



**FPA**<sup>™</sup>

**Flexible Packaging  
Association**

Connecting. Advancing. Leading.

# **Flexible Packaging Association**

## **Student Flexible Packaging Design Challenge 2025**

### **2025 CALL FOR ENTRIES**

**Deadline for Concept Outlines: March 7, 2025**

**Deadline for Entries: April 25, 2025**

2024 Student Flexible  
Packaging Design Challenge  
First Place Winner



Flexible Pringles Can

Students: Starr Gong and  
Logan Searles

Professor: Xiaojing Liu

School: University of  
Wisconsin – Stout

Dear Students,

In its 21st year, the FPA Student Flexible Packaging Design Challenge has become a prestigious competition within the flexible packaging industry, honoring flexible packaging solutions developed by students. Flexible packaging is used to package a wide variety of items.

The Challenge for students is to develop a flexible package solution that addresses a packaging issue, such as consumer or product protection, safety or security, or consumer health or convenience. The package should advance the use of flexible packaging; make an improvement over an existing flexible package; convert a non-flexible package into a flexible package; implement a special printing, technical or sustainability feature; or package a product that is not currently available in flexible packaging. The FPA Student Flexible Packaging Design Challenge Hall of Fame, on pages 4-7 of this Call for Entries, provides an overview of winning entries from past Challenge competitions. From retail food to medical and pharmaceutical products, the packaging possibilities are endless. The only limit is your imagination!

Students are asked to submit a concept outline prior to sending the flexible packaging prototype/bench sample. **The concept outline will be evaluated and if approved, students will then send in their prototype/bench sample, and video proposal of the new package.** Students may work on the design in conjunction with their packaging schools. FPA members will be available as mentors to students advancing to the flexible packaging prototype/bench sample development round.

The deadline to submit a concept outline is **March 7, 2025**. **Students will be notified of the advancement status of their concept outline by March 20, 2025.** The submission deadline for the flexible packaging prototype/bench sample and video proposal is **April 25, 2025**. Winners will be announced on **May 9, 2025**.

The student, or team of students, who develops the first-place winning entry will receive \$1,000 and the second- place winning entry will receive \$500. New to last year's competition, there is now an additional honorary award category for "Best Video." The video is incredibly important in defending your concept and should be used to further explain the written defense and "sell" the concept to both the judges and potential consumers. It should also include why your concept is better than the current packaging, the sustainability benefits, and the feasibility of production.

The **Challenge** rules, instructions, and criteria are described in this **FPA Student Flexible Packaging Student Design Challenge Call for Entries**. If you have any questions or require further assistance, please call FPA at (410) 694-0800 or email us at [lsevin@flexpack.org](mailto:lsevin@flexpack.org).

We look forward to receiving your entry and wish you the best of luck in The **Challenge**.

A handwritten signature in black ink that reads "Dan Feiton".

Dan Feiton  
President and CEO  
Flexible Packaging Association



2024 Student Flexible  
Packaging Design Challenge  
Second Place Winner



Perforated Bacon Pack

Students: Garrett Foster,  
Haaken Pedersen, and  
Clorinda Webb

Professor: Joongmin Shin

School: California Polytechnic  
State University, San Luis  
Obispo



# FPA STUDENT FLEXIBLE PACKAGING DESIGN CHALLENGE

## RULES

### ELIGIBILITY

Students currently **enrolled in a FPA academic member institution**, and studying package engineering, chemical engineering, printing, packaging design, food science or a related discipline may enter the **FPA Student Flexible Packaging Design Challenge**.

Students may enter independently or as a team. Students may also work under the guidance of their professors/schools and with FPA members as mentors.

### ENTRIES

Any flexible package prototype or bench sample that addresses a packaging issue and advances flexible packaging will be accepted. A flexible package is any package whose shape can be readily changed when filled. The package design can include plastic film, paper, or foil, or any combination of these materials.

The package entry can be an improvement over an existing flexible package; represent a conversion from another package structure to a flexible package; convert a non-flexible package into a flexible package; implement a special printing, technical or sustainability feature; or package a product that is not currently packaged in flexible packaging.

**There is no limit to the number of entries a student or team may submit.**

### ENTRY PROCESS

The entry process **involves 3 steps.**

1. Completion of the *General Information Request*, which should be submitted at the same time as the Concept Outline.
2. Submission of the Concept Outline via the online application on FPA's website.
3. Once the Concept Outline is approved by a panel of industry experts, students may send in their prototype/bench sample with the **Written Defense** and the **video presentation**.

### CONCEPT OUTLINE

Prior to sending the bench sample or prototype, a Concept Outline must be submitted for evaluation and approval by a panel of industry experts. When the Concept Outline is approved, students may then send in their prototype/bench sample.

### ENTRY FEE

There is no entry fee.

### PACKAGE DEVELOPMENT

Students may work with their schools and FPA members in the development of the package. At the student's request, FPA will partner the student with an appropriate FPA member who will act as a mentor and assist in the development of the package.

**Package prototypes or bench samples must be accompanied by a written defense of the design and structure.** The defense must include a description of the package that follows the criteria outlined in the **Entry Form** on page 3.

### VIDEO PRESENTATION

When a concept has been accepted, students must submit a video with a maximum length of 4 minutes aimed at the consumer and promoting the innovation demonstrated by the package. The video is incredibly important in defending your concept and should be used to "sell" the concept to the judges. It should also include why your concept is better than the current packaging, the sustainability benefits, and the feasibility of the production. FPA mentors will help guide the student teams if requested.

### PROPRIETARY INFORMATION

Proprietary information and development ideas will be held in strict confidence by FPA, member mentors, and the judges. Students should consider submitting a patent application to protect their intellectual property.

### ENTRY EVALUATION

The entries will be judged by a panel of experts from the packaging industry, including academics, technical, and marketing experts.

### DEADLINES

**March 7, 2025**.....Deadline for Concept

**March 20, 2025**.....Concept Approval Notification

**April 25, 2025** .....Deadline for Prototype/  
Bench Sample, Written Defense, and Video Presentation

**May 9, 2025**.....Winner Announcement

### AWARDS

The student or team that develops the first-place winning package will receive \$1,000. The student or team that develops the second-place package will receive \$500. New to last year's competition, there is now an honorary category for "Best Video."

2024 Student Flexible  
Packaging Design Challenge  
Best Video Winner



Flexible Pringles Can

Students: Starr Gong and  
Logan Searles

Professor: Xiaojing Liu

School: University of  
Wisconsin – Stout

[Click here to watch the  
2024 Challenge's  
Best Video winner!](#)



# STUDENT FLEXIBLE PACKAGING DESIGN CHALLENGE ENTRY FORM

## GENERAL INFORMATION REQUEST

**The following general information must be provided with your Concept Outline(s) and prototype/bench sample.** Students working with a team must submit the information for all team members:

1. Student's Name (all team members)
2. Student's Permanent Address, Phone, and Email
3. Student's School
4. Supervising Professor
5. Professor's Email Address

## CONCEPT OUTLINE

The package concept should address a package issue, such as consumer or product protection, safety or security, or consumer health or convenience. The package concept should advance the use of flexible packaging and make an improvement over an existing flexible package; convert a non-flexible package into a flexible package; convert a non-flexible package into a flexible package; implement a special printing, technical or sustainability feature; or package a product that is not currently packaged in flexible packaging. **Please provide a description of the packaging issue(s) this package will address in a narrative of up to 2,000 words.** The concept should be very detailed.

1. Please remember that your concept **MUST** be for a flexible package. The description of the package concept should include the materials to be used, the structure, and the design of the package.
2. Please submit your concept by **March 7, 2025**, by using the online entry form on FPA's website.
3. Students will be notified by **March 20, 2025**, if their concept has been approved so they can advance to the next stage of the Challenge.

## WRITTEN DEFENSE FOR THE BENCH SAMPLE OR PROTOTYPE USED FOR JUDGING AND VIDEO PROPOSAL

**Once you have been notified that your Concept Outline has been approved, you may send in your prototype/bench sample. Please use the following questions as guidance in writing the defense of your entry and the video proposal of the package.** Please answer the applicable questions. Not all questions will apply to every package. These questions constitute the criteria for which your entry will be judged.

1. Name of the package (package name can describe the structure or the product it will contain).
2. What societal and/or sustainability issue(s) does your submission help to solve, and how does it solve it?
3. Does this submission replace or improve an existing package, or does it package or create a new product (such as bagged salad) or product that is not currently packaged?
4. To what extent does the package represent an innovative or technical solution?
5. Does the package represent new or improved graphics due to printing techniques, substrates, or design?
6. Does the package provide an enhanced solution to the product packaging requirements for package construction, filling, and distribution?
7. What technical achievement does this package represent?
8. Are there environmental advantages to this package?
9. How will this package advance the use of flexible packaging?
10. Are there other enhancements that contribute to the excellence of this package?
11. Can this package be constructed on existing flexible packaging machinery? Can it be mass produced? If not, what modifications would have to be made to enable mass production?
12. Based on the answers to the questions above, please provide a 100-word summary description of this package to be used for promotional purposes.

## SUBMISSION OF ENTRY

Your written defense should be sent electronically to [lsevin@flexpack.org](mailto:lsevin@flexpack.org).

**Please submit your package sample, video, and written defense no later than April 25, 2025, to:**

FPA Student Flexible Packaging Design Challenge  
185 Admiral Cochrane Drive, Suite 105, Annapolis, MD 21401

Flexible Packaging Association  
2025 Student Flexible Packaging Design Challenge

STUDENT FLEXIBLE PACKAGING DESIGN CHALLENGE  
HALL OF FAME 2013-2023



2023 Student Flexible Packaging Design Challenge  
FIRST PLACE WINNER  
Sprout-Ease

Students: Emily Kovarik, Jason Li, and Caroline Powell  
School: California Polytechnic State University



2023 Student Flexible Packaging Design Challenge  
SECOND PLACE WINNER  
Puppy Chow Baking Kit

Students: Olivia Leipnitz, Elaina Marxen, Annabelle Meyer, and Ella Stelter  
School: University of Wisconsin-Stout



2023 Student Flexible Packaging Design Challenge  
HONORABLE MENTION  
Guacamole Pack

Students: Trenton Klabon, Ann Rackliffe and Derick Vollendorf  
University of Wisconsin-Stout



2022 Student Flexible Packaging Design Challenge  
FIRST PLACE WINNER  
Pistachio Pal Package

Students: Ben Boie, Aria Effering, Payton Klaslo, Aaron Kurschner, and Connor Walechka  
School: University of Wisconsin- Stout



2022 Student Flexible Packaging Design Challenge  
SECOND PLACE WINNER  
Microwavable Ramen Pouch

Students: Ethan Myers, Riley Runnels, Hayden Zachgo, and Hannah Zastrow  
School: University of Wisconsin-Stout

## STUDENT FLEXIBLE PACKAGING DESIGN CHALLENGE HALL OF FAME 2013-2023



2021 Student Flexible Packaging Design Challenge  
**FIRST PLACE WINNER**  
Baby Shampoo and a Cup  
Students: Caylee Boone, Abbey Dahlseng, Liam Gallagher, and Anna Kent  
School: University of Wisconsin- Stout



2021 Student Flexible Packaging Design Challenge  
**SECOND PLACE WINNER**  
Band-Assist Bandages  
Students: Connor Erwin, Corey Klatt, and Ben Lindgren  
School: University of Wisconsin- Stout



2020 Student Flexible Packaging Design Challenge  
**SECOND PLACE WINNER - TIE**  
TouchUp Pouch- 2-in-1 Paint and Applicator  
Students: Jai Araujo  
School: San José State University



2020 Student Flexible Packaging Design Challenge  
**FIRST PLACE WINNER**  
Open Sesame - Premium Dipping Sauce  
Students: Pierson Berry, Ian Jennings, Linnea Landgren, and Suzannie Marshall  
School: California Polytechnic State University



2020 Student Flexible Packaging Design Challenge  
**SECOND PLACE WINNER - TIE**  
Doughnut'cha Know Juice  
Students: Rosalyn Yasui  
School: San José State University



2019 Student Flexible Packaging Design Challenge  
**FIRST PLACE WINNER**  
Combined Facial Mask/Facial Moisturizer  
Students: Maria Brownell and Melea Bruns  
School: University of Wisconsin — Stout



2019 Student Flexible Packaging Design Challenge  
**SECOND PLACE WINNER**  
Car Wash Pods  
Student: Tanay Prabhu  
School: San José State University

# Flexible Packaging Association 2025 Student Flexible Packaging Design Challenge

## STUDENT FLEXIBLE PACKAGING DESIGN CHALLENGE HALL OF FAME 2013-2023



2018 Student Flexible Packaging Design Challenge  
SECOND PLACE WINNER - TIE  
Standup Plastic Cereal "Box"  
Student: Ryan Knudtson  
School: University of Wisconsin — Stout



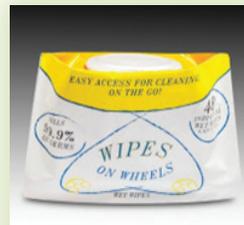
2018 Student Flexible Packaging Design Challenge  
FIRST PLACE WINNER  
Wine-O Gelatin Shots  
Students: Emily Hurban and Autumn Rudlong  
School: Iowa State University



2018 Student Flexible Packaging Design Challenge  
SECOND PLACE WINNER - TIE  
Tree Hut Coffee  
Student: Benjamin Huber  
School: University of Wisconsin — Stout



2017 Student Flexible Packaging Design Challenge  
SECOND PLACE WINNER - TIE  
QuickFIX  
Student: Nathan Davis  
School: Iowa State University



2017 Student Flexible Packaging Design Challenge  
FIRST PLACE WINNER  
Wipes on Wheels  
Students: Benjamin Huber, Brian Kuhns,  
Cody Marquardt, and Ashley Pratt  
School: University of Wisconsin — Stout



2017 Student Flexible Packaging Design Challenge  
SECOND PLACE WINNER - TIE  
Single-Serve Microwavable Hot Dog  
Students: Isaac Hines, Ryan Knudtson,  
and Sam Salewske  
School: University of Wisconsin — Stout



2016 Student Flexible Packaging Design Challenge  
SECOND PLACE WINNER - TIE  
Chicken Breast Strainer  
Students: Chris Childers, Ben Harris, Samantha Kin,  
Kellie Meyer, and Huyen Nguyen  
School: California Polytechnic State University,  
San Luis Obispo



2016 Student Flexible Packaging Design Challenge  
FIRST PLACE WINNER  
EasySnack—Celery & Peanut Butter on the Go  
Students: Mallory Geigle, Tabitha Hamack,  
and Hannah Newman  
School: University of Wisconsin — Stout



2016 Student Flexible Packaging Design Challenge  
SECOND PLACE WINNER - TIE  
Precise Rice  
Students: Cole Cressman, Victoria Hanna,  
Tyler Harwood, and Carrie Sauer  
School: California Polytechnic State University,  
San Luis Obispo

## STUDENT FLEXIBLE PACKAGING DESIGN CHALLENGE HALL OF FAME 2013-2023



2015 Student Flexible Packaging Design Challenge  
**FIRST PLACE WINNER**  
 Resealable Stand-Up Pouch for Cereal  
 Students: Tanner Fogle, Erin Hongsermeier,  
 Chase Reamer, and Devaun Walker  
 School: Clemson University



2015 Student Flexible Packaging Design Challenge  
**SECOND PLACE WINNER**  
 Adjoined Flexible Trail Mix Package  
 Students: Zack Baker, Max Fisher,  
 Paul Mosher, and Ashley Quarles  
 School: Clemson University



2014 Student Flexible Packaging Design Challenge  
**FIRST PLACE WINNER**  
 Perforated Plastic Coin Wrapper  
 Student: Kaylee Flannery  
 School: Western Michigan University



2013 Student Flexible Packaging Design Challenge  
**FIRST PLACE WINNER**  
 All-in-One Cleaning & Healing Adhesive Bandage  
 Student: Raphael Davis  
 School: Western Michigan University



2013 Student Flexible Packaging Design Challenge  
**SECOND PLACE WINNER**  
 Safe Yogurt Tube  
 Students: Geyang Wu and Chen Liu  
 School: Washington State University