

**NEWS RELEASE
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Flexible Packaging Association Unveils Full Program for 2025 FlexForward® Conference
*November 4–6 event in New Orleans spotlights sustainability, innovation,
and the industry's economic impact*

Annapolis, MD, October 9, 2025 – The Flexible Packaging Association (FPA) announced its complete program for the 2025 FlexForward® Conference, taking place November 4–6 in New Orleans, Louisiana. The conference will unite leaders from across the flexible packaging industry to discuss the forces influencing the sector's future—including sustainability, innovation, workforce leadership, and advocacy. This year also marks the debut of FlexImpact, FPA's new community initiative aimed at showcasing members' efforts in environmental stewardship.

CONFERENCE HIGHLIGHTS

Sustainability & Recycling

- FPA FlexImpact Litter Cleanup (Nov. 4): Sponsored by the Flexible Film Recycling Alliance (FFRA), FPA's Environmental, Health, and Safety Committee will host a cleanup event targeting flexible packaging, aligning with nationwide cleanups organized by FPA member companies.
- Recycling & Sustainability Sessions: Covering California's flexible packaging recovery, fiber-based packaging transitions, and findings from new FPA consumer research on flexible packaging and film recycling.

Policy & Advocacy

- State of the Industry Briefing: FPA President & CEO Dan Felton will deliver an engaging overview of market dynamics, industry trends, and policy developments.
- Federal & State Advocacy Update: Insights into the legislative and regulatory landscape shaping flexible packaging.
- Tariffs & Trade: Updates from Mowry & Grimson, PLLC on evolving U.S. tariff strategies.

Innovation & Technology

- Artificial Intelligence in Packaging: A panel discussion with experts from TOPPAN, Reifenhäuser, and the Alliance to End Plastic Waste.
- Digital Printing Trends: Latest developments and applications in flexible packaging printing technologies.

Market & Brand Perspectives

- Global Market & Policy Deep Dives: Insights on polyolefins, extended producer responsibility (EPR), and a fireside chat with Jeff Fielkow, CEO of Circular Action Alliance.
- Off the Shelf: Brand Power Through Flexible Packaging: A fireside chat featuring brand leaders from General Mills, Procter & Gamble, and Estée Lauder.

Networking opportunities include the FPA Welcome Reception at the Sazerac House on November 4, along with exhibit receptions, committee meetings, and sponsor showcases. These events will provide multiple avenues for attendees to connect and collaborate.

“The FlexForward® Conference is where the industry comes together to chart its future,” said Dan Felton, President & CEO of the Flexible Packaging Association. “From advancing recycling solutions to harnessing new technologies, this year’s program demonstrates how flexible packaging continues to deliver innovation, sustainability, and economic impact for brands and consumers alike.”

Learn More: View the full agenda [here](#).

Contact Emily Patten at epatten@flexpack.org to register for FlexForward® and the New Orleans FPA FlexImpact Cleanup.

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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 \$42 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.