

NEWS RELEASE

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FPA Announces 2022 Flexible Packaging Achievement Award Winners

Annapolis, Maryland: March 24, 2022 – The Flexible Packaging Association (FPA), the leading advocate and voice for the growing U.S. flexible packaging industry, is pleased to announce the winners of its 66th Annual Flexible Packaging Achievement Awards Competition. The winning entries were recognized during the FPA Welcome Dinner & Flexible Packaging Achievement Awards Ceremony held Wednesday, March 23, 2022, in conjunction with the 2022 FPA Annual Meeting (March 23-25) at the Hyatt Regency Coconut Point Resort and Spa in Bonita Springs, Florida.

For this year's competition, FPA received a historic number of entries—100 package entries were submitted for the competition, with a total of 325 entries (some packages were entered into multiple categories). Twenty-seven packages were honored with 43 Achievement Awards.

The judges for this year's competition included Martin Golden, MHGolden Packaging, Packaging Development Consulting and adjunct professor, Rutgers University Packaging Program; Brian Ludwick, vice president, publisher, and brand director, *Packaging Impressions*; and Jim Peters, a marketing communications consultant who focuses on the packaging industry and principal author of the book, "Creating Value Through Packaging."

Shelf impact and the focus on the user experience for packaging are seen as increasing trends. "One of the things that were a big part of my consulting practice was shelf impact and I realize that today, the thinking goes beyond just the shelf. So I started using the term 'point of perception.' If you get into the medical field, if you get into the industrial field—it's not just the packages on the shelf—but how does it help the end-user at the point when they first perceive the package," noted Peters. "For example, color coding in medical packaging is a way to enhance patient safety."

Technical innovation and sustainability continue to be a focus of the competition. “The sustainability aspect was an outstanding area to focus on amongst our discussions and review of the entries. It led to several excellent thought discussions on what was presented by the entries and how that floated into technical innovations,” stated Golden. Peters noted, “The sustainability aspect and the way that it permeated so many of the entries, and what I particularly liked, is the way it was a total process—looking from the technical angle all the way to how it is used in its final use environment to be sustainable. That's what I found most impressive about the competition.”

The printing quality of the entries this year was also remarked on by the judges. Ludwick noted, “Printing was a critical category for this year’s competition for the vast majority of the entries that we reviewed and it was fantastic. The printing quality, the graphics, the use of colors, and the matte and gloss combinations were just outstanding.” According to Golden, “Printing technology is continuing to refine itself for the future. The technology of flexography has grown from two-color to multicolor line screen from a 100 to 300 high definition and the combination of printing technologies—digital, flexo, and gravure—has evolved immensely and it will continue to have new innovations.”

2022 AWARD RECIPIENTS

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

HIGHEST ACHIEVEMENT AWARD

The Highest Achievement Award is evaluated by the judges as possessing overall packaging excellence, significant attributes in all award categories, and contributing most to the advancement of the industry.



EnteraLoc™

Awards: Highest Achievement Award
Gold Award – Expanding the Use of Flexible Packaging
Gold Award – Packaging Excellence
Gold Award – Sustainability
Gold Award – Technical Innovation

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

End-User/Customer: Medtrition Inc. (selling as Banatrol Liquid TF and ProSource 20 TF)

Plant: Trevor, WI

Designer/Design Firm: Vonco Products, LLC

Key Suppliers: nutritionDay in the U.S.; Hoffer Plastics Corporation; Truitt Brothers/Baxter's Foods (formulation and filling); GEDSA; and Oley Foundation

Contact: Kyle Vlasak, Vice President of Sales and Marketing, kyle@vonco.com, 262-298-7201

Description: EnteraLoc™ is a patented, 510(k) FDA approved, medical fluid device intended for tube-fed patients. It's the first seamless, closed-loop solution that combines nutritious meals with a flexible pouch, leak-proof seal, custom-designed spout, and direct-connect ENFit® device in one complete enteral feeding system. Unlike traditional solutions, EnteraLoc™ uniquely delivers nutrition directly into the patient's feeding tube in either the hospital, long-term care facility, rehab facility, or home care setting. It is designed to improve the nutrition/hydration of tube-fed patients by providing a convenient method of nutrient delivery that is simple, safe, no mess, and can be consumed on the go.

GOLD ACHIEVEMENT AWARDS

Listed alphabetically by package name.



Ahmad Tea – Cardamom Tea, 200g

Award: Gold Award – Printing

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

End-User/Customer: Ahmad Tea

Plant: Dubai, United Arab Emirates

Contact: Joseph Binoy, Senior Sales Manager, joseph.binoy@eppdubai.com, +9 714-503-9999

Description: Ahmad Tea is designed with cast and cure technology to prevent counterfeit duplicates. The cast and cure technique printed on the front panel gives a holographic effect and provides security to the package as cast and cure is not easy to copy and helps to prevent duplication of the product. The cast and cure technique improves the overall package aesthetic and grabs consumers' attention on the shelf. Printed with 8 color reverse printing, and after the lamination process is completed, the surface cast and cure is added with a separate process. The package uses a high barrier metalized PET film to retain the product aroma and increase its shelf life.



AmPrima™ Recycle Ready Pouch for Tyson® Instant Pot Family Meal Kit

Award: Gold Award – Expanding the Use of Flexible Packaging

Manufacturer: Amcor Flexibles, www.amcor.com

End-User/Customer: Tyson Foods, Inc.

Plant: Oshkosh, WI

Contact: Jennifer Schwebs, Marketing Communications Specialist, jennifer.schwebs@amcor.com, 920-527-5604

Description: Amcor's AmPrima™ Recycle Ready Pouch for Tyson® Instant Pot Meal Kits is a future-ready flexible technology that addresses Tyson's goal of incorporating better, more sustainable plastics in their brand packaging. The package streamlines three packaging components (a rigid APET tray, a PVC overwrap, and a label) into one flexible high-barrier carrier pouch eligible for consumer recycling. The efficient package resulted in an 80% reduction in carbon footprint; a 75% reduction in packaging weight; and the elimination of chloride-based materials.



Beachbody® PCR Incorporated Stand-up Pouch

Awards: Gold Award – Sustainability
Silver Award – Packaging Excellence
Silver Award – Shelf Impact

Manufacturer: American Packaging Corporation, www.americanpackaging.com

End-User/Customer: Beachbody, LLC

Plant: Story City, IA

Contact: Cindy Ingebritson, Corporate Marketing Specialist,
cingebritson@americanpackaging.com, 515-733-1406

Description: In a recent product launch, Beachbody® partnered with American Packaging Corporation (APC) to debut their Cookies & Creamy flavored Shakeology® brand stand-up pouch. This pouch is novel as it incorporates 45% post-consumer recycled (PCR) content at a minimum. The pouch is a flexographically printed, multi-material lamination of PET, MET PET, and LLDPE produced at APC's Story City, IA facility.



Celebrate HerSHEy's Bar

Award: Gold Award – Shelf Impact

Manufacturer: Printpack, www.printpack.com

End-User/Customer: The Hershey Company

Plant: Villa Rica, GA

Contact: Mark Brogan, Senior Director, Marketing, mbrogan@printpack.com, 404-460-7441

Description: The Celebrate HerSHEy's bar was created for International Women's Day by Hershey as a form of unique media to support an initiative important to the company and their consumers – honoring the women in their lives. With a clever graphic tweak to this iconic brand, the Celebrate HerSHEy's bar resulted in considerable earned media with hundreds of posts, reposts, and likes on social media platforms. In addition, the story was covered by local and national news outlets for additional earned media.



KITKAT® Mini Moments 3D Recyclable Pouch

Award: Gold Award – Shelf Impact

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

End-User/Customer: Nestlé

Plant: Dubai, United Arab Emirates

Contact: Joseph Binoy, Senior Sales Manager, joseph.binoy@eppdubai.com, +9 714-503-9999

Description: The KITKAT® Mini Moments 3D recyclable pouch is designed with a registered matte coating to create a striking brand block on the shelf. As the full laminate is OPP and PE-based, the pouching parameters were set carefully for good sealing quality and finish of the pouch. OPP non-heat sealable and metalized BOPP on both sides of the treated material are used instead of PET and metalized PET to make the laminate recyclable. As a responsible manufacturer of flexible packaging, in coordination with the customer, the recyclable pouch was developed as a sustainability initiative. The pouch also has laser scoring for easy tearing by the consumer.



KRAFTIKA Paper-based Packaging Tube Range by FlexiTubes

Awards: Gold Award – Packaging Excellence

Silver Award – Expanding the Use of Flexible Packaging

Silver Award – Technical Innovation

Manufacturer: UFlex Packaging Inc., www.flexfilm.com

End-User/Customer: Body Cupid Pvt Ltd., India

Plant: Noida, Uttar Pradesh, India

Designer/Design Firm: UFlex Flexible Packaging Tube Business R&D Team

Key Supplier: The package was developed and manufactured in-house by the UFlex Flexible Packaging Business for Cosmetic Tube Packaging.

Contact: Ashwin Palwai, Manager, ashwin.palwai@flexfilm.com, 270-982-3456

Description: KRAFTIKA, made by UFlex, was developed on the concept of reducing the use of plastics at the source itself, thereby reducing the overall impact on the environment than a traditional tube. KRAFTIKA involves replacing plastic with an FSC certified virgin kraft paper that helps reduce the tube's body weight by up to 45%. The tubes have strong barrier properties with a low moisture absorption rate and high bursting strength. KRAFTIKA tubes provide all of the features of FlexiTubes with the addition of it being eco-friendly, which adds to its acceptability over conventional tubes. KRAFTIKA is best suited to package products such as cosmetics that are produced using natural or organic ingredients.



Lamb Weston Alexia Bio-based Packaging

Awards: Gold Award – Sustainability
Silver Award – Packaging Excellence

Manufacturer: American Packaging Corporation, www.americanpackaging.com

End-User/Customer: Lamb Weston

Plant: Story City, IA

Contact: Cindy Ingebritson, Corporate Marketing Specialist,
cingebritson@americanpackaging.com, 515-733-1406

Description: American Packaging Corporation (APC) and Lamb Weston are exceedingly proud to present a truly circular sustainable packaging scenario for Lamb Weston's line of Alexia Organic frozen potato products. The film used in the packaging of this product is partially made from plant-based starches, 16% by weight, including processing bi-product from the manufacturing of french fries! Not only is this packaging replacing plastic material with bio-based content, but it is also finding a new home for french fry bi-product.



Mackintosh's® Quality Street® Stand-up Pouch

Award: Gold Award – Printing

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

End-User/Customer: Nestlé

Plant: Dubai, United Arab Emirates

Contact: Joseph Binoy, Senior Sales Manager, joseph.binoy@eppdubai.com,
+9 714-503-9999

Description: Mackintosh's® Quality Street® stand-up pouch is designed to create a superior impact on the shelf. As a responsible manufacturer of flexible packaging, in coordination with the customer, the recyclable pouch was developed as a sustainability initiative. The key features include rich vibrant colors and appealing visual effects achieved with 8 color gravure printing that makes the pouch distinctive. The printing with surface matte with a very high-resolution product image gives the pouch a unique look. The pouch, both functional and elegant, is designed with a resealable zipper that keeps the product fresh for a longer time. The pouch structure is recyclable which contributes to the sustainability of this package.



Nestlé Smarties Stand-up Pouch, 203g

Awards: Gold Award – Packaging Excellence
Gold Award – Technical Innovation
Silver Award – Sustainability

Manufacturer: American Packaging Corporation, www.americanpackaging.com

End-User/Customer: Nestlé Canada

Plant: Columbus, WI

Contact: Cindy Ingebritson, Corporate Marketing Specialist,
cingebritson@americanpackaging.com, 515-733-1406

Description: The production of paper-based packaging requires different measures than conventional materials. The paper used for the Smarties stand-up pouch is optimized for stiffness and durability to maximize shelf presence while providing strength and stability to withstand product fill and distribution. The key production goals of this paper-based packaging were to mimic the functionality of plastic-based packaging while maintaining speed on press. The package is produced using a rotogravure press and the overall construction consists of surface-printed paper with gloss, heat-resistant overlacquer, and a rotogravure-applied dispersion coating to support heat sealability, barrier, and product resistance.



Off The Eaten Path Industrially Compostable Package

Awards: Gold Award – Sustainability
Silver Award – Packaging Excellence

Manufacturer: Printpack, www.printpack.com

End-User/Customer: PepsiCo/Frito-Lay

Plant: Villa Rica, GA

Contact: Mark Brogan, Senior Director, Marketing, mbrogan@printpack.com, 404-460-7441

Description: The new Off The Eaten Path industrially compostable package offers environmentally conscious consumers another option as it relates toward a sustainable packaging circular economy. The new structure offering combines several product, process, and graphical enhancements embodied within the new package and design. These include a fully certified industrial compostable biobased package, a proprietary sound dampening technology for rigid biobased materials, eye-catching clear and concise “compostable” messaging, and a consumer interactive QR code providing details on composting options.



Popcornopolis® Double Drizzle Pouch

Award: Gold Award – Shelf Impact

Manufacturer: Bryce Corporation, www.brycecorp.com

End-User/Customer: Popcornopolis®

Plant: Memphis, TN

Key Suppliers: Cyber Graphics and Sun Chemical Corporation

Contact: Patrick Clark, Vice President, Research and Development, pclark@brycecorp.com, 901-369-5223

Description: Bryce Corporation, in partnership with Popcornopolis®, developed an industry-disrupting stand-up box pouch that is truly one of a kind in the segment. The flat-bottomed design, consisting of multi-layer, high-barrier films, features HD flexographic printing, a convenient press-to-close zipper, and sturdiness that maximizes presentation on each panel, and boosts shelf impact. The barrier film technology combined with a reseal feature provides maximum freshness for this amazingly indulgent treat!



Repêchage® Pouch

Awards: Gold Award – Printing

Silver Award – Shelf Impact

Manufacturer: LPS Industries, LLC, www.lpsind.com

End-User/Customer: Sarkli-Repêchage, Ltd.

Plant: Moonachie, NJ

Contact: Paul Harencak, Vice President, pharencak@lpsind.com, 201-438-3515

Description: This pouch has an upscale salon shelf appeal and outstanding detailed printing with gold layered tones.



Volkman Seed Featherglow Large Parrot Bag, 4 lb.

Award: Gold Award – Printing

Manufacturer: PPC Flexible Packaging, www.ppcfex.com

End-User/Customer: Volkman Pet Products

Plant: Buffalo Grove, IL

Contact: Tatiana Perez, VP Sales & Marketing, tatiana.perez@ppcfex.com, 305-609-7178

Description: With its vibrant colors and finely printed detail, the Volkman Seed Featherglow Large Parrot Bag is sure to catch the consumer's eye. Normally a difficult challenge in quality matching, this job is printed on both digital and flexographic printing presses to meet SKU and production run requirements. Using Project Blue, a patented anilox and screening technology that delivers ultra-high definition quality comparable to 300 line screen, PPC met the quantity needs of the customer while also matching the digital quality.

SILVER ACHIEVEMENT AWARDS

Listed alphabetically by package name.



Amcor Clear Anti-Grease Jerky Pouch

Award: Silver Award – Technical Innovation

Manufacturer: Amcor Flexibles, www.amcor.com

Plant: Oshkosh, WI

Contact: Jennifer Schwebs, Marketing Communications Specialist, jennifer.schwebs@amcor.com, 920-527-5604

Description: Thanks to Amcor's groundbreaking new clear anti-grease film, beef jerky and other meat snacks can power up shelf appeal and gain a competitive advantage. The breakthrough formula prevents grease droplets and smears from appearing on the package surface and eliminates "scratched" windows caused by fatty build-ups in the jerky. As a result, brands can significantly enlarge clear product windows, unleashing design possibilities. Because the grease is managed, jerky snacks look leaner, healthier, and more delicious.



AmPrima™ Recyclable PE Shrink Film with 30% PCR

Award: Silver Award – Sustainability

Manufacturer: Amcor Flexibles, www.amcor.com

Plant: Oshkosh, WI

Contact: Jennifer Schwebs, Marketing Communications Specialist,
jennifer.schwebs@amcor.com, 920-527-5604

Description: Many of today's leading beverage brands are working to make their packaging use at least 20% post-consumer recycled content by 2025. The new AmPrima™ Polyethylene (PE) shrink film with 30% post-consumer content (PCR) helps brands meet both of these major sustainability drivers, offering the billion dollar beverage industry a sustainable packaging option for multipack bundling. It offers significant environmental benefits without compromising run speeds, machinability, or overall packaging performance.



Doritos SOLID BLACK

Award: Silver Award – Shelf Impact

Manufacturer: Printpack, www.printpack.com

End-User/Customer: Frito-Lay

Plant: Villa Rica, GA

Designer/Design Firm: Megan Lewis, Baltimore artist

Contact: Mark Brogan, Senior Director, Marketing, mbrogan@printpack.com, 404-460-7441

Description: As part of their new multi-pronged initiative to supply resources and a platform for Black Changemakers, Frito-Lay created the SOLID BLACK Doritos packages. The SOLID BLACK packages instantly capture the boldness of the brand and the Changemakers with their eye-catching, vibrant colors on a black background. The stunning package artwork was created by Baltimore artist Megan Lewis. By using the packaging in a campaign for social justice, the bag becomes not just a package, but an ambassador for the cause.



John Soules Rotisserie Seasoned Chicken Breast with Rib Meat

Award: Silver Award – Technical Innovation

Manufacturer: American Packaging Corporation, www.americanpackaging.com

End-User/Customer: John Soules Foods

Plant: DeForest, WI

Contact: Cindy Ingebritson, Corporate Marketing Specialist,
cingebritson@americanpackaging.com, 515-733-1406

Description: American Packaging Corporation (APC) provided a laser score with a controlled depth that keeps the package integrity but allows an easy-open feature for the consumer. A unique property of the design is a noticeable ‘pop’ when the score is broken, giving the user a sensory aspect that the package has not been tampered with. The controlled package integrity also allows John Soules Foods to apply the re-seal tape and fill the bags without compromising the opening feature.



KITKAT® Roasted Almond, 120g

Award: Silver Award – Printing

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

End-User/Customer: Nestlé

Plant: Dubai, United Arab Emirates

Contact: Joseph Binoy, Senior Sales Manager, joseph.binoy@eppdubai.com,
+9 714-503-9999

Description: This package is printed with 8 colors and an offline cold seal. With its eye-catching bright metallic effect graphics and cold seal, the product stands out from the rest of the packages on the shelf. The matte film gives the pouch a rich and soft feel while the cold seal provides an unmelted product to the customer. The package structure provides the barrier to maintain product freshness, and the two-ply laminate and both layers are BOPP.



Klondike® Shakes

Award: Silver Award – Expanding the Use of Flexible Packaging

Manufacturer: Sonoco Flexible Packaging, www.sonoco.com

End-User/Customer: Unilever

Plant: Franklin, OH

Key Supplier: Cheer Pack North America

Contact: Ricardo Costa, Market Manager, ricardo.costa@sonoco.com, 224-500-7781

Description: With Klondike® Shakes in a spouted pouch, Unilever created a new mess-free frozen dairy product offering—the first to market such a novelty in the United States. It is the ideal pairing between a product and a package that's perfect for enjoying at home or on the go: no straw, cup, or blender needed. Klondike® Shakes are squeezable and ready to enjoy 3-5 minutes after being taken out of the freezer. Achieving the iconic Klondike® appearance was critical to maintaining the brand identity for the new product launch. Utilizing reverse printed graphics and a high-performance metalized lamination, this package achieves the iconic look and provides the required performance to be executed in a pouching format. Surviving the harsh cold chain environment, this product created a new flexible package consumption occasion.



Marouf Coffee Roasted Espresso 3D Pouch

Award: Silver Award – Shelf Impact

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

End-User/Customer: Marouf Food Industries

Plant: Dubai, United Arab Emirates

Contact: Joseph Binoy, Senior Sales Manager, joseph.binoy@eppdubai.com, +9 714-503-9999

Description: The Marouf coffee 3D pouch is a visually captivating product that maintains its functionality and durability, and the pouch is made with a 'V' notch for easy tearing. The pouch has contrasting colors with an inline registered surface matte coating which elevates consumer appeal. The registered matte lacquer with high-quality printing creates contrast and gives the package a high-end look. The pouch also has a one-way vent degassing valve that allows customers to smell the aroma of the product.



Mazaya Zesty Lime Stand-up Pouch, 250g

Awards: Silver Award – Printing
Silver Award – Shelf Impact

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

End-User/Customer: Al Zawrea Industrial Company

Plant: Dubai, United Arab Emirates

Contact: Joseph Binoy, Senior Sales Manager, joseph.binoy@eppdubai.com,
+9 714-503-9999

Description: The Mazaya stand-up pouch is a visually captivating product that maintains its functionality and durability, and the pouch is made with laser scoring for easy tearing. The pouch has contrasting colors with an inline full coat surface matte coating which elevates consumer appeal. The pouch also has a suitable grade PE for the molasses packaging. The job is printed with 8 colors that includes a surface matte. The light green, yellow, and white combination stand-up pouch gives an elegant look on the shelf. The resealable zipper allows consumers to use the product multiple times.



Mehran Extra Long Basmati Rice 3D Pouch

Award: Silver Award – Printing

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

End-User/Customer: Pure Food Limited

Plant: Dubai, United Arab Emirates

Contact: Joseph Binoy, Senior Sales Manager, joseph.binoy@eppdubai.com,
+9 714-503-9999

Description: The Mehran Extra Long Basmati Rice 3D Pouch is printed with 9 colors and includes an inline registered matte coating, which makes the pouch stand out on the shelf. High dart PE is used to improve the dart impact of the laminate to sustain drop test and bursting strength during transport and handling of the package. The artwork was designed to enhance the traditional feel and the resealable zipper extends the pouch usage. The matte and glossy look of the pouch creates an excellent shelf appeal, helping it catch the immediate attention of the user.



PCR-354

Award: Silver Award – Sustainability

Manufacturer: Berry Global, www.berryglobal.com

Plant: Matthews, NC

Contact: Caleb Triplett, Product Manager - Flexible Packaging,
calebtriplett@berryglobal.com, 336-469-2471

Description: Berry Global's PCR-354 is a mono-blown shrink bundling film made from a proprietary polyethylene resin blend and 30% post-consumer recycled content (PCR). The film and sheets perform exceptionally in many specialty shrink applications. While containing a leading 30% PCR, this film maintains properties at high temperatures through a shrink tunnel. The finished package has the same visual effects and tight containment as the previous blend using virgin materials.



Sanders® Small Batch Wonders, Milk Chocolate Sea Salt Caramel Pecan Clusters Gusset Pouch

Award: Silver Award – Printing

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

End-User/Customer: Sanders Candy

Plant: Hartland, WI

Designer/Design Firm: Hatch, San Francisco, CA

Key Suppliers: Film Suppliers: Terphane LLC and Fasson; Printing Press Supplier: 48ga PET laminated to 48ga PET / 12# white LDPE / 25ga foil / 12# ACP / 3mil metallocene and printed on CL&D's 10 station inline 26" COMCO flexo press utilizing solvent-based ink by Sun Chemical Corporation; Adhesive Supplier: H.B. Fuller

Contact: Karla Branham, Marketing Manager, kbranham@cldgraphics.com,
800-777-1114

Description: Sanders® Small Batch Wonders, Milk Chocolate Sea Salt Caramel Pecan Clusters gusset pouches are an excellent example of how flexible packaging creates exceptional brand management. The new, improved packaging design creates a colorful, exciting gusset pouch with bold colors and a matte/gloss finish to emphasize many features of their product such as the chocolate and pecan images. Sanders® Small Batch Wonders gusset pouches have exceptional aroma and flavor barrier, good clarity, and great reclosure and dispensing options.



Wish Farms Blueberry SmartSeal® Traceable Package with Variable Data Lidding Film

Award: Silver Award – Sustainability

Manufacturer: Sonoco Flexible Packaging, www.sonoco.com

End-User/Customer: Wish Farms Inc.

Plant: Edinburgh, IN

Contact: Ricardo Costa, Market Manager, ricardo.costa@sonoco.com, 224-500-7781

Description: As a year-round supplier of fresh berries, Wish Farms harvests products throughout North and South America at peak growing seasons. The products are packed in the U.S. and distributed throughout North America. To meet their packaging needs and federal exporting regulations, Wish Farms selected Sonoco's SmartSeal® Fresh lidding with Sonoco Unique Variable Data. This variable data printing allows Wish Farms to track and trace each tray individually, providing product quality and traceability details following each package throughout the supply chain with a unique scannable QR code. This technology solution combines with peel/reseal lidding to deliver enhanced consumer experience, reclosability, tamper evidence, and package sustainability. SmartSeal® Fresh lidding replaces the rigid clamshell top reducing plastic usage and light-weighting the package by at least 30% compared with the previous clamshell.



Zainab Basmati Rice Large Flat Bottom Pouch, 10 lb.

Awards: Silver Award – Expanding the Use of Flexible Packaging

Silver Award – Packaging Excellence

Silver Award – Printing

Manufacturer: Integrated Plastics Packaging, www.ipp.ae

End-User/Customer: Rice Experts

Plant: Dubai, United Arab Emirates

Contact: Abid Shafiullah, Sales Executive, abid.r@ipp.ae, 202-956-8830

Description: Zainab Basmati Rice, Pakistan utilizes a side gusseted, flat bottom pouch with an INNO-LOK® re-closeable zipper and a die-cut handle for consumer convenience in the transport of the 10 lb. package. The graphics are superior via rotogravure printing with a matte and gloss effect resulting in a product presentation that allows each grain of rice to be accentuated.

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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 \$34 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.