

# FLEXIBLE PACKAGING ACHIEVEMENT AWARDS COMPETITION



## 2025 CALL FOR ENTRIES

Deadline for Entries: September 26, 2024

# Flexible Packaging Association 2025 Flexible Packaging Achievement Awards



## The FPA Flexible Packaging Achievement Awards Competition

The Flexible Packaging Association (FPA) has conducted the annual Flexible Packaging Achievement Awards competition since 1956 to showcase the industry's innovation and the advances that have changed packaging. The competition is among the most respected in the industry thanks to the outstanding caliber of packaging entries, the objective and methodical judging process, and the extensive media coverage of the competition winners. Its focus on new technologies, processes, printing techniques, and sustainability of flexible packaging, places the Achievement Awards program in a class by itself.

This 2025 *Call for Entries* provides an overview of the Achievement Awards competition, the rules including eligibility requirements, entry fees, and complete instructions on how to enter the competition. It also outlines the key criteria attributes for evaluating expanding the use of flexible packaging, technical innovation, printing, shelf impact, packaging excellence, and sustainability categories. These attributes are what differentiates flexible packaging from other packaging formats to provide extraordinary packaging solutions.

Key dates for the 2025 competition include:

- **Deadline for entries: Thursday, September 26, 2024**
- **Announcement of winners: Friday, March 7, 2025**

If you developed a new packaging solution that is **currently on the market**, FPA urges you to enter the 2025 Flexible Packaging Achievement Awards competition. Please call the Flexible Packaging Association at 410.694.0800 if you have any questions or require further assistance. We look forward to receiving your entry and wish you the best of luck in the competition!

## Awards Overview

The Flexible Packaging Achievement Awards honors packaging and converting excellence in the flexible packaging industry. Flexible Packaging Achievement Awards are given in the following categories.

**A package may be entered in one or more of the six categories at no additional cost.**

### Categories:

- Expanding the Use of Flexible Packaging
- Technical Innovation
- Sustainability
- Printing
- Shelf Impact
- Packaging Excellence

### Awards

All entries are judged by an independent panel of experts. The Highest Achievement Award will be given to a Gold Award winner ranked by the judges as having contributed most to the advancement of the industry. Gold and Silver Awards will be given in Expanding the Use of Flexible Packaging, Technical Innovation, Sustainability, Printing, Shelf Impact, and Packaging Excellence categories.



# Flexible Packaging Association 2025 Flexible Packaging Achievement Awards



## Competition Rules and Instructions

**The entry form must be completed online on the FPA website: [www.flexpack.org](http://www.flexpack.org).**

### ELIGIBILITY

**The competition is only open to FPA members.** Non-members may enter a package if they have not participated in previous competitions and may participate in the competition once as a non-member. To participate in future competitions, the company must become a member of FPA. Companies that submit an entry must be a flexible packaging manufacturer/converter.

FPA associate members that have contributed to a package may enter jointly with the package manufacturer/converter.

Flexible packaging is any package or part of a package whose shape can be readily changed. It includes bags, pouches, liners, overwraps, sleeves, etc. utilizing paper, plastic, film, foil, metalized or coated paper and film, or any combination of these materials.

Any flexible package, or flexible components of a rigid package, **currently** produced and sold in the market may be entered. **Prototypes are not eligible.**

**Please note that any package that received an award from a prior FPA competition is not eligible for the competition.**

### NUMBER OF ENTRIES

For FPA members, there is no limit to the number of package entries you may enter. Non-members are permitted only one package entry.

The package may be entered in more than one category at no additional cost. **Please note that a "family" of packages counts as only one entry.**

If you are entering more than one package, please submit separate entry forms for each package.

**Submit at least six [6] filled and four [4] unfilled samples.** If your packages contain perishable items, please clearly mark "Perishable" on the outside of your shipment. **"Mock" samples may be used and are encouraged.** All submitted packages become the property of FPA. If you win, we may request additional filled samples for publicity purposes. We will notify you should this become necessary. **Samples will not be returned.**

**Entry Tip:** If your entry replaces another packaging form or dramatically upgrades a previous package, send a sample of the previous package as well. Please be sure to clearly label which is the *new* and *old* packaging.

Mail your package entries to be delivered no later than **September 26, 2024**. All entries must be sent to the following address:

**Flexible Packaging Association  
185 Admiral Cochrane Drive  
Suite 105  
Annapolis, MD 21401  
Attn: Achievement Awards**

### PHOTOGRAPHY

**All package entries will be professionally photographed**, so please ensure that the package(s) entered are photo ready. If the package branding is proprietary, please submit a generic package for the entry to be photographed that is clearly labeled "for photography only."

### ENTRY FEES

For FPA members, the first package entry is \$250. Additional packages may be entered for \$150 per package entry. Non-members are permitted only one package entry and the entry fee is \$1,000.

### PROPRIETARY INFORMATION

In order for the judges to evaluate the significance of your entry, it may be necessary for you to include proprietary information. **Information clearly labeled as proprietary will be kept confidential** — used only by judges to evaluate your entry.

### CUSTOMER APPROVAL

Depending on your relationship with your customer, you may need customer approval to enter their package in the Flexible Packaging Achievement Awards competition.

### DEADLINE FOR ENTRIES

**All entries must be received no later than Thursday, September 26, 2024.**

### SCAN THE QR CODE FOR THE ENTRY FORM



# Flexible Packaging Association 2025 Flexible Packaging Achievement Awards



## Official Entry Form

The entry form must be completed online on the FPA website: [www.flexpack.org](http://www.flexpack.org).

For each package entered, please provide the following:

1. **Official Name of Package Entry**
2. **Is this package currently produced and sold? (prototypes are not eligible)**
3. **Manufacturer's Company Name, Address, Phone, Email, and Website**
4. **Plant Name and Address that Manufactured the Package**
5. **End-User/Customer Name**
6. **Packaging Designer/Design Firm Name**
7. **Key Suppliers**  
Please provide the company name(s) for each key supplier company that contributed to the development of this package including film suppliers, ink suppliers, closure manufacturers, printing press suppliers, etc.
8. **Package Description**  
Provide no more than a 100-word description of this package to be used for promotional purposes. The description should include attributes such as enhanced performance, benefits, functionality, and shelf impact.
9. **Attribute Category**  
Please indicate the attribute category(ies) you are entering by selecting one or more of the following categories and provide a **detailed** description of how the attribute applies to the package. Use the description for each attribute category as a guide to develop your responses. Please note that a package may be entered in one or more of the six categories at no additional cost.

**Entry Tip:** Providing a **detailed** description for each attribute category will increase the chance of winning an award.

- ☐ **Expanding the Use of Flexible Packaging**  
Describe how this entry advances the use of flexible packaging (i.e., represents an improvement over an existing package, provides a new packaging solution, can be expanded to other end-uses, creates a new product).

- ☐ **Technical Innovation**  
Describe the technical innovation(s) this package represents (i.e., manufacturing and distribution, materials, structural, new uses, consumer convenience, safety, extended shelf life, intelligent/smart packaging).
- ☐ **Sustainability**  
Describe the sustainability features and environmental benefits associated with this package (i.e., does it reduce emissions, energy, or solvent use during manufacturing, reduce transportation emissions and/or handling costs, reduce volume and weight, or contain recycled materials or any other environmental advancements that contribute to the sustainability of this package).
- ☐ **Printing**  
Does the package provide enhanced printing quality, and/or graphics (i.e., type of printing used, number of colors used, ink systems employed, curing process, new or improved printing process employed, use unique inks or coatings)?
- ☐ **Shelf Impact**  
Does the package provide a strong impact and presence at the shelf (i.e., use particular colors or shape to grab attention on the shelf, use texture or other visual effects, increase customer engagement by using QR codes and/or peel-off labels)?
- ☐ **Packaging Excellence**  
The Packaging Excellence category incorporates attributes from all of the competition award categories: Expanding the Use of Flexible Packaging, Technical Innovation, Sustainability, Printing, and Shelf Impact. Please provide a detailed description of how your entry encompasses the applicable attribute categories. Are there any other enhancements that contribute to the excellence of this package?
10. **Payment**  
Credit Card  
(Visa, MasterCard, American Express)
11. **Photo of Entry**  
Submit a photo of this entry for the judges' books. The photo will only be used during judging and will not be included in the FPA *Achievement Awards and Innovation Showcase*.
12. **Certification**  
I certify that the information on this entry form is correct and complete to the best of my knowledge. I agree to abide by the decision of the judges. Provide your name, title, company, address, phone, email address, and signature.