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FPA Launches Brand Owner Council, Welcomes Inaugural Members

New council brings together brand owners, converters and suppliers to address shared challenges and advance innovation across the flexible packaging value chain.

Annapolis, MD, October 14, 2026 – The Flexible Packaging Association (FPA), the leading advocate and voice of the U.S. flexible packaging industry, today announced the formation of its new Brand Owner Council and welcomed its inaugural members: Kraft Heinz, PepsiCo, and Procter & Gamble. The council will bring together brand owners, converters, and suppliers to address shared challenges and advance innovation across the flexible packaging value chain.

The Brand Owner Council is a new membership category within FPA designed to give brand owners a direct voice in shaping the future of flexible packaging. The council will create opportunities for shared learning among brand owners, flexible packaging converters, suppliers, and policymakers on the issues that most directly impact packaging innovation, sustainability, and business growth.

As consumer expectations, sustainability goals, and regulatory requirements continue to evolve, flexible packaging remains at the forefront of packaging innovation. Offering one of the most resource-efficient packaging formats and among the lowest carbon footprints of major packaging options, flexible packaging plays a critical role in helping companies meet both environmental and performance objectives.

The Brand Owner Council was established to strengthen engagement across the packaging value chain, giving industry leaders a platform to share insights, address emerging challenges, and identify opportunities to advance the use and performance of flexible packaging. Key areas of focus include:

- Helping to advance flexible packaging circularity, design innovation, and sustainability initiatives;
- Supporting consumer education on the environmental benefits and circularity potential of flexible packaging;
- Integrating a collective brand owner perspective to elevate and strengthen FPA's advocacy and public policy efforts.

"The launch of the Brand Owner Council marks an important milestone for FPA and the flexible packaging industry," says Dan Felton, FPA President & CEO. "By bringing together leading consumer brands with packaging manufacturers and suppliers, we are creating a powerful forum for thought leadership that will help drive innovation, support sustainability goals, and better position the industry for future growth."

FPA expects the Brand Owner Council to continue growing as additional companies join the effort to advance packaging innovation, accelerate sustainability progress, and strengthen collaboration across the flexible packaging value chain.

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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 \$51.5 billion in direct economic impact in the U.S. and is the second largest and one of the fastest growing segments of the U.S. 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.