

FLEXIBLE PACKAGING ACHIEVEMENT AWARDS COMPETITION



2027 CALL FOR ENTRIES

Deadline for Entries: November 12, 2026

Flexible Packaging Association 2027 Flexible Packaging Achievement Awards

The FPA Flexible Packaging Achievement Awards Competition

For more than 70 years, the Flexible Packaging Association (FPA) has celebrated the innovation, ingenuity, and technological advancements shaping the future of flexible packaging through its Flexible Packaging Achievement Awards Competition. Since 1956, this annual competition has honored groundbreaking packaging solutions and industry achievements, earning a reputation as one of the most respected honors in flexible packaging. The competition's longstanding prestige reflects the exceptional quality of its entries, a rigorous and objective judging process, and extensive recognition through FPA and media coverage of winning submissions.

With a focus on breakthrough technologies, advanced processes, cutting-edge printing techniques, and sustainability, the competition continues to set the standard for excellence in flexible packaging.

This 2027 *Call for Entries* offers a comprehensive overview of the competition, including eligibility requirements, entry fees, rules, and detailed submission instructions. Entries are evaluated across six core criteria: expanding the use of flexible packaging, technical innovation, printing, shelf impact, packaging excellence, and sustainability. These attributes are what distinguish flexible packaging as a dynamic and forward-thinking packaging solution.

Join us in celebrating over 70 years of innovation, progress, and achievement in flexible packaging!

Key dates for the 2027 competition include:

- **Deadline for entries: Thursday, November 12, 2026**
- **Competition Judging: December 2026**
- **Announcement of winners: Tuesday, March 9, 2027**

If you've created an innovative packaging solution that's **currently** available for purchase in retail or institutional outlets, we encourage you to enter the 2027 Flexible Packaging Achievement Awards competition. If you have any questions or need assistance with your submission, feel free to contact the Flexible Packaging Association at 410.694.0800. We're excited to see your entry and wish you the best of luck in the competition!

Awards Overview

The FPA Flexible Packaging Achievement Awards honors packaging and converting excellence in the flexible packaging industry. Flexible Packaging Achievement Awards are given in the following categories. Please note that **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 evaluated by an independent panel of industry experts. The Highest Achievement Award will be presented to the Gold Award winner deemed by the judges to have made the most significant contribution to advancing the industry. Gold and Silver Awards may be awarded across all categories.



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FLEXIBLE PACKAGING
ACHIEVEMENT
AWARDS

70 YEARS
of Recognizing Excellence

Competition Rules and Instructions

The entry form must be completed online on FPA's new Achievement Awards portal at FPA.AwardsPlatform.com.

ELIGIBILITY

The competition is open to all FPA members. Non-members who have not participated in previous competitions may enter a package once as a non-member. To participate in future competitions, companies must join the FPA.

FPA supplier/associate members and Brand Owner Council members may enter jointly with the package manufacturer/converter.

Flexible packaging refers to any package—or part of a package—whose shape can be easily changed. This includes items such as bags, pouches, liners, overwraps, and sleeves, made from materials like paper, plastic, film, foil, metalized or coated paper, or any combination of these.

Eligible entries must be **currently** available for purchase in retail or institutional outlets. **Prototypes are not accepted.** Also note that any package that has previously won an award in an FPA competition is ineligible for entry.

NUMBER OF ENTRIES

For FPA members, there is no limit to the number of package entries you may submit. 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 one entry.**

Submit at least six [6] filled and four [4] unfilled samples. If your entry weighs over 20 lbs., please send two [2] filled samples and eight [8] unfilled samples.

Please do not send highly perishable items such as salads, meat products, flowers, etc. Use "mock" fillings for packaging containing these items.

FPA **MUST** receive fully complete/converted package samples. If we receive only rollstock or film samples, your entry will be disqualified from the competition.

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 **November 12, 2026**. **Late entries will NOT be accepted.** All entries must be sent to the following address:

Flexible Packaging Association
185 Admiral Cochrane Drive
Suite 105
Annapolis, MD 21401
Attn: Dani Diehlmann/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 \$300. Additional packages may be entered for \$200 per package entry. Non-members are permitted only one package entry and the entry fee is \$1,200.

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 competition.

DEADLINE FOR ENTRIES

All entry forms and package samples must be received no later than Thursday, November 12th. Late entries will NOT be accepted.

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Official Entry Form

The entry form must be completed online on FPA's new Achievement Awards portal at FPA.AwardsPlatform.com.

For each package entered, please provide the following:

1. **Official Name of Package Entry**
2. **Is this package available for purchase in retail or institutional outlets (prototypes are not eligible)?**
3. **Is this package sold in the United States?**
4. **Package Manufacturer's Company Name, Address, Phone, Email, and Website**
5. **Package Manufacturer's Plant Name and Address**
6. **End-User/Customer Name**
7. **Packaging Designer/Design Firm Name**
8. **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.
9. **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.
10. **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. If you make a specific claim in your entry form, submit supporting documentation in the "Supporting Documents" tab.

- ☐ **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?
- 11. **Payment**
Credit Card
(Visa, MasterCard, American Express)
- 12. **Photo of Entry**
Submit a photo of the 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.
- 13. **Certification**
Certify that the information on the entry form is correct and complete to the best of my knowledge. Agree to abide by the decision of the judges. Provide your name, title, company, address, phone, email address, and signature.



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