



# If Flexible Packaging Matters to Your Brand, THIS IS WHERE YOU BELONG.

## Join the FPA Brand Owner Council and help shape what comes next.

The Brand Owner Council (BOC) is a new membership category within the Flexible Packaging Association (FPA), created to give brand owners a direct voice in shaping the future of flexible packaging.

Approved by the FPA Board of Directors in November 2025, the BOC connects brand owners with converters, suppliers, and policymakers to collaborate on the issues that matter most to your business.

## Why the Brand Owner Council Exists

Flexible packaging provides the smallest carbon footprint of all packaging options and is rapidly evolving. Sustainability, regulatory demands, and consumer needs are all trends that need to be closely monitored. The Brand Owner Council was created to bring together leading brand owners, flexible packaging converters, and suppliers, fostering direct connections and closer relationships across supply chains to confront challenges and discover new opportunities in flexible packaging, including:

- Flexible packaging circularity, design, and sustainability initiatives
- Consumer education on the circularity and minimal carbon footprint value of flexible packaging
- U.S. and global growth of flexible packaging markets and market growth
- Visible support for FPA's advocacy efforts from a brand owner perspective



## Who Can Join

Brand Owner Council membership is open to any firm, corporation, or division thereof, engaged in the manufacture and sales of consumer-packaged goods or medical devices and products in the U.S. that utilize flexible packaging for the containment, distribution, shipping, or storage of those items.

## What Membership Delivers

**As a Brand Owner Council member, your organization gains access to:**

- Quarterly Brand Owner Council meetings facilitated by FPA
- Member-rate attendance at the FPA Annual Meeting and FPA FlexForward® Conference
- Participation in FPA Government Affairs Committee
- Participation in FPA Sterilization Packaging Manufacturers Council (SPMC) (pending amendment to SPMC bylaws).
- Collaboration opportunities across the flexible packaging value chain
- Visibility in weekly and month FPA member communications, including FPA NOW and the FPA Industry News Bulletin
- Access to FPA's magazine, FlexPack VOICE®, and opportunities to be featured therein.
- Market intelligence, including Euromonitor's Flexible Packaging Market Tracker
- Exclusive industry reports, including FPA's Annual State of the U.S. Flexible Packaging Industry Report, Annual Polyethylene Report, and Annual Polyolefin Report.
- Direct access to FPA staff and subject-matter experts

## What to Know

- BOC members will not have voting rights and will not currently be eligible to join the FPA's Board of Directors.
- Participation in the FPA Emerging Leadership Council (ELC), the Environmental, Health, and Safety (EHS) Committee, and the Annual Packaging Achievement Awards Competition through direct submissions will be determined in the future.

## Membership Dues

Annual Brand Owner Council membership is a flat \$30,000, aligned to the calendar year (January–December). First-year dues may be prorated by quarter.

## Ready to Join?

For more information about joining the FPA Brand Owner Council, contact:

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