



FPATM

Flexible Packaging
Association



REPORT TO THE MEMBERS 2020

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Letter from the President & CEO

Original plans for 2020 went out the door in March shortly after our Annual Meeting celebrating our 70th anniversary. We went from celebrating the Association's history to watching our member's make history. Whether providing the necessary sterile packaging for food, health and hygiene, and PPE or providing safe delivery of products through e-commerce, and take-out and delivery packaging, the flexible packaging industry responded to the crisis as only a critical infrastructure workforce could. FPA was proud to support our members by ensuring the federal critical infrastructure workforce designation for the industry, which means that despite stay at home and shelter in place orders, flexible packaging companies and their facilities can continue to operate.

And while FPA's work had to pivot to respond to member needs, in many ways COVID-19 gave the industry the opportunity to amplify our message about the sustainability benefits of flexible packaging, particularly during this crisis, while making significant progress on circularity solutions as well. With most state houses and the federal government responding to the pandemic, policy debates on plastics and recycling were paused. FPA took advantage of the pause by spearheading and contributing to multiple supply chain industry dialogue to address the issues. As you can read in the Advocacy and What's to Come sections, this work has put the industry in a much better position going into 2021, where the debate will no doubt be reignited.

FPA also published, in addition to our standard industry data, a new report detailing how the supply chain can work together to enable full circularity by 2030 with key outcomes and activities in incremental steps. We also continued our increase in promotion with our new magazine, *FlexPack VOICE™* and a social media influencer campaign.

While this was certainly a challenging year, and 2021 will prove to be no different, FPA is ready to help the flexible packaging industry continue to respond to the changing landscape of the pandemic, provide leadership to the new Administration and all areas where policy is being made, and ensure a voice at the table on our key issues.

Thank you for your continued support and I wish you and very happy and healthy New Year.

Sincerely,



Alison Keane

President & CEO



ADVOCACY

If there were any silver linings to the COVID-19 pandemic this year, it was the pause it gave industry, including the flexible packaging industry, to come to some consensus regarding the end-of-life management of packaging waste, or as we prefer to call it, flexible packaging circular life management position. While work on COVID-19 response and recovery as well as trade were a big part of 2020, neither was as big as packaging waste and recycling infrastructure.

Federal Advocacy

Pivoting as fast as possible once the pandemic was issued, FPA worked to ensure that flexible packaging companies were deemed critical infrastructure workforce. This meant despite stay at home and shelter in place orders, flexible packaging companies and their facilities could continue to operate and provide the packaging needed for food, health and hygiene, e-commerce, medical, and personal protective equipment (PPE) packaging. FPA also worked with associations, such as the National Governor's Association and the Food Industry Executives Association, to ensure that this designation was adopted and applied consistently by states and local governments, which were applying various restrictions through Executive Orders depending on the region and location to deal with the onset of the pandemic, sometimes on a daily basis when the crises began.

FPA also joined coalitions working on stimulus packages and liability protections, which continue into the new year and the new Administration. In addition to business loans, tax credits, and other stimulus policy, as work on recycling and infrastructure came to a halt, FPA signed onto a petition to put RECOVER ACT, legislation introduced in 2019 and supported by FPA, money in one of the packages to support advanced recycling infrastructure in the U.S. Another FPA

activity in 2020 was to petition, through several Florida delegation sponsors, possible appropriations funding for new advanced recycling technology, such as plasma gasification, like the Consortium for Waste to Syngas Circularity (CW2SC), which FPA is part of, advocates for. It is telling that the first non-COVID-19 related hearing in the Senate in 2020 was a recycling infrastructure hearing in June. FPA submitted a Statement on the Record to that hearing, detailing its continued support for legislation like the RECOVER ACT and Save Our Seas 2.0, which FPA supported and was passed in 2020. However, FPA did not support the Plastic Waste Pollution Act, introduced in 2020, which would have instituted bans on single-plastic packaging and placed a moratorium on new plastic resin production in the U.S.

State Advocacy

Partly because of the pandemic and partly due to concentrated grassroots efforts in a number of states, FPA was able to help defeat some bad public policy legislation targeting end-of-life management of packaging, including flexible packaging. The Maine packaging bill died when session abruptly adjourned and no special session was called where it was brought back up, which was fortuitous as this legislation would have assessed a fee on all packaging, merely to pay for the status quo disposal and limited recycling and since flexible packaging is not readily recyclable, it would have been assessed a higher fee as a penalty. We were able to kill the California packaging bills when they failed to receive enough votes at the end of session through concerted direct efforts as well as coalition efforts with the Californians for Recycling and the Environment (CRE) and the California Manufacturers and Technology Association (CMTA). The California proposals would have mandated unworkable rates of recyclability for all packaging by certain dates, whereby packaging that didn't meet the rates and dates would

no longer be able to be sold in or into California. In New York, two packaging bills died when the legislature turned their attention and focus on COVID-19 related issues only. FPA and its members in Massachusetts were able to block a packaging bill that was offered as an amendment to an omnibus bill moving through the legislature in the last days of session. And a Vermont packaging extended producer responsibility (EPR) mandate failed when session adjourned and it wasn't brought up for vote in final special sessions.

Flexible packaging manufacturers are in a unique situation, as flexible packaging is generally the most sustainable packaging format from a greenhouse gas emissions, water usage, energy usage, and material to product ratio standpoint, but the format has limited collection and recycling opportunities. Thus, in order to continue to protect the market and provide for an onramp to collection, transportation, and recycling for our packaging materials, FPA finalized a year-long dialogue with the Product Stewardship Institute (PSI) in 2020. PSI represents state and local government solid waste officials and the dialogue centered on the current and future state for flexible packaging in a circular environment, particularly how to shape and pay for that future state. The dialogue resulted in FPA's Flexible Packaging Circular Life Management Position statement. FPA wanted to ensure that the sustainability benefits of flexible packaging were acknowledged and that this message was amplified



Hill visits by FPA to discuss future recovery and recycling infrastructure for flexible packaging with Dr. Bruce Welt, University of Florida, technology expert on plasma gasification of municipal solid waste.

to ensure that packaging bans or “defacto” bans, like the ones that would have happened in California if the legislation had passed, would not continue. Instead, FPA membership and the PSI membership came to a consensus on numerous important elements of any end-of-life management for packaging legislation that would enable the circularity of flexible packaging within a larger EPR for packaging scheme. FPA and PSI released a joint statement with the elements document and used this as a lens with which to engage individual states looking at this type of legislation. At the end of 2020, FPA had already had conversations and recommended changes to draft bills for 2021 in Maryland and Oregon. Work had also begun on proposals from Washington State and California by the end of the year.

ADVOCACY

With these elements in mind, FPA has also been involved in multiple other dialogues on the topic. In addition to working with state specific coalitions, like CRE and CMTA, as well as the Associated Industries of Vermont and Retailer Association of Maine, FPA became a member of several U.S. coalitions. In 2020, FPA became a member of The Recycling Partnership (TRP) and its Circular Economy Accelerator policy committee, which is working on both federal and state legislation to ensure a circular economy for packaging, including flexible packaging. TRP now houses the Materials Recovery for the Future (MRFF) project as well. MRFF successfully piloted an ongoing program in Pennsylvania in 2020, where flexible packaging is mechanically sorted and recycled through curbside collection along with other more traditional recyclables. TRP will work to ensure other material recovery facilities benefit from the pilot while also working on end market development for the resulting bale of flexible packaging made through the sorting process. We are also long-time associates of AMERIPEN and involved in its work on viable financing mechanisms for packaging recycling infrastructure and support. FPA also joined a year-long dialogue with similarly situated packaging supply chain associations called the Recycling Leadership Council (RLC) spearheaded by the Consumer Brands Association. The RLC developed a blue print for the U.S. recycling system, including 3 primary policy areas of focus: 1) Data Collection and Reporting Requirements; 2) Systems Standardization and Harmonization; and 3) Development of Financing Tools and Markets. These will be included in a white paper intended for release first quarter 2021. Similarly, Soul Buffalo and the Meridian Institute convened a dialogue late in 2020 with industry to discuss elements of packaging EPR and invited FPA to join. Soul Buffalo's mission is to control the chaos and navigate

change through learning, collaboration, and action and they have been active with many FPA members in the past regarding plastic waste and marine debris. It is expected that this dialogue will also result in some key actions and elements with regard to U.S. packaging policy in 2021.

Ultimately, FPA's goal is to be part of a proactive solution to packaging circularity and to protect flexible packaging now and into the future. To this end, FPA also released its "A Flexible Packaging Path to a Circular Economy: Flexible Packaging Sustainability Roadmap," which explores the future of sustainability and flexible packaging through 2030. It provides information, knowledge, and insights related to flexible packaging and sustainability, circular economy, legislative trends, impacts to the industry along with key outcomes, and actions to enable the industry to align with circular economy principles where packaging materials are collected, sorted, processed, and turned back into



Meetings with Representative Ted Yoho (3rd District, FL)

new products or packaging. Roadmaps for each of the key areas of design, collection, sortation, reprocessing infrastructure, and end markets are detailed with activities that the entire supply chain can undertake either individually or collectively.

Online Conversations Overview

The bi-annual report, prepared for FPA by The Cyphers Agency, provides information on online news conversations and social media relating to flexible packaging. The volume of coverage during the January – June 2020 period nearly tripled that of the July – December 2019 period, with 183 total articles in the second half of 2019 piling in comparison to 525 articles in the first half of 2020. The vast majority of this coverage, 84%, focused on sustainability initiatives (31%), packaging innovation (28%), and FPA (25%). As expected, the COVID-19 pandemic was consistently referenced in all areas of coverage from March through June.

Technology and Regulatory Affairs

The Environmental, Health, and Safety (EHS) committee weighed in on several U.S. Environmental Protection Agency (EPA) rulemakings in 2020 designed to reduce regulatory red tape, without compromising protections for public health and the environment. These actions are consistent with Executive Order 13777 that President Trump signed in 2017, requiring federal agencies to “repeal, replace, or modify” existing regulations to reduce regulatory burden on domestic manufacturers. Almost every move by EPA to comply with the Executive Order has met fierce opposition by the environmental community. Regardless of the New Administration with the election of Biden/Harris, it is expected that challenges to these EPA rules will predominate the federal courts in 2021. FPA continues to monitor developments and act as necessary, including joining industry coalitions to collectively address issues of mutual concern. A summary of the EHS committee’s work in 2020 is presented below.

Environmental, Health, and Safety Committee

Due to the pandemic, in-person quarterly committee meetings were postponed. Instead, the committee conducted its business via Zoom and conference calls resulting in increased participation; and members commented that virtual meetings are very effective.

“Once-in-Always-in” (OIAI) Policy

Based on a policy document published in 1995, EPA has maintained that facilities that are major sources of Hazardous Air Pollutants (HAPs) must permanently comply with the applicable standard even if the source has subsequently become an area source. It continues to create enormous compliance burdens and does not reward reductions in emissions strategies. Over the years, FPA has advocated for the repeal of this unsustainable policy, without success. Earlier this year, EPA proposed to reverse the policy. FPA submitted lengthy comments in support of the proposed rule arguing that the 1995 policy was inconsistent with the plain language of the Clean Air Act. The final rule cleared the last hurdle receiving the Office of Management and Budget approval on September 21, 2020. This is an enormous win for the industry and FPA members, as it will allow many of them to now become area sources, thus reducing permitting burdens and economic costs.

ADVOCACY

Risk & Technology Review of Paper & Other Web Coatings (POWC) MACT Rule

In response to a consent decree entered into with environmental groups, EPA proposed amendments to the POWC Maximum Achievable Control Technology (MACT) rule. FPA supports the technical re-write of the rule and submitted written comments requesting changes as necessary. The rule affects FPA members and it is likely to set the baseline for the Printing and Publishing MACT, which also affects most members. FPA has been working with EPA for several years on the rule-making, including arranging site visits to educate the rule writers. It resulted in a better understanding of flexible packaging operations and established that existing controls provide an ample margin of safety, thus meriting no additional pollution controls. This finding in the final rule is a win for FPA. Note that the EPA rule writer agreed to meet after the comment period was over (not very often done), resulting in favorable resolution to stringency of compliance monitoring and testing requirements. Overall, a great accomplishment that will help members reduce cost and compliance burdens at least until next review in eight years.

Technical Support Document (TSD)

FPA worked with EPA for over three years “dialoging” flexible permitting and periodic monitoring requirements for oxidizers. The final guidance document, titled “Title V Printing and Publishing TSD,” was “approved” by the Agency allowing FPA members to negotiate less burdensome Clean Air Act permits. Many aspects of

TSD have been adopted by others including the automobile industry. Pursuant to the President’s December 2019 Executive Order requiring all agencies to make guidance documents available on their respective web sites, FPA forwarded TSD to EPA for posting. Since

environmental groups do not have a favorable view of the document, it took quite an effort to have it posted on the EPA website. Members are excited that FPA succeeded in its efforts.

Undertaking Construction before Getting a Clean Air Act Permit

Over the years, FPA has argued, without success, that the Clean Air Act did not require a permit for construction of new sources or plant modifications. However, EPA has maintained that only the most basic preconstruction activities, such as leveling a property, was allowed until the permit was issued. The Agency is now proposing revised interpretation of the law that would allow onsite construction activities, except installing emissions control units. If finalized, companies will be able to lay electrical cables, dig footings, and lay foundations at their own risk as air permits may be denied for new source (experience shows that it is highly unlikely, however). Nevertheless, given the fact that a permit may take up to two years from the time the application is deemed complete, many companies may be willing to accept this risk. Members view it as a favorable development.

Nationwide Multi-Sector General Stormwater Permit (MGSP)

Recently, EPA proposed amendments to the Nationwide Stormwater Permit requirements. Most FPA members are subject to it either directly or by adoption of the rule by the states. The proposal would add very stringent in-house stormwater sampling requirements and increase mitigation measures to prevent contamination and migration of contaminants in stormwater. Additionally, it requires placarding in front of the plant operations with permit details and contact information for the public to report federal and state violations. FPA did a thorough review of the amendments and submitted comments supporting adoption of a very few amendments (i.e., supported reduced burden on small businesses as many

of the flexible packaging printing plants fall under this category) and strongly argued against placarding as it is open to abuse by hostile neighbors. EPA is under public pressure to finalize it expeditiously.

Transparency in Cost/Benefit Analysis of EPA Regulations

FPA submitted comments in support of a proposed rule for transparency in cost/benefit analysis of environmental regulations. If finalized, it would fulfill the President's Executive Order requiring direct costs and benefits analysis be shared with the public. In the past, EPA has justified many environmental regulations using indirect benefits to offset the huge direct cost to businesses. The plain language of the rule sets forth a reasonable standard for EPA to create public awareness of cost and benefits of future environmental regulations. The rule is on fast track to become final in Fall 2021.

Plantwide Applicability Limits (PALs) for Clean Air Act Compliance

Although not on FPA's "top ten" list of regulatory reforms pursuant to the Executive Order 13777, FPA submitted comments in support of the proposed regulation. A PAL allows a facility to meet one overall emissions limit facility-wide rather than numerous requirements applicable to specific printing lines, or new source review requirements for replacement or installation of new manufacturing equipment. The flexible packaging plant is ideal for a PAL as it generally emits only one regulated air pollutant, volatile organic compounds (VOCs).

FPA's Environmental Issues Index

Updated quarterly; reviewed during committee meetings; and then posted in the members only section of the FPA website it is a comprehensive document for regulatory updates including FPA's action plan for dealing with regulatory issues that may impact the flexible packaging industry. FPA requests that members use it as a resource and provide feedback including any issues that are of concern and not included in the document.

Per-and polyfluoroalkyl ("PFAS")

There is significant movement at state and federal levels to ban/regulate the use and reporting of PFAS. As part of the EPA - PFAS action plan, the Agency has proposed regulations on imported products that contain PFAS chemicals used as surface coatings. The EPA has also added certain PFAS to the Toxics Release Inventory (TRI) reporting requirements without weight of scientific evidence. Companies are now required to report release of PFAS into the environment, with the first report due July 1, 2021. In addition, EPA's Office of Toxics and Pollution Prevention is undertaking a risk assessment of several classes of PFAS to determine future regulatory actions. *[Note that PFAS are a broad class of chemical substances that are used across a wide cross-section of industries, including semiconductors, solar panels, high-performance electronics, medical garments, fuel-efficient automobiles, and certain fluorinated firefighting foams that are needed for emergency response operations.]*

NAPIM Ink Migration Project

FPA is collaborating with the National Association of Printing Ink Manufacturers (NAPIM) to establish that inks used in package printing comply with U.S. Food and Drug Administration (FDA) migration limits and thereby should be exempt from food contact additives regulations. Dr. Cheeseman (former senior level FDA employee) is working as a project consultant. The committee met with FDA and received positive feedback on the project approach and risk assessment methodology. It is a lengthy process, and the COVID-19 pandemic has made the time for completion of the project more uncertain.

OSHA Update

OSHA has not followed Executive Orders requiring agencies to "repeal, replace, or modify" existing regulations to reduce regulatory burden on domestic manufacturers. This agency has been cautious in proposing de-regulatory actions. Now it is consumed with dealing with impact of the pandemic on employees and businesses from a safety perspective.

SUSTAINABILITY

Flexible Packaging Path to a Circular Economy Report

FPA partnered with PTIS, LLC and Priority Metrics Group (PMG) on this research report that explores the future of sustainability and flexible packaging through 2030. It provides information, knowledge, and insights related to flexible packaging and sustainability, circular economy, legislative trends, impacts to the industry along with key outcomes, and actions to enable the industry to align with circular economy principles where materials are collected, sorted, processed, and turned back into new products or packaging.

The report also provides a holistic system view of flexible packaging and sustainability while utilizing the latest insights and foresight to develop roadmaps designed for FPA members, policymakers, NGOs, consumer product companies, consumers, local municipalities, and other associations to advance sustainability and circular economy packaging efforts. The roadmaps can help

guide individual members and other interested parties on approaches into the future for flexibles.

This report has a North American focus, but it should be noted that low flexible packaging recycling rates are a global issue. There are additional efforts underway around the globe to address concerns, particularly in Europe through organizations such as Circular Economy for Flexible Packaging (CEFLEX) and the U.K. Plastics Pact.

The research included FPA member and management stakeholder interviews, surveying FPA members, industry expert interviews, and brand owner/value chain surveys and interviews.

Hefty® EnergyBag® Program

The Hefty® EnergyBag® Program began in 2016 as an industry collaboration of which FPA was a founding member. The program offers a responsible end-of-life solution for hard-to-recycle post-consumer plastics waste. It is a 5-step process: 1) Participants purchase Hefty® EnergyBags®; 2) Consumers collect the hard-to-recycle plastics into these orange bags; 3) Consumers then place full bags into the curbside cart with other recyclables; 4) The hauler collects and delivers the bags to a material recovery facility (MRF) as a part of normal service and schedule; and 5) The bags are sorted at the MRF and sent to a facility for use as valued resource. This includes resources such as energy feedstock, replacing coal in cement kilns; chemical recycling into diesel fuel and wax; and recycling for pallets and building materials. Currently the program is active in six counties, which have resulted in diverting 2 million pounds of plastic waste from landfills. FPA members can help extending it to more counties.

Materials Recovery for the Future (MRFF)

FPA is an active partner in this industry sponsored multi-year, multi-million-dollar research project. The focus of the program is to establish that flexible packaging that is not



Hefty® EnergyBag® Program Launches in Cobb County, Atlanta

mechanically recyclable today can be collected in a single stream system and auto sorted at an MRF. The overarching goal is to find the most cost-effective pathway to create a flexible packaging commodity bale for reprocessing or conversion to fuel or energy feedstock. MRFF project's vision is: "Flexible Packaging is recycled curbside, and the recovery community captures value from it." The pilot, the first of its kind in the United States, was performed in partnership with J.P. Mascaro & Sons at the TotalRecycle MRF located in Birdsboro, PA. The results show that the project vision has been met. At the last test, the rFlex bale had 87% recovered FPP, 10% fiber, and 3% others. The improvement to sortation equipment continues. Since the contamination rate of fiber bale is significantly reduced, it increases the selling price of fiber bales creating financial benefits to the MRF. Additionally, the landfilling cost of plastics disposal is also reduced as less plastics material goes to landfill. From both financial and environmental perspectives, this project is a win-win for the MRF.

Investigating end markets for sorted FPP is part of the project. More than a dozen end market opportunities have been identified to date including building products (roofing represents the highest volume and most immediate end market), pallets, and railroad ties, where recycled plastic can serve as a more durable alternative to traditional wood.

The project has retained a PR firm, BCW, to share project findings with stakeholders. The effort has resulted in significant interest and coverage from trade and online media outlets, including *Waste 360*, *Plastics News*, *Resource Recycling*, *Waste Advantage*, *Environment + Energy Leader*,



MRF auto sorter facility

Recycling Product News, *Plastics Recycling*, *Recycling Today*, *Packaging Gateway*, and *Waste Today Magazine*.

MRFF will now be housed within The Recycling Partnership, which as discussed in the Advocacy Section, FPA is now a member of.

Plasma Gasification



Managed by the University of Florida, the project states that the 3R mantra of reuse, reduce, and recycle, although well intentioned has been in place for some time and has not been the solution. Therefore, the recycling industry needs a more comprehensive solution to sustainability. Dr. Bruce Welt of University of Florida says that they have evaluated multiple approaches to recycling and concluded that plasma gasification is the most effective technology to manage all waste, not just plastics. In plasma technology, feedstock (trash) is introduced into a vessel of extremely high heat (2,000 degrees F) which results in two primary products: synthetic gas ("Syngas") and slag. Both of these products have high value. Syngas can be used for electrical power, methanol, liquid fuels, and synthetic natural gas. FPA is supporting this effort.

Work is underway to expand the Consortium with plans to organize consortium events to continue building stakeholder interest and involvement. Since building a plasma gasification plant is capital intensive, an application has been submitted to the U.S. Development Finance Corporation to establish a Plasma Assisted Gasification unit in Putnam County, Florida. The application envisions a 650 tons per day facility expanding to 2,000 tpd over a 15-year period. The project has been chosen (from many other applications) for a thorough review. Additionally, a research grant proposal has been submitted to the Department of Energy to demonstrate the commercial viability of the project and technology. FPA also worked on appropriations language at the federal level this year to secure funding.

STERILIZATION PACKAGING MANUFACTURERS COUNCIL (SPMC)

Established in 1994, SPMC is a council of the FPA. Focused on the sterile packaging of medical devices and pharmaceuticals, the group develops guidance documents and test methods in collaboration with other standards setting organizations (ASTM International and AAMI for example). The Executive Committee convenes two times a year to review SPMC's work and set the direction and priorities for the coming year. Due to the pandemic, the Executive Committee met virtually on August 25, 2020. Five of six member companies were represented. Below are highlights of SPMC activities:

- SPMC's Marketing Committee made steady progress in its outreach strategy, which began in the last quarter of 2019. The setup of a new LinkedIn account and twice-monthly postings have garnered 151 new followers for the Council. Posts have ranged from the promotion of the Technical Committee's webinar, *SPMC Learning Tools: A guide to gels and sterile barrier integrity measures*, to the support of frontline healthcare workers during the onset of the COVID-19 pandemic. Other topics included SPMC's new white papers, SPMC's technical and regulatory expertise, and SPMC's collaborations with other standards organizations.
- Amid the COVID-19 response, a SPMC press release titled "The Sterile Packaging Industry Is Essential to Patient Safety" was published electronically on May 4, 2020, to FPA's trade media distribution list. The news release was featured in FPA's weekly news bulletin and is available on both FPA and SPMC News webpages.
- The Marketing Committee submitted a proposal to Chase's Calendar of Events for the creation of **Sterile Packaging Day**. The proposal was approved, and the inaugural Sterile Packaging Day will be celebrated on March 10, 2021. The purpose of organizing this event is to drive industry influencers to SPMC.
- As described by SPMC, "Sterile Packaging Day brings awareness to the importance of aseptic packaging to ensure patient safety in healthcare settings. Healthcare professionals around the world are provided peace of mind when they know their tools are protected from contamination and safe for patients. To do this, manufacturers of sterile packaging adhere to the most rigorous standards to deliver quality-packaging solutions for the healthcare, pharmaceutical, and life sciences industries. The date of Sterile Packaging Day aligns closely with Patient Safety Awareness Week to endorse the significance of supply chain in patient safety."



- The Marketing Committee developed a rollout strategy for the event, which includes a custom logo, event webpage, media tool kit, promotional campaign, infographic, and an industry article. Committee members are also working on an outreach campaign to inform collaborative organizations and stakeholders about the event. A theme and event celebration strategy are currently under development.

Current SPMC member companies include Amcor Flexibles Healthcare, Beacon Converters, Inc., Printpack Medical Packaging, PAXXUS, Inc., PPC Flexible Packaging-Precision Clean Healthcare Packaging, and Technipaq Inc.

STERILE PACKAGING DAY

10 MARCH 2021



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Search...

Celebrate the Inaugural Sterile Packaging Day

We invite you to learn more about sterile packaging and the critical role it plays in everyone's health and well-being. Get involved and celebrate with us on March 10, 2021!

[LEARN MORE](#)



PROMOTION

Promoting the benefits of flexible packaging and FPA members is a core pillar of the Association's work. This year, FPA commissioned PTIS, LLC to produce the *Sustainability and Lifecycle Impacts of Flexible Packaging in E-commerce* report providing members with fact sheets, infographics, and social media macros that will be used on social media outlets are in development. These resources provide members with marketing and communication tools for use with their customers and provides FPA with additional tools to speak with policy makers and the supply chain. This year, FPA also launched *FlexPack Voice*™, a magazine including FPA news specific to the Association, industry news, member achievements, and technical innovations.

As always, the Annual Flexible Packaging Achievement Awards Competition once again honored the latest advancements in innovation and technology and showcased industry leading work by many of FPA's members – 2020 was our 64th year for the competition.

Sustainability and Lifecycle Impacts of Flexible Packaging in E-commerce Report

FPA commissioned PTIS, LLC to provide a holistic view of the sustainability benefits that flexible packaging offers in e-commerce and quantify the environmental and economic shipping impacts comparing flexible packaging to other formats across a range of products. This report looks at five different case studies and products to quantify the environmental impact of different flexible and non-flexible e-commerce packaging options, as well as the economic shipping impacts, based on dimensional weight charges vs. billable weight. To quantify the environmental impacts, a Lifecycle Assessment (LCA) tool (EcolImpact-COMPASS®) was used, along with calculations on the overall material used, recycled, and disposed of.

The case studies include a wide range of products including shoes, cereal, peanut butter, laundry

detergent, and flat mailers across an array of packaging options used in e-commerce packaging. All of the products were purchased online in September and October 2019. For the assessment, all primary, secondary, and tertiary packaging, including dunnage from the packages were used.

The final report was published on July 8, 2020, and fact sheets and infographics/social media macros/GIFs that will be used on social media outlets have been developed.

FPA Partnered with Glenroy, Inc. on their e-commerce report: A Life Cycle Assessment Comparison for the Glenroy STANDCAP Pouch in the Sauces and Personal Care Market versus Rigid Packaging Options

Glenroy, Inc. approached FPA to see if it would be interested in partnering with them on their report. FPA agreed and developed LCA case study fact sheets that match previous FPA LCA fastsheets and they are publicly available and used on social media outlets.

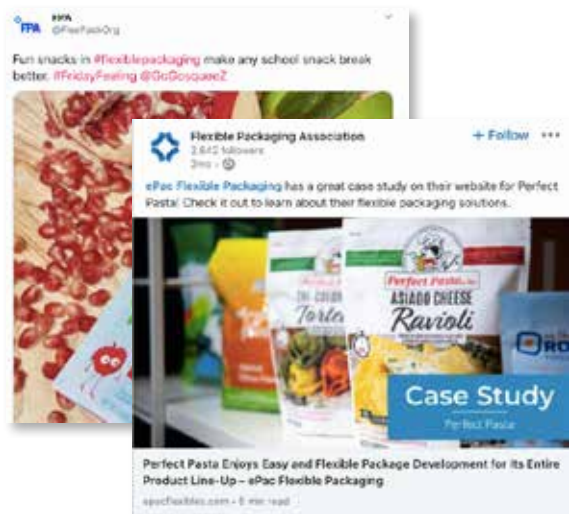




Social Media Program

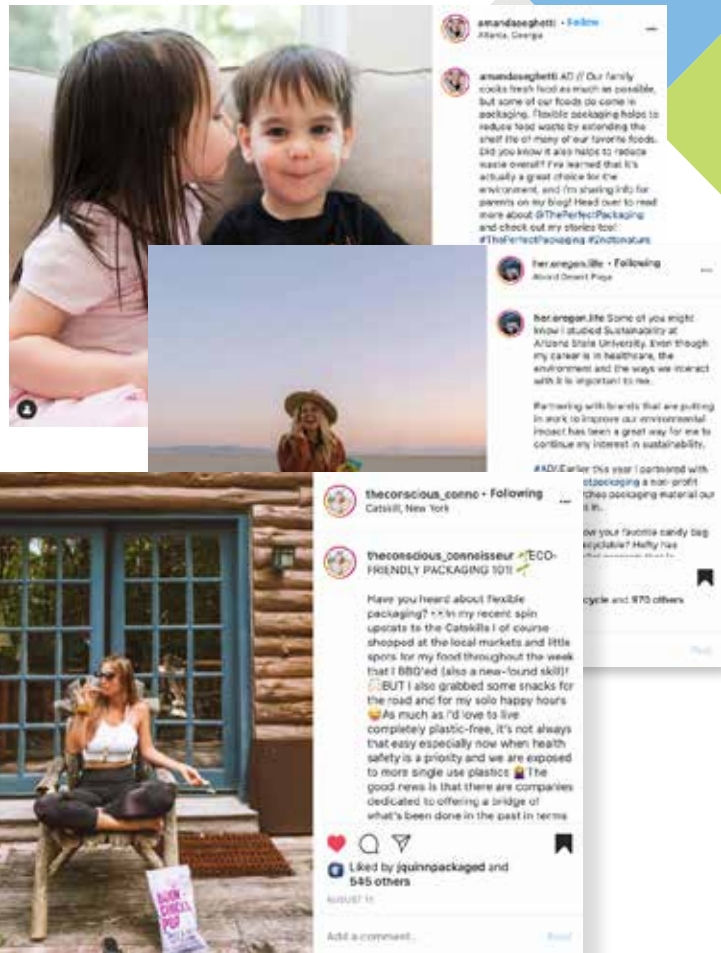
Consumer-facing platforms, Facebook and Instagram, continue gaining a healthy audience to promote Perfect Packaging, garnering a total of 27,227 followers. Engagement is generally neutral with most seeking more information.

LinkedIn and Twitter continue to focus on industry related news, trends, and FPA updates/announcements. The best performing content includes member achievements and technical innovations, image-driven posts, and content that engages with trending hashtags and current news.



Influencer Outreach Program

This year, FPA expanded its consumer brand, Perfect Packaging, to include an influencer outreach campaign. By engaging 18 Instagram influencers with environmental-conscience messaging, moms looking for convenient packaging options, and outdoor enthusiasts seeking environmentally-friendly alternatives, we expanded our reach by 242K impressions, gained 252 followers (1/4 of our overall Instagram following), and saw positive reactions toward flexible packaging.



PROMOTION

FPA Establishes *FlexPack Voice*™

Partnering with the YGS Group (York, PA), the inaugural edition was released in May 2020. The magazine includes FPA news specific to the Association; industry news that focuses on the industry, including the supply chain, at large; as well as showcasing member achievements in sustainable flexible packaging and technical innovations that address product protection, e-commerce, food waste, and medical safety to name a few.



Five feature sections anchor the issues: “Advocacy Corner,” describes FPA’s advocacy efforts and what it is doing to be heard at the Federal and state levels to forward the interests of members; “FlexAppeal™,” which highlights the benefits of flexible packaging; “FlexForward™,” which focuses on industry breakthroughs and trends; “FlexFocus™,” which features FPA members’ specific achievements in flexible packaging; and “Above & Beyond,” that features members working in their communities and their awards.

Additionally, a supporting microsite, FlexPackVoice.com launched in October 2020, includes digital copies of the magazine; additional digital exclusive articles; breaking news (a curated news feed from the e-newsletters); follow-up and expanded coverage of select articles from the print publication; video and/or audio; additional photo galleries to complement magazine content such as FlexAppeal™; key upcoming events; and a social media feed.

FPA/YGS Group is working with both our marketing firms (G&S Business Solutions and The Cyphers Agency) to increase the magazine’s social media presence and expand the distribution list.



FPA Website

The website, www.flexpack.org, continues to provide members and guests with primary access to information on the Association and the flexible packaging industry. Over the past year, the site had just over 232,000 page views, an increase of 25,000 page views from 2019.

FPA Consumer Website

In 2018, FPA developed a consumer-facing microsite, www.perfectpackaging.org. The microsite uses current information on food waste, e-commerce, and climate impacts, as well as new information, gleaned from the new PTIS sustainability report (referenced earlier), to promote the industry to the consumer, and address the miscommunication about flexible packaging that is often reported. FPA partnered with TerraCycle to provide a U.S. zip code locator for consumers to find the nearest store drop-off for their bags and films. Within the past year, the site earned 16,000+ page views and continues to gain momentum and consumer interest.

FPA Trade Show/Conference Participation

FPA actively serves as a thought leader for the flexible packaging industry, but due to COVID-19, FPA trade show and conference participation decreased this year. However, Alison Keane, FPA President & CEO, was invited to present at the Digital Packaging Summit held December 1-3, 2020; the AWAVirtual™ International Sleeve Label Conference held November 16-17, 2020; Printing United held October 26-November 12, 2020; SPC Advance 2020's Engaging Producers in Packaging EPR Discussions: An Evolving Case Study, Presentation and Fireside Chat on September 30, 2020; Global Pouch Forum's Flexible Packaging Sustainability Panel on September 10, 2020; Contract Packaging Association's Annual Meeting held February 19-21, 2020; and Flexible Packaging Europe's Secretariats Meeting held in January 2020. FPA also had virtual booths at the Digital Packaging Summit and PACK EXPO Connects 2020 that was held November 9-13, 2020.

Flexible Packaging Achievement Awards Competition

FPA announced the winners of its 64th Annual Flexible Packaging Achievement Awards Competition. The winning entries were recognized during the FPA Welcome Dinner and Flexible Packaging Achievement Awards Ceremony held in conjunction with the 2020 FPA Annual Meeting. In 2020, FPA received 71 package entries for a total of 206 entries (some packages were entered in multiple categories). 30 flexible packages were honored with 48 Flexible Packaging Achievement Awards in various categories. For the 2020 Student Flexible Packaging Design Challenge, FPA received 40 concept outlines. Fifteen concepts were approved to compete in the Challenge. There was one 1st Place winner and a tie for 2nd Place.

The judges for 2020's competition included Min Degruson, Ph.D., Assistant Professor, Packaging, University of Wisconsin – Stout; Matt Reynolds, Editor, *Packaging World*; and Mike Richmond, Ph.D., Principal, PTIS, LLC.

Sustainability continues to be a focus, with a number of entries using bio-based and compostable materials. An increasing trend seen for the 2020 competition is the number of entries that contain both matte and spot gloss aspects.

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.

PROMOTION

Highest Achievement Award

AeroFlexx

Gold Award — Expanding the Use of Flexible Packaging

Gold Award — Packaging Excellence

Gold Award — Shelf Impact

Gold Award — Sustainability

Gold Award — Technical Innovation

Manufacturer: AeroFlexx, www.aeroflexx.com



FlexiTube for Bio Creative Labs — USA

Gold Award — Expanding the Use of Flexible Packaging

Gold Award — Packaging Excellence

Silver Award — Technical Innovation

Manufacturer: Uflex Limited, www.flexfilm.com



Gold Achievement Awards

4D Bags with Handle

Gold Award — Shelf Impact

Manufacturer: Uflex Limited, www.flexfilm.com



Hill's All PE "Recyclable" Pet Treat Bags

Gold Award — Packaging Excellence

Silver Award — Sustainability

Silver Award — Technical Innovation

Manufacturer: Plastic Packaging Technologies, LLC,

www.plaspack.com



Insura™ Seal Verification

Gold Award — Technical Innovation

Manufacturer: Amcor Healthcare

Packaging, www.amcor.com



Paqui Tortilla Chips Pillow Pouch

Gold Award — Shelf Impact

Manufacturer: Printpack, www.printpack.com



Predilecta Sacciali Jar Shaped Pouch

Gold Award — Shelf Impact

Silver Award — Expanding the Use of Flexible Packaging

Silver Award — Packaging Excellence

Manufacturer: Amcor Flexibles Brazil, www.amcor.com



Premade STANDCAP Inverted Pouches

Gold Award — Expanding the Use of Flexible Packaging

Gold Award — Packaging Excellence

Silver Award — Sustainability

Manufacturer: Glenroy, Inc., www.glenroy.com



Skratch Labs Limited Edition EF Pro Cycling HP Mosaic Packaging

Gold Award — Printing

Gold Award — Shelf Impact

Manufacturer: ePac — Flexible Packaging, www.epacflexibles.com



Stacy's Women's History Month Packaging

Gold Award — Printing

Manufacturer: Printpack, www.printpack.com



StreamOne® R Retortable Recycle-Ready Polyester

Gold Award — Sustainability

Gold Award — Technical Innovation

Silver Award — Packaging Excellence

Manufacturer: PAXXUS, Inc., www.paxxus.com

PROMOTION

Silver Achievement Awards

Amcor SmartTack™ Resealable Label with Premium Tamper Evidence

Silver Award — Technical Innovation

Manufacturer: Amcor Flexibles, www.amcor.com



Bear Naked® Granola's Entour™ Shield+ Front of Store Recycle Ready Package

Silver Award — Sustainability

Manufacturer: Berry Global, www.berryglobal.com



Bear Naked® Premium Granola

Silver Award — Printing

Manufacturer: TC Transcontinental Packaging, www.tctranscontinental.com/packaging

C-4 Extreme Explosive Pre-Workout, 30 Servings

Silver Award — Printing

Manufacturer: Phenix Label Company, www.phenixlabel.com



Cargill Grab N' Go Deli Meat Package

Silver Award — Packaging Excellence

Silver Award — Technical Innovation

Manufacturer: Amcor Flexibles, www.amcor.com



Cracker Barrel Black Ribbon Natural Cheese Slices

Silver Award — Packaging Excellence

Silver Award — Technical Innovation

Manufacturer: TC Transcontinental Packaging, www.tctranscontinental.com/packaging



Decowraps

Silver Award — Sustainability

Manufacturer: Plastic Suppliers, Inc. (PSI), www.plasticsuppliers.com and Decowraps, www.decowraps.com



EcoVue® FlexPac®

Silver Award — Packaging Excellence

Manufacturer: Glenroy, Inc., www.glenroy.com



Flex Asclepius™ PCR Based BOPET Films

Silver Award — Sustainability

Manufacturer: Flex Films (USA) Inc., www.flexfilm.com



**FLEXPET™ F-STF Ultra Soft
Super Durable BOPET Film**

Silver Award — Shelf Impact

Manufacturer: Flex Films (USA) Inc.,
www.flexfilm.com



Little Baker Coconut Dates, Chocolate

Silver Award — Shelf Impact

Manufacturer: Emirates Printing Press
L.L.C., www.eppdubai.com

Full Moon Natural Pet Treat Pouch

Silver Award — Technical innovation

Manufacturer: Amcor Flexibles, www.amcor.com



Mt. Olive Munchies Resealable Pouch

Silver Award — Expanding the Use of Flexible Packaging

Manufacturer: Glenroy, Inc., www.glenroy.com



Hershey's Stand-up Pouches

Silver Award — Printing

Manufacturer: Printpack, www.printpack.com



**Nestlé Toll House Artisan Collection Premium Baking
Chip – Extra Dark**

Silver Award — Printing

Manufacturer: American Packaging Corporation,
www.ampcorp.com



JUSTIN'S®

Nut Butter Covered Nuts Pouch

Silver Award — Sustainability

Manufacturer: ProAmpac,
www.proampac.com



**Pride Lands Premium
Bloom Soil**

Silver Award — Shelf Impact

Manufacturer: ProAmpac,
www.proampac.com



Liquibox Waterspout

Silver Award — Expanding the Use of Flexible Packaging

Manufacturer: Liquibox, www.liquibox.com



The Ultimate Fish Stick™

Silver Award — Printing

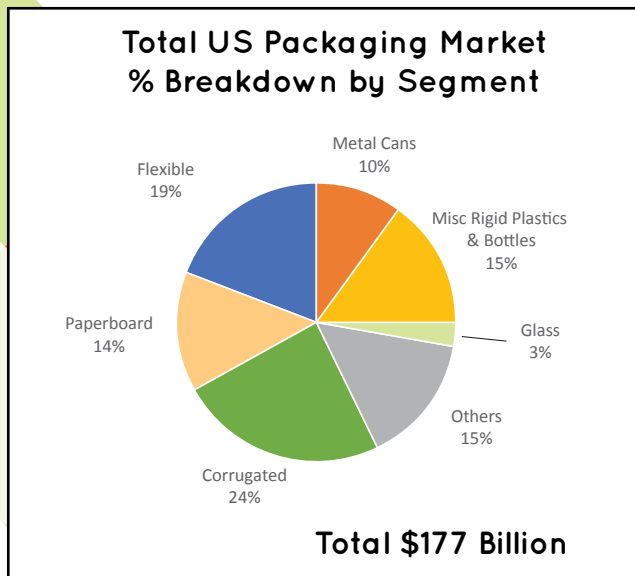
Manufacturer: PPC Flexible Packaging,
www.ppcflex.com

INDUSTRY DATA

The U.S. flexible packaging industry is projected at \$33.6 billion in annual sales based on FPA's *State of the Flexible Packaging Industry Report* for 2020. Flexible packaging has grown steadily including packaging for retail and institutional food and non-food, medical and pharmaceutical, industrial materials, shrink and stretch films, retail shopping bags, consumer storage bags, and wrap and trash bags, and is projected to continue to grow.

Flexible packaging represents 19% of the total \$177 billion U.S. packaging industry and is the second-largest packaging segment behind corrugated paper, and just ahead of bottles and miscellaneous rigid plastics packaging. Flexible packaging's solid long-term strength coupled with flexibles' ability to replace other packaging formats has resulted in the growth of flexible packaging, increasing from 17% in 2000 to the current level of 19% in 2019.

FPA's data and reports enable members to benchmark their performance in the industry and gain helpful insight to assist them in growing their business.

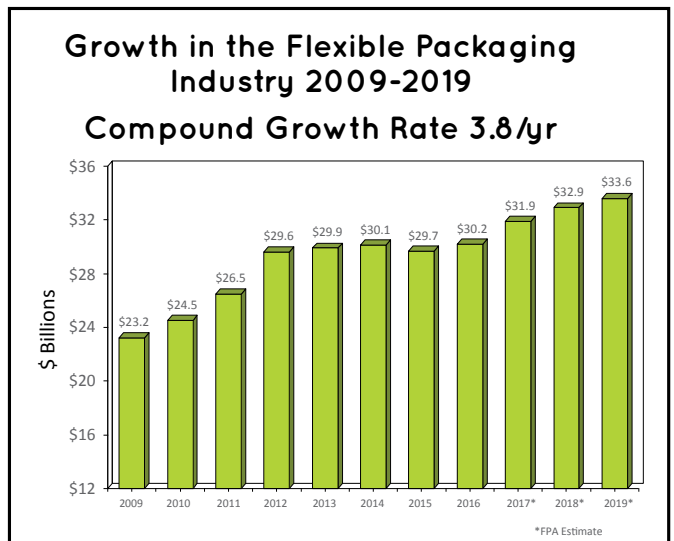


Source: Latest Census Bureau ASM data and Flexible Packaging Association estimates

FPA maintains industry statistics and updates reports as data changes. Thus, continued dialog with the U.S. Census Bureau, including reviewing data releases in connection with the Census Bureau's Annual Survey of Manufactures (ASM), and evaluating detailed long-term consistency by FPA is ongoing.

The "State of the Industry Survey" was conducted early in the year 2020, with the majority of completed surveys received between January and early March, the rest were received between April and the first week of June 2020. As a result, the forecast data does not fully reflect the impact of the COVID-19 pandemic. Many health experts are wary of the health crisis due to the combined effects of the normal flu season and the on-going COVID-19 pandemic. How this series of events will affect the U.S. and global economies is not clear.

State of the Flexible Packaging Industry Report (SOI)



Source: U.S. Census Bureau and Flexible Packaging Association

The annual *State of the Flexible Packaging Industry Report* (SOI) is a definitive source of data and information and is utilized by industry converters,

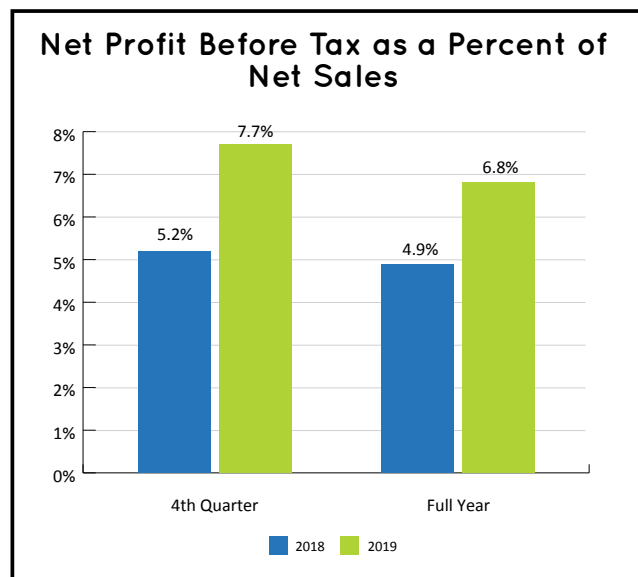
suppliers, investors, and analysts. The report examines several aspects of the U.S. flexible packaging industry, including sales and utilization levels, current profit trends, capital spending plans, industry M&A activity, projected growth areas, U.S. imports and exports, and end-use application information. The 2020 SOI is the 29th year FPA has produced an annual SOI report. The 2020 report was distributed to members via email with a link to the document/pdf in late September.

Pulse of the Industry Report

Published quarterly, the *Pulse of the Industry Report* examines industry performance for net sales, profitability, inventory levels, volume, capital spending, and capacity utilization. The last Pulse Report for Second Quarter 2020 showed survey results for “all companies” indicate 60% of the participating companies had higher profit in 2Q '20 vs 1Q '20, while 29% had lower profit and 11% were at the same sales levels.

Earnings Report

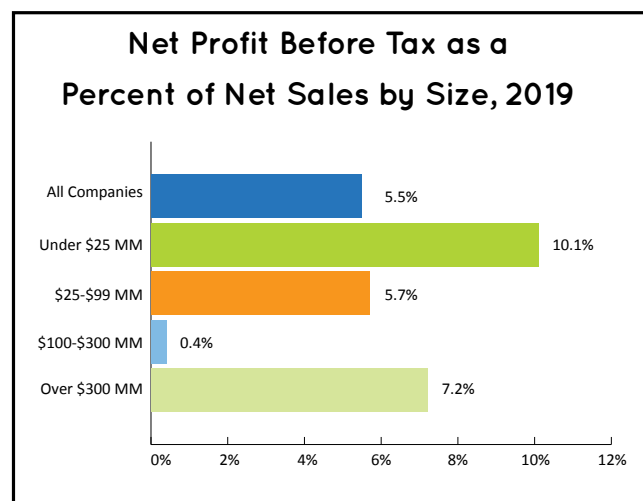
Published semi-annually, the *Earnings Report* includes expense and manufacturing cost information with a primary emphasis on sales, expenses, asset productivity, and profitability performance with year-on-year, as well as second or fourth quarter comparisons. According



to the *Fourth Quarter 2019 Earnings Report*, Jan-Dec, year to date 2019, net profit before tax for all reporting companies was at 6.8%, higher than the level of 4.9% for Jan-Dec, year to date 2018. The report is only available to FPA converter members who participate in the corresponding survey.

Operating Cost/Ratios Report

The annual *Operating Ratios Report* provides information on key operating factors, including cost component information on labor; sales, general, and administrative expenses; materials and other manufacturing; receivables aging; capital spending; and inventory turnover. In the *2019 Operating Ratios Report*, the most recent report available, companies with sales of less than \$25 million posted the highest net profit before tax as a percent of 2019 net sales at 10.1%, significantly higher than composite results for all companies of 5.5% for 2019. The report is only available to FPA converter members who participate in the corresponding survey.



INDUSTRY DATA

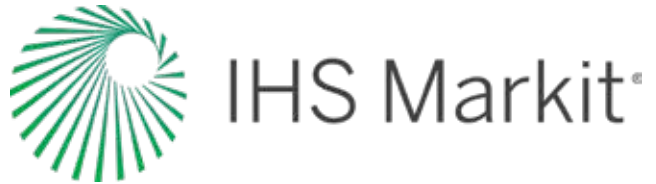
Flexible Packaging Industry Compensation Report

The annual Compensation Report provides information on flexible packaging industry salary levels and hourly rates by company/plant size, region, and primary manufacturing operations.

FPA has just sent out the survey to members for the 2019 Flexible Packaging Industry Compensation Survey program. According to the most recent report available, *2018 Flexible Packaging Industry Compensation Report*, the majority of respondents to the survey were either large converters with annual net sales of over \$100 million or mid-sized converters with annual net sales of \$25-99 million, each accounting for 40% of the total. Smaller converters that have under \$25 million in annual net sales represented 20% of respondents. Sixty-four percent of companies consider their primary manufacturing operation to be multi-web converting. The report is only available to FPA converter members who participate in the survey.

Since the year 2017 is a full economic census for the Census Bureau, no flexible packaging and end-use market data for Census 2017 was available. Current indications are that Census Bureau data for 2017 and 2018 Annual Survey of Manufactures data is expected to become available sometime in November 2020.

FPA/IHS Markit Polyolefin Market Reports and Webinars



The bi-annual FPA *Polyolefin Market Reports* examine key issues expected to influence the cost and availability of flexible packaging materials. IHS Markit prepares the reports and presents on both polypropylene and polyethylene at the Annual Meeting and Fall Executive Conference, and conducts periodic webinars exclusively for FPA members. A May 5, 2020, webinar was, “Global Overview of PET, RPET Challenges post COVID-19,” with the webinar presentation covering the impact of COVID-19 on consumer markets and the effect of lower oil prices on recycled PET. The webinar concluded that lower oil prices have reduced recycled PET costs thereby making recycled PET prices very competitive with virgin PET. Looking ahead, one can expect brand owner PCR (post-consumer recycled content) commitments to be tested by low raw material costs for recycled PET, an overcapacity in virgin PET and PET raw materials, low crude oil costs pulling down virgin resin cash costs, and recycled PET cost not similarly reduced and the recycle stream being disrupted.

On October 28, 2020, IHS Markit conducted a webinar for FPA members titled “Sustainability in Chemicals: “Changing Course” Plastics Carbon and the Transition to Circularity.” The presentation provided an unbiased, quantitative assessment of plastics’ current situation with a framework for analyzing and defining the future of plastics.

Global Trends in Flexible Packaging, Euromonitor International



FPA partners with Euromonitor to provide further market data and information to its members. Euromonitor's worldwide database provides current and forecast data on packaging units in all segments of the industry. FPA takes limited extracts from the intelligence and incorporates the data into new reports or other original material, including the *State of the Flexible Packaging Industry Report*.

FPA and Euromonitor developed the Flexible Packaging Market Tracker that features 20 key flexible packaging country markets and highlights market dynamics, trends, and opportunities to expand business internationally.

The Market Tracker pulls insights directly from Euromonitor's proprietary data system, known as "Passport," that provides data on industries, economies, and consumers worldwide, helping to analyze market context and identify future trends.

The tracker is a customized research tool available only to FPA members to enhance the FPA website and tracks and compares flexible packaging markets around the globe to help members better understand, prioritize, build business cases, and capture global market opportunities for flexible packaging. It enables members to access market information from around the globe, not only on flexible packaging materials and markets but non-flexible markets as well. It also helps FPA members understand the global packaging landscape, identify prospects for new technical packaging development, and pinpoint where growth opportunities lie.

The Market Tracker was recently updated with the most recent market data available. The update also included information on COVID-19 impacts on the industry. In the dedicated COVID-19 section, members can view an overview of COVID-19 conditions; the impact of COVID-19 on the gross domestic product (GDP); the impact on sector growth; and the impact on the flexible packaging market. Since times are still uncertain in the wake of the pandemic and the economic landscape is changing rapidly, the COVID-19 section will be updated quarterly, while the main market tracker data is updated annually.



© 2020 Premade STANDCAP Inverted Pouches
Gold Award — Expanding the Use of Flexible Packaging
Gold Award — Packaging Excellence
Silver Award — Sustainability
Manufacturer: Glenroy, Inc.

NETWORKING

FPA Annual Meeting

Held each spring, the FPA Annual Meeting is a two-day conference that offers education and networking opportunities for industry leaders and senior management. The content-rich agenda focuses on industry-specific issues including challenges and opportunities, while also allowing time for networking activities, that this year included a golf tournament, a fishing tournament, a sightseeing cruise, and FPA's 70th Anniversary Willy Wonka and the Chocolate Factory themed party. The meeting also hosts FPA's annual dinner and banquet recognizing the year's Flexible Packaging Achievement Award Competition winners.

The agenda has annual reports, including the "Preliminary State of the Flexible Packaging Industry Report" by FPA's Chairperson of the Board of Directors; an update on the European flexible packaging industry from Flexible Packaging Europe; and a presentation on the polyethylene market by IHS Markit.



Attendees at the Annual Meeting Welcome Reception



Attendees at the Annual Meeting

The 2020 meeting also included presentations from Leon and Terrance Resnick, partners in Resnick Associates, a second-generation nationally recognized business succession, estate planning, and life insurance advisory and implementation planning firm; Pierre Sarazin, Vice President of Research & Development and Sustainability at Poly Expert who discussed the "1st Year of the Global Sustainability Commitment;" and Todd Becker, Vice President of Sales, and Sarah Marshall, Director of Sustainability from NOVA Chemicals, Inc., who spoke about Project STOP, a frontline initiative creating comprehensive, economically sustainable waste management systems in areas of high plastic leakage into the ocean.

Guest speakers for the Annual Meeting included:

- Dustin Garis, the Former Chief Troublemaker at Procter & Gamble who was a leader of global innovation and marketing for P&G FutureWorks — an innovation epicenter responsible for accelerating discontinuous growth by incubating, launching, and scaling a billion-dollar portfolio of breakthrough ventures worldwide and discussed "The Next Frontier of Brand Innovation."
- "Jungle" Jack Hanna, who explores the corners of the globe as one of the most respected animal ambassadors. His enthusiasm and "hands-on" approach to wildlife conservation have won him widespread acclaim as a conservationist, television personality, author, and Director Emeritus of the Columbus Zoo and The Wilds.

FPA Fall Executive Conference

Held in the fall, this one-day conference provides insights into current trends in the industry and across the supply chain. Due to the unprecedented impact of COVID-19, the Fall Executive Conference was pivoted to a virtual

conference for 2020. The agenda for the conference was divided into three different sessions and covered a wide array of topics.

The “Sustainability and End-of-Life Management for Flexibles” session included presentations from Todd Bukowski, Principal with PTIS, and John Barrett, President of Priority Metrics Group, who provided the results of the recent FPA research project that presents a roadmap for the future of sustainability of flexible packaging through 2030; Guido Aufdemkamp, Executive Director, Flexible Packaging Europe, who discussed the end-of-life management systems and extended producer responsibility schemes throughout Europe; and Andy Hackman, Principal Lobbyist, and Lauren Aguilar, Government Affairs Associate for Serlin Haley (FPA’s state lobbyist) who provided an update on end-of-life and extended producer responsibility proposals and legislation in the U.S.

During the “2020 Elections and Political Vision for 2021” session, conference attendees heard from Congressman Bryan Steil, a Representative for Wisconsin’s 1st Congressional District and former Charter NEX Films, Inc. (now Charter Next Generation) employee; Margaret Brennan, moderator of CBS News’ *Face The Nation* & CBS News’ Senior Foreign Affairs Correspondent who discussed the political outlook and the news of the day; and Liz Roberts, Principal, Capitoline Consulting (FPA’s federal lobbyist), who provided 2020 election highlights and spoke about how the stated platforms may impact the flexible packaging industry’s priorities.

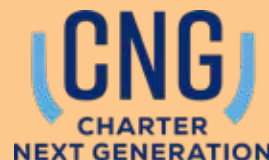
The third session of the conference provided attendees with economic updates and forecasts and featured presentations from Anja Manuel, Principal, Rice, Hadley, Gates & Manuel, who discussed the global economy and the long term consequences of the COVID crisis; Joel Morales, Executive Director, Polyolefins Americas, IHS Markit, who provided an update on the polypropylene market; and Devorah Kaufman, Regional Account Manager, Business Intelligence Solutions, Euromonitor International, who spoke about global trends in flexible packaging.

Thank You to our 2020 Sponsors

FPA would like to thank our sponsors for 2020 for their generous contributions and support in helping to make our meetings successful!



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ISOFlex Packaging

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Annual Meeting Golf Tournament Sponsors:

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Jonathan Quinn
NOVA Chemicals, Inc.
Co-Chairperson

Adrianne Tipton
Novolex
Co-Chairperson



From left to right: **Kathy Bolhous**, Charter Next Generation; **Cedric Dsouza**, AeroFlexx; and **Curt Begle**, Berry Global



From left to right: **Chad Steiner**, Sun Chemical Corporation; **Doug Aldred**, Flint Group; **Chris Parrilli**, Sun Chemical Corporation; and **Michael Mosley**, Flint Group



Jim Campbell, Hosokawa Alpine American; **George Hall**, Cloeren Incorporated; and **Kathy Bolhous**, Charter Next Generation

MEMBERSHIP

Mission Statement

The Flexible Packaging Association is a strategic organization and the voice of the “value-added” segment of the U.S. flexible packaging industry. The mission includes facilitating industry advancement and providing a forum for industry leaders. This mission will be accomplished through meeting the strategic goals of:

- Promoting and protecting the benefits, contributions, and advantages, including the sustainability of the valued added segment of the flexible packaging industry.
- Researching, collecting, analyzing, and providing FPA members easy access to industry data and market information to help members benchmark and recognize trends and opportunities.
- Providing representation and advocacy for the flexible packaging industry before stakeholders including government, retailers, customers, and consumers.
- Providing educational and networking opportunities for industry leaders.

Emerging Leadership Council (ELC)

FPA created an Emerging Leadership Council (ELC), which is a new committee comprised of up-and-coming professionals. The mission of the ELC is to establish a network of future leaders to drive issues and opportunities which have a long-term impact on the advancement of the U.S. flexible packaging industry.

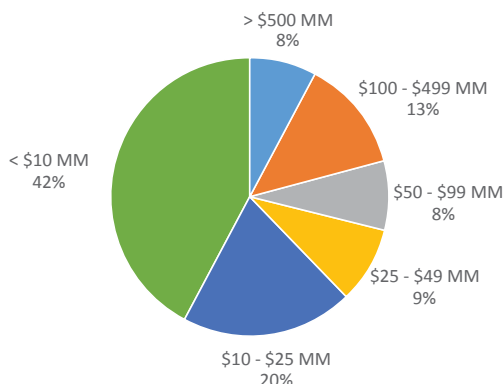
This mission will be accomplished through meeting the strategic goals of:

- Education – educating youth on the purpose and benefits of flexible packaging
- Recruitment - attracting and retaining talent within the industry
- Leadership development - first-hand experience driving critical objectives set forth by the FPA
- Advocacy - collaborative promotion of innovative and sustainable solutions to key external stakeholder

Co-Chairs, Jonathan Quinn (NOVA Chemicals, Inc.) and Adrienne Tipton (Novolex) sit in on FPA’s Board meetings through the Chairman’s Advisory Council to identify and work on these issues and others, such as, sustainability, recycling, and workforce. The ELC has worked diligently on their mission statement and activities throughout the Committee.

If you, or someone in your company, would like to be a part of the ELC, please contact FPA.

Member Companies as of October 2020 - 172



2020 FPA Membership

Converter Members

Admiral Packaging, Inc.

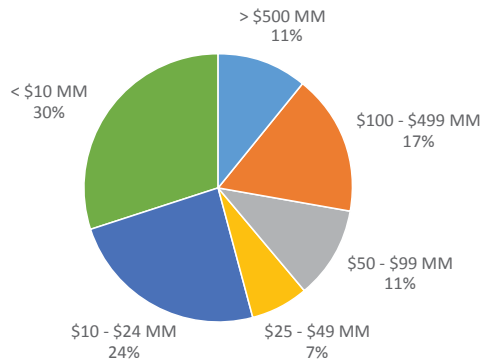
Advanced Converting Works

Advanced Web Technologies - Illinois, Inc.

AeroFlexx

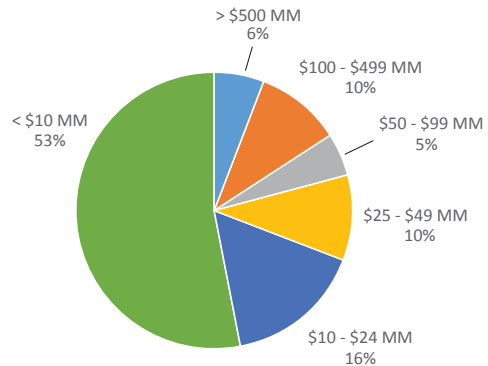
Altium Packaging

Converter Member Breakdown



Amcor Flexibles
 American Packaging Corporation
 AMGRAPH Packaging, Inc.
 Beacon Converters, Inc.
 Belmark inc
 Bema Incorporated
 Berry Global
 Bryce Corporation
 Catty Corporation
 Celplast Metallized Products Limited
 CL&D Graphics
 Constantia Flexibles LLC
 C-P Flexible Packaging
 Emerald Packaging, Inc.
 ePac - Flexible Packaging
 FILMtech Inc.
 Flex Films (USA) Inc.
 Flexible Pack
 Genpak Flexible
 Glenroy, Inc.
 Hart Flex Pack
 Hub Labels, Inc.
 Indevco Plastics
 Inland
 Kendall Packaging Corporation
 Liquibox
 Louisiana Plastic Industries

Associate Member Breakdown



LPS Industries, LLC
 Max Katz Bag Company, Inc.
 Nosco
 Novolex
 PAC Worldwide Corporation
 PAXXUS, Inc.
 Phenix
 Plastic Packaging Technologies, LLC
 PolyExpert Inc.
 Poly Print, Inc.
 Polymer Packaging Inc.
 PPC Flexible Packaging
 Prime Packaging, LLC
 Printpack
 ProAmpac
 Rol-Vac, LP
 Sealed Air Corporation
 Sealstrip Corporation
 Sonoco Flexible Packaging
 Southern Graphic Systems LLC
 St. Johns Packaging Ltd.
 Südpack Oak Creek Corporation
 SunFlex Packagers Inc.
 TC Transcontinental Packaging
 Technipaq, Inc.
 Vonco Products, LLC
 Zacros America

MEMBERSHIP

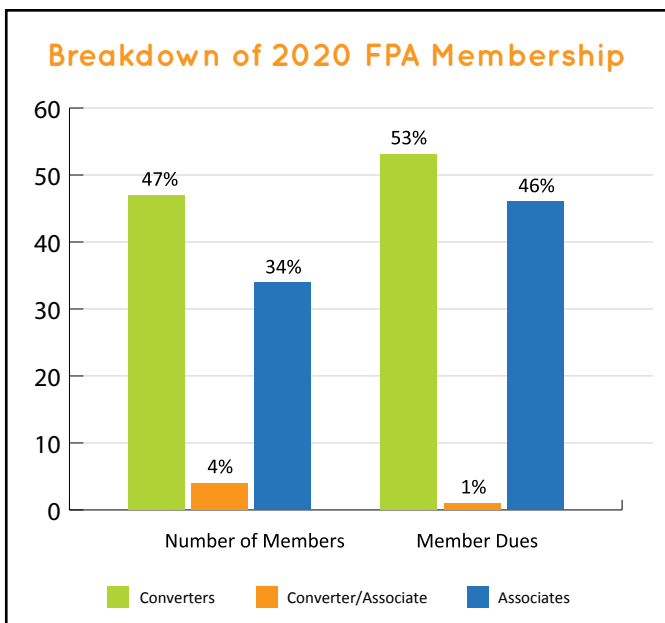
International Converter Members

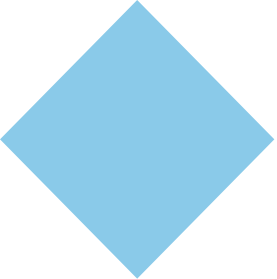
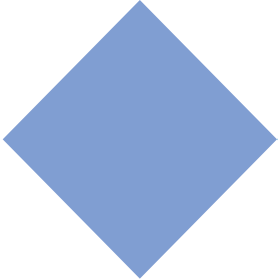
Emirates Printing Press, L.L.C.
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WHAT'S TO COME

In 2021, FPA will formalize a new strategic plan. While we will retain our four key mission pillars – Protection, Promotion, Information, and Connection – we will be adding specific new activities to ensure our continued success over the next 3 to 5 years.

Advocacy

The packaging industry will be faced with even more end-of-life management legislation in 2021. With draft bills in Maryland, Oregon, and Washington on extended producer responsibility for packaging already published by the end of 2020, and promises of renewed efforts by California, New York, Maine, and Vermont in 2021, the supply chain will have to offer proactive solutions in order to secure feasible schemes. Work will continue with our coalition partners and with individual state policy makers to introduce consensus-based legislation and mitigate bad public policy in this respect with a dual goal of eliminating bans and securing a circularity on-ramp for flexibles in any programs implemented.

On the federal front, it is time to introduce flexible packaging to the 117th Congress. With many new freshmen, as well as a new Administration, it provides FPA the opportunity to introduce the Association as a resource and to educate on the flexible packaging industry's key issues. While the first half or better of 2021 will be consumed with the pandemic recovery, FPA will position the industry on key policy measures for when they are taken up. At the end of 2020, FPA submitted a letter to the Biden/Harris transition team alerting them to these issues, such as trade policy and recycling infrastructure, as a start.



Highest Achievement Award

© 2020 AeroFlexx

Gold Award — Expanding the Use of Flexible Packaging
Gold Award — Packaging Excellence
Gold Award — Shelf Impact
Gold Award — Sustainability
Gold Award — Technical Innovation
Manufacturer: AeroFlexx



© 2020 4D Bags with Handle
Gold Award — Shelf Impact
Manufacturer: Uflex Limited



© 2020 Paqui Tortilla Chips Pillow Pouch
Gold Award — Shelf Impact
Manufacturer: Printpack

Sustainability

As part of our efforts to solve for the circularity of flexibles, FPA continues to support programs such as the MRFF, Hefty® EnergyBag®, and the University of Florida's Packaging and Engineering programs' work on waste to syngas technology. Our new membership in TRP will enable us to learn from these programs and expand them as well as work on end markets for the recycled materials. In order to inform this work and the related circularity for flexibles work, we are undertaking a market segment analysis in 2021 to determine the current profile of flexible packaging and film in the U.S.; what structures and markets the material is going into; and what the growth rates of the markets are projected to be. FPA will also be working with the Association of Plastic Recyclers and the Sustainable Packaging Coalition on their "How to Recycle" protocols and guidelines for flexible packages and films, as currently the most robust collection for circularity for flexibles is the in-store drop-off program this label supports.

Promotion

FlexPack VOICE™ will enter into its second, yet first full year of production and its corresponding website, flexpackvoice.com that was launched late in 2020, will have its inaugural year. FPA's influencer program on social media will continue and fact sheets, infographics,

and social media macros/GIFs will be deployed for FPA's *Sustainability Life Cycle and Economic Impacts of Flexible Packaging in E-commerce* and *A Flexible Packaging Path to a Circular Economy: Flexible Packaging Sustainability Roadmap* reports.

Industry Data

FPA's standard industry reports will have a thorough review in 2021 within our strategic planning process and with new outside consultants taking a fresh look. For example, is the *State of the Flexible Packaging Industry Report* still asking the right questions; are there additional questions that should be added; is it looking at the correct markets and market segments; should additional segments be added, etc.? We will also be reviewing the way the surveys are conducted and the delivery mechanisms to ensure we are using the best technology for ease of completion and use by the membership. If there are legacy reports we no longer need or new reports we should be instituting, they will also be identified. As one of our core competences, FPA wants to ensure that our industry data continues to be unrivaled.



© 2020 Predilecta Sacciali Jar Shaped Pouch
Gold Award — Shelf Impact
Silver Award — Expanding the Use of Flexible Packaging
Silver Award — Packaging Excellence
Manufacturer: Amcor Flexibles Brazil



FPATM

**Flexible Packaging
Association**

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