeal with vibrant graphics. Each pouch effectively houses a toothbrush that features a handle crafted from recycled yogurt cups, appealing to environmentally conscious consumers seeking sustainable products.



ProAmpac Spouted Pouch for Ortho® Home Defense®

Award: Gold Award – Expanding the Use of Flexible Packaging

Manufacturer: ProAmpac

Website: [proampac.com](https://www.proampac.com)

End User/Customer: The Scotts Company LLC

Plant: Hanover Park, IL

Designer/Design Firm: ProAmpac

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

Description: ProAmpac's Spouted Pouch for Ortho® Home Defense® combines the advantages of rigid and flexible packaging to offer product protection and convenience. Utilizing chemical and ultraviolet-resistant printing and laminating, the pouch is durable and designed for consumer ease. The pouch serves as a refill to the rigid container and applicator, reducing plastic waste by 90% and making it an environmentally friendly option. With a strong shelf presence, enhanced functionality, and sustainable benefits, this packaging solution demonstrates innovation and reflects consumer-driven sustainability.



TerreGloss™/Terrecote™ Compostable Butter Wrap

Award: Gold Award – Sustainability

Manufacturer: Novolex

Website: novolex.com

End User/Customer: Various

Designer/Design Firm: Novolex

Contact: Maria Hernandez, Senior Director of Marketing,
maria.e.hernandez@novolex.com

Description: TerreGloss™ and Terrecote™ butter wraps earned Biodegradable Products Institute certification as compostable in commercial facilities—a feature consumers and dairies have long sought. The wraps use a proprietary blend of wax without intentionally added per- and polyfluoroalkyl substances. This high-performance blend protects the butter while making the wrapper easy for consumers to open. Offered in a gloss or matte finish, with custom designs available, the wraps are manufactured from a renewable paper base and use environmentally friendly ink.

SILVER ACHIEVEMENT AWARDS

Listed alphabetically by package name.

Amcor Moda Vacuum Packaging for U.S. Beef Exports

Award: Silver Award – Sustainability

Manufacturer: Amcor Flexibles North America

Website: amcor.com/afna

Key Supplier: Amcor Moda Packaging Solutions (pairing equipment)

Contact: Mary Johnson, Sr. Director – Business Group Marketing,
mary.johnson@amcor.com



Description: The Amcor Moda vacuum packaging solution is a streamlined tubular rollstock/on-demand bag-making system for fresh meat processors. Used for U.S. beef exports, the solution reduces material costs by up to 30%, lowers packaging inventory requirements, and reduces packaging stock keeping units by printing on the tubing as it runs. Export inserts that must be dated and manually inserted are eliminated. The versatile tubestock packages many sizes and cuts of bone-in and boneless meat. High-resolution thermal transfer printing prints logos and variable information like dates and time codes directly on the package. Package dimensions and graphics are changed at the touch of a button.



Beggin'® Bacon & Peanut Butter Stix “For the Win,” 8 oz.

Award: Silver Award – Shelf Impact

Manufacturer: Printpack

Website: printpack.com

End User/Customer: Nestlé Purina® PetCare Company

Plant: Villa Rica, GA

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

Description: To coincide with the Summer Olympic Games and to “invite dog owners and their pets to satisfy their winning spirit,” Purina® launched the Purina® for the Win campaign on limited-edition packages. Purina® envisioned a multifunctional package that would capture the coveted Summer Olympic Games’ gold medal award symbolism, retain its core Beggin'® and Busy Bone® brand identity, and differentiate its limited-edition package on store shelves, all through the use of unique, eye-catching gold graphics.



BNRG Power Crunch® Protein Bars

Award: Silver Award – Printing

Manufacturer: American Packaging Corporation

Website: americanpackaging.com

End User/Customer: BNRG

Plant: Columbus, WI

Key Supplier: BNRG

Contact: Cindy Ingebritson, Corporate Marketing Specialist,
cingebritson@americanpackaging.com

Description: American Packaging Corporation collaborated with BNRG to deliver a package for BNRG Power Crunch® Protein Bars with a unique combination of two print technologies (digital and rotogravure), registered satin coating, cold seal coating, matte film, and barrier film, all in a service program that was optimized for small and large volume production orders, optimized for BNRG Power Crunch Protein® Bars’ range of stock keeping units. Combining these options allowed BNRG to achieve multiple goals such as distinguishing its brand from competitive brands, achieving eye-grabbing shelf presence, highlighting the appeal of its product and its specific messaging points, providing an opening/closing experience, and meeting the economic criteria.



Boon Coffee Sustainable Monolayer PE-based Coffee Pouch

Awards: Silver Award – Shelf Impact
Silver Award – Technical Innovation

Manufacturer: Integrated Plastics Packaging

Website: ipp.ae

End User/Customer: Boon Coffee/Food International

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

Description: This recyclable monolayer polyethylene (PE) coffee pouch, with a metallized PE barrier, features a front-load pocket zipper for easy, multiple uses. It incorporates a specially designed coffee valve for PE pouches and boasts high-quality black-and-gold printing with a matte lacquer finish, ensuring a premium shelf presence. This packaging combines sustainability, convenience, and eye-catching design for a complete solution.



Cargill Truvia® All-Polyethylene Spouted Stand-up Pouch

Award: Silver Award – Expanding the Use of Flexible Packaging

Manufacturer: American Packaging Corporation

Website: americanpackaging.com

End User/Customer: Cargill Truvia® Sweeteners

Plant: Columbus, WI

Contact: Cindy Ingebritson, Corporate Marketing Specialist,
cingebritson@americanpackaging.com

Description: Cargill Truvia® All-Polyethylene Spouted Stand-up Pouch redefines packaging in the calorie-free sweetener market. This pouch is a blend of high-density polyethylene (PE), low-density PE, and machine direction-oriented PE for the laminated structure and hard spout, aligning with the APR Design® Guide for PE films. The pouch design overcomes the challenges of matching the melting points of the PE laminate to the hard spout for successful bonding. The pouch's lightweight design and user-friendly spout make it a convenient choice, while the superior barrier properties maintain the product's freshness and quality.



Mars Skittles® Commercially Compostable Peg Bag

Award: Silver Award – Technical Innovation

Manufacturer: Printpack

Website: printpack.com

End User/Customer: Mars, Incorporated/Mars Wrigley

Plant: Villa Rica, GA

Key Suppliers: Printpack and Danimer Scientific

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

Description: As part of Mars' continued work to create a healthier planet, the Mars Skittles® Commercially Compostable Peg Bag was developed in partnership with Printpack and Danimer Scientific to give consumers a more sustainable way to Taste The Rainbow®. This commercially compostable packaging was the subject of focused development over the past three years, when maintaining packaging performance, aesthetics, and consumer experience were necessities. In 2024, the Mars Skittles® Commercially Compostable Peg Bag received Biodegradable Products Institute certification, providing another way to eliminate packaging waste.



Myfitness™ Rolled Oats 5-panel Zipper Pouch, 1 kg

Awards: Silver Award – Expanding the Use of Flexible Packaging

Silver Award – Packaging Excellence

Silver Award – Printing

Silver Award – Shelf Impact

Manufacturer: Paharpur 3P

Website: paharpur3p.com

End User/Customer: Tanvi Fitness Pvt. Ltd., Silvassa (DNH)

Designer/Design Firms: Paharpur 3P Pvt. Ltd. and Mensa Brands

Key Suppliers: CK Zipper Private Limited; Dow; Ester Industries; ExxonMobil Product Solutions; Henkel Adhesive Technologies India Pvt. Ltd.; Reliance Industries Limited; Sakata Ink (India) Pvt. Ltd.; and Siegwerk India Private Limited

Contact: Manoj Bisht, Chief Marketing Officer, r.d@paharpur3p.com

Description: This 5-panel zipper pouch with a unique printing design and premium matte coat effect is a perfect packaging solution for packaging 1 kg of rolled oats. The package is thoughtfully designed to protect the natural flavors from moisture and oxygen ingress with the help of high-barrier packaging material and a resealable zipper. When designing the pouch, we considered the technical aspects and physical appearance by giving this pouch a unique printing design and matte effect to make it aesthetically attractive and eye-catching to consumers.

Once Upon a Farm™ CHEERCircle™ PE Recycle-Ready Spouted Pouch Using AmPrima® Plus Film and the Vizi™ Cap



Award: Silver Award – Sustainability

Manufacturer: Amcor Flexibles North America

Website: amcor.com/afna

End User/Customer: Once Upon a Farm™

Key Supplier: Cheer Pack North America

Contact: Mary Johnson, Sr. Director – Business Group Marketing,
mary.johnson@amcor.com

Description: Once Upon a Farm™ refrigerated spouted pouches offer farm-fresh nutrition from baby's first foods to school snacking to extra nutrition. Made with organic, non-GMO fruits and veggies, and no added sugar, the products are offered in CHEERCircle™ polyethylene recycle-ready spouted pouches. The premade spouted pouches feature AmPrima® Plus material, which is designed to meet the APR Design® Guide for recyclability but retains needed quality and durability. The spouted pouches incorporate CHEER PACK® Vizi™ caps, reducing the amount of plastic in the spout and cap by over 30% versus the previous Once Upon a Farm™ spouted pouch and cap package.



ProActive Recyclable® RP-1000

Award: Silver Award – Technical Innovation

Manufacturer: ProAmpac

Website: proampac.com

End User/Customer: Marks & Spencer Select Farms

Plant: Europarc, Grimsby, Great Britain

Designer/Design Firm: ProAmpac

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

Description: The ProActive Recyclable® RP-1000 is a curbside-recyclable, fiber-based packaging solution for Marks & Spencer Select Farms Organic potatoes. It offers robust product protection with premium sealant technology, optimized for high-speed form-fill-seal equipment. The eye-catching design enhances shelf impact with high-quality flexographic printed graphics. Made from renewable resources, this sustainable packaging replaces conventional laminates and aligns with eco-conscious consumer trends, promoting recyclability and reducing environmental impact.



Starbucks® Coffee Designs

Awards: Silver Award – Printing
Silver Award – Shelf Impact

Manufacturer: American Packaging Corporation

Website: americanpackaging.com

End User/Customer: Starbucks® Corporation

Plant: Columbus, WI

Contact: Cindy Ingebritson, Corporate Marketing Specialist,
cingebritson@americanpackaging.com

Description: Each Starbucks' design maximizes the quality and flexibility of rotogravure printing. Deep rich colors, long smooth vignettes, and high vibrancy metallic colors all come together to reproduce these difficult design elements. In addition, each Starbucks' design takes full advantage of the use of gloss and matte effects to create further package interest. Starbucks' designers have strategically chosen different elements on the package to highlight, creating additional depth and interest. American Packaging Corporation's HPE Roto™ engravings and printing provide superior quality and durability to continually achieve consistent print results. The result is glorious graphics and eye-grabbing shelf impact.

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About the Flexible Packaging Association (FPA)

The [Flexible Packaging Association](http://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 over \$43 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.