

NEWS RELEASE

For more information, contact:
Dani Diehlmann
Director of Communications
Flexible Packaging Association
ddiehlmann@flexpack.org
410-694-0800

UNDER EMBARGO UNTIL MARCH 7, 2019

FPA Announces 2019 Flexible Packaging Achievement Award Winners

Scottsdale, Arizona, March 7, 2019 – The Flexible Packaging Association (FPA) has announced the winners of its 63rd Annual Flexible Packaging Achievement Awards Competition. The winning entries were recognized during the FPA Welcome Dinner & Flexible Packaging Achievement Awards Ceremony held Wednesday, March 6, 2019, in conjunction with the 2019 FPA Annual Meeting (March 6-8) at the Scottsdale Resort at McCormick Ranch in Scottsdale, Arizona.

This year, 54 packages were submitted in the competition, for a total of 140 entries (some packages were entered into multiple categories). Fourteen packages were honored with 26 Achievement Awards in various categories.

The judges for this year's competition included Cory Francer, Senior Editor, *packagePRINTING* magazine; Robert Kimmel, Sc.D., Associate Professor and Director, Clemson University Center for Flexible Packaging, Clemson University; and David Luttenberger, Global Packaging Director, Mintel Group Ltd.

Sustainability continues to be a focus, with a number of entries using bio-based and compostable materials. Kimmel notes, "We saw several examples of bio-based and compostable materials. But what we thought was most significant is several excellent examples of conversion of multilayer films, which have previously been diverse materials, into materials which will be recyclable in the existing recycle streams, particularly the polyethylene stream. We feel this is very important for the future of the industry."

Multisensory elements incorporated into flexible packaging was a growing trend seen in this year's competition. "The multisensory aspect of flexible packaging has really taken several steps forward between films that have a leathery feel to communicate that aspect of a product and soft touch materials that really entice a consumer to reach out and feel the product," says Francer.

Industry collaboration on packaging was also seen as a growing trend. According to Luttenberger, “We saw collaboration this year not just between one or two suppliers, but among multiple suppliers — sometimes two, three, or four suppliers. But what impressed me even more was that we're seeing collaboration across continents, looking at technologies developed in one region and applying them to another, on a global scale. I think that's going to really take the industry forward as well.”

Several of the entries also highlighted the transition of products previously packaged in rigid containers to flexible packaging, and addressed consumer convenience, making it easier for the consumers to shop, transport, dispense from, and use flexible packaging.

2019 AWARD RECIPIENTS

High resolution photos of all the winning entries are available [here on Flickr](#).

Directions for downloading photos from Flickr are below:

1. Click on the image you want to download
2. Click “download icon” on the bottom right corner of the screen
3. Click the size you want – note “original” is the largest
4. Click “download [whatever size you select) and save to your system

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.



Molson Coors – 12 Pack Cooler Bag

Awards: Highest Achievement Award
Gold — Expanding the Use of Flexible Packaging
Gold — Printing & Shelf Impact
Silver — Packaging Excellence

Manufacturer: Bemis Company, Inc., www.bemis.com/na

Contact: Jennifer Hackinson, Marketing Communications Associate,
jennifer.hackinson@bemis.com, 920-527-5604

Description: Molson Coors’ 12 Pack Cooler Bag creates a fresh take on the ubiquitous beer carton. The new flexible bag delivers portable convenience with a pouch that expands into a larger, reusable bag that provides additional convenience features. This innovative package features easy-carry handles and can go directly into the refrigerator or cooler. The film’s sturdy, high performance structure allows consumers to reuse the bag. Reusability provides brand benefits to communicate benefits and quality to brand-loyal consumers over and over again.

****Please note that receiptant is aware of their Gold and Silver Awards, but not the Highest Achievement Award. We request that you do not notify them of their winning status ****

GOLD ACHIEVEMENT AWARDS

Listed alphabetically by package name.



Harney & Sons Master Tea Blenders Pouch

Awards: Gold — Sustainability
Gold — Packaging Excellence
Silver — Technical Innovation

Manufacturer: TC Transcontinental Packaging, www.tc.tc/packaging

Contact: Diana Courtepatte, Marketing Manager, diana.courtepatte@tc.tc, 416-998-2214

Description: Harney & Sons desired a flexible pouch with luxurious graphics that would protect the aroma and flavor of their fine teas while supporting their environmental values. TC Transcontinental Packaging, in collaboration with Charter NEX Films, Inc. and The Dow Chemical Company, achieved all of Harney & Sons' key criteria of excellent shelf appeal, shelf life, and recyclability. This pouch is the first commercial example of a package which contains EVOH, for oxygen barrier, and moisture barrier properties in a format which is 100% recyclable for in-store drop-off.



Nutro Ultra Grain Free

Award: Gold — Printing & Shelf Impact

Manufacturer: Plastic Packaging Technologies, LLC, www.plaspac.com

Contact: Kris Kurdziolek, Marketing Coordinator, kriskurdziolek@plaspac.com, 913-596-9003

Description: This Nutro Ultra Grain Free flat bottom box pouch offers powerful shelf presence through providing purposeful features. The straight sides of the flat bottom enables excellent casing and freight density, outstanding shelf presentation at retail, and ideal home storage. The resealable feature also enables the consumer to keep the product fresher for longer periods of time without having to switch it to a new container. With the eye popping graphics on the package, this product sets itself apart from the rest of the market place.



Willow® Pump Leak-Proof Pouch

Awards: Gold — Technical Innovation
Silver — Expanding the Use of Flexible Packaging
Silver — Packaging Excellence

Manufacturer: Vonco Products, LLC, www.vonco.com

Contact: Keith Smith, President and CEO, keith@vonco.com, 847-682-5654

Description: Willow® is the world's first all-in-one wearable breast pump that fits inside a bra. Integral to the system is a doughnut shaped milk bag. Each disposable bag holds 4 oz. and features a one-way valve so milk goes in and doesn't come out. A fresh bag is tucked inside the Willow® pump for each use. Moms can either pour the milk into a bottle for immediate use or they can store it in the refrigerator or freezer.

SILVER ACHIEVEMENT AWARDS

Listed alphabetically by package name.



AMSOIL® Easy Pack

Award: Silver — Printing & Shelf Impact

Manufacturer: AMSOIL INC., www.amsoil.com

Contact: Matt Erickson, Director, Technical Product Management, merickson@amsoil.com, 715-399-6363

Description: AMSOIL® Easy Packs are a revolutionary solution to a longstanding problem. From DIYers to professional mechanics, rigid bottles make dispensing fluids difficult in the confined spaces of modern vehicles, resulting in wasted product, spillage, and a poor user experience. The flexibility of the AMSOIL® Easy Pack, integrated handle, and ergonomic design provide confidence and ease-of-use when maneuvering in tight spaces. No need for specialty tools, funnels, pumps, etc.



Bar-Asept

Award: Silver — Technical Innovation

Manufacturer: Liqui-Box Corporation, www.liquibox.com

Contact: Ruby Cowie, Strategic Growth Manager, rcowie@liquibox.com, 805-551-9697

Description: Liqui-Box Bar-Asept high barrier adhesive laminates are used for aseptic sauce packaging and other food products. These new adhesive laminates use high-performance sealants and high barrier coextrusion layers that have excellent sealability (ability to seal through food particulates). They have excellent oxygen barrier, superior robustness, and excellent processing characteristics. The laminates are designed to work with and without a fitment attached, depending on customer requirements, to significantly reduce field leaker rates with outstanding barrier performance.



Before Brands SpoonfulOne Strawberry Puffs

Award: Silver — Printing & Shelf Impact

Manufacturer: CL&D Graphics, Inc., www.cldgraphics.com

Contact: Karla Branham, Marketing Manager, kbranham@cldgraphics.com, 262-569-4060

Description: Before Brands SpoonfulOne Strawberry Puffs Gusset Pouches are an excellent example of how converting to flexible packaging creates exceptional brand management. The new, improved packaging creates a colorful, exciting gusset pouch with bold colors and a matte finish to emphasize the many features of their product. Before Brands SpoonfulOne Strawberry Puffs is a gusset pouch that contains seven snack packs.



ConAgra Slim Jim Premium Smoked Sticks

Awards: Silver — Printing & Shelf Impact
Silver — Packaging Excellence

Manufacturer: Bemis Company, Inc., www.bemis.com/na

Contact: Jennifer Hackinson, Marketing Communications Associate,
jennifer.hackinson@bemis.com, 920-527-5604

Description: Leveraging innovative printing technology, Bemis developed this leather print package for Slim Jim. The simulated leather texture and look is an emerging packaging technology, primarily used in printing and graphics to deliver additional cues of authenticity and quality. This printing innovation enabled brand extension and premiumization for Slim Jim through a visually and texturally differentiated experience from traditional meat stick offerings, while still maintaining critical brand recognition.



JBS-Swift Printed Ovenable Meat Packaging (OvenRite®)

Award: Silver — Technical Innovation

Manufacturer: Bemis Company, Inc., www.bemis.com/na

Contact: Jennifer Hackinson, Marketing Communications Associate,
jennifer.hackinson@bemis.com, 920-527-5604

Description: OvenRite® packaging is a fully printed ovenable film with high quality graphics for meat and seafood. The film is available in premade pouches or form/fill/seal rollstock. Products can go straight from refrigerator or freezer to the oven while producing a consistent final product with minimal preparation and cleanup. This technology self-vents steam for optimum browning but maintains tenderness and moisture for added flavor. Ovenable inks are used to replace removable labels found on prior cook-in offerings to deliver convenience.



Dole Crafted Smoothies

Award: Silver — Sustainability

Manufacturer: Emerald Packaging, Inc., www.empack.com

Contact: Pallavi Joyappa, Chief Operating Officer, pjoyappa@empack.com,
510-429-5700

Description: The Dole Crafted Smoothie Blends is a series of three SKUs launched in early 2018. This PE/ink/waterbased adhesive/PE pouch provides all the required functional and aesthetic properties while utilizing 100% recyclable films. Emerald developed a recyclable alternative, moving the original PET/PE structure to a PE/PE structure. The non-recyclable laminated PET web was replaced by recyclable polyethylene (PE), making it a PE/PE recyclable pouch. It is printed 10 colors on a Windmoeller & Hoelscher Miraflex printing press for dynamic graphics and shelf appeal in the supermarket. The PE/PE pouch offers the same convenience and performance of multi-material pouches with the added benefit of being recyclable where PE bag and film recovery efforts currently exist.



FLEXMAX™ Packaging for Floor Care Products from Midlab®

Award: Silver — Expanding the Use of Flexible Packaging

Manufacturer: Printpack, www.printpack.com

Contact: Lisa Preston, Manager, Marketing Communications, lpreston@printpack.com, 404-460-7000

Description: Printpack's FLEXMAX™ container is a flat-folding, dual-wall 2.5 gallon flexible pouch with the cold temperature drop-impact strength necessary for the containment of large volume liquids. Fitted with a 38mm HDPE spout for easy pouring and reclosure, FLEXMAX™ combines high stiffness, toughness, and high and low temperature resistance properties in its proprietary-formulated, dual-wall pouching/bagging films. Aggressive chemical and environmental stress-crack resistance completes the package.



Green Giant Veggie Spirals™ PrimaPak® Package

Awards: Silver — Expanding the Use of Flexible Packaging
Silver — Technical Innovation
Silver — Packaging Excellence

Manufacturer: Sonoco Flexible Packaging, www.sonoco.com

Contact: Kyung Park, Marketing Manager, kyung.park@sonoco.com, 847-378-1254

Description: The Green Giant Veggie Spirals™ PrimaPak® package is a flexible, stackable, resealable package produced from a single roll of film on modified Ilapak vertical form-fill-seal machinery. The microwaveable packaging is designed with vent holes, as well as a peel reseal lid, for easy opening. The consumer has the option to microwave, blend additional ingredients, and serve directly out of the package, without the need for a bowl or serving dish.



A Sensational Pouch

Awards: Silver — Technical Innovation
Silver — Printing & Shelf Impact
Silver — Packaging Excellence

Manufacturer: St. Johns Packaging Ltd., www.sjpack.com

Contact: Timothy Mages, General Manager, tmages@sjpack.com, 336-209-5475

Description: This promotional pouch was designed to introduce a new soft touch film in a flexible packaging application. Use of graphics and the linear tear PLALOC zipper were part of the effort to showcase St. Johns' packaging capabilities to the market. In an effort to "grab" the customer's attention on the crowded store shelf, the promotional pouch highlights the use of both the visual and tactile aspects of a flexible package. In addition, the use of a gold hot stamp, "Certification of Quality Guarantee" in a flexible application, truly sets this pouch apart in the market.



Sustainable Pouch with Easy-Lock (APLIX) Reclosable Feature

Award: Silver — Sustainability

Manufacturer: St. Johns Packaging Ltd., www.sjpack.com

Contact: Timothy Mages, General Manager, tmages@sjpack.com, 336-209-5475

Description: This promotional pouch was designed to showcase the internal pouch making capability at St. Johns Packaging with an all PE structure that addresses the consumer, retailer, and consumer product companies' demands for more environmentally friendly packaging. The design of the package was developed internally, with the side panels of the pouch being utilized to showcase each of the companies involved with the help of a QR Code, allowing for quick access to that company's website.

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About the Flexible Packaging Association (FPA)

The Flexible Packaging Association is the voice of 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 \$31 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.