

**NEWS RELEASE
FOR IMMEDIATE RELEASE**

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**FPA Develops Roadmaps to Guide Key Players in the Packaging Supply Chain
on Aligning Flexible Packaging to a Circular Economy Framework**
*The roadmaps are designed for FPA members, policymakers, NGOs,
consumer product companies, consumers, local municipalities,
and other associations to advance sustainability and circular economy packaging efforts.*

Annapolis, Maryland: May 5, 2021 – The Flexible Packaging Association (FPA), the leading advocate and voice for the growing U.S. flexible packaging industry, is pleased to announce the development of five [roadmaps](#) to assist companies in moving towards a circular economy.

- [Moving Toward a Circular Economy via Packaging Collection](#)
- [Moving Toward a Circular Economy via Packaging Design](#)
- [Moving Toward a Circular Economy via Packaging End Markets](#)
- [Moving Toward a Circular Economy via Packaging Reprocessing](#)
- [Moving Toward a Circular Economy via Packaging Sortation](#)

Across the packaging value chain, we see a renewed focus on collecting and recycling packaging materials to foster a circular economy. To close the gaps and move the industry forward with flexible packaging aligned to a circular economy framework, roadmaps are needed to guide key players involved in the packaging supply chain.

While not all actions in the roadmaps apply to every company, individual organizations should:

- Look for insights, direction, and priorities for their own individual organization;
- Identify collaborative relationships to help achieve their goals;
- Identify how to work with the FPA to influence future industry opportunities;
- Identify technology and investment opportunities;
- Understand how their organization plays a critical role in the system of driving flexible packaging to a circular economy; and
- Customize the roadmaps for their organization to set strategic goals for 2025 and 2030.

FPA partnered with PTIS, LLC and Priority Metrics Group (PMG) on the development of the roadmaps and the recent research report, [*Flexible Packaging Path to a Circular Economy*](#), 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 roadmaps are 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.

For more information on the sustainability benefits of flexible packaging, please visit www.flexpack.org, or contact FPA at fpa@flexpack.org or 410-694-0800.

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About the Flexible Packaging Association (FPA)

The Flexible Packaging Association is the voice of the U.S. manufacturers of flexible packaging and their suppliers. The association's mission is connecting, advancing, and leading the flexible packaging industry. Flexible packaging represents over \$33 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. Learn more at flexpack.org.

About PTIS, LLC

[PTIS, LLC](#) is a leading business and technology management company focused on Creating Value Through Packaging® and helping clients throughout the packaging value chain develop long term packaging strategies and programs. PTIS, recognized for foresight and thought leadership, and the success of their 20-year Future of Packaging program, helps companies achieve and incorporate these elements into their innovation programs, e-commerce, holistic productivity, sustainability, holistic design, and consumer/retail insights related to packaging.

About Priority Metrics Group (PMG)

PMG provides B2B market research, analysis, and consultation services designed to generate profitable growth for our clients. Our firm works with leading organizations in a variety of manufacturing and service industries. We are experts at gathering and processing market information, analyzing data, and translating information into actionable growth initiatives. PMG principals have a wealth of real-world experience in B2B market research, strategy development and implementation, customer satisfaction surveys, new product innovation, and business growth. To learn more about PMG, please visit their website at www.pmgco.com.