

**NEWS RELEASE
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Registration Open for FPA's 2026 FlexForward® Conference
*Industry Leaders to Gather in Milwaukee to Explore the Trends, Policies,
and Innovations Shaping Flexible Packaging*

Annapolis, MD, July 24, 2026 – The Flexible Packaging Association (FPA), the leading advocate and voice of the U.S. flexible packaging industry, invites leaders from across the flexible packaging value chain to attend its 2026 FlexForward® Conference, taking place September 15-17, 2026, at The Pfister Hotel in Milwaukee, Wisconsin.

Designed for converters, suppliers, brand owners, recyclers, and industry partners, FlexForward® delivers three days of education, networking, and collaboration focused on the trends, challenges, and opportunities shaping the future of flexible packaging.

This year's agenda is organized around four key themes:

Industry & Markets

Gain valuable insights into the economic and market forces influencing the flexible packaging industry, including:

- State of FPA and the U.S. Flexible Packaging Industry
- Polyethylene & Polypropylene Market Update

Policy & Regulation

Stay informed on the legislative and regulatory developments shaping business decisions and industry strategy, including:

- Federal and State Policy Updates
- Lobbying and Saving Democracy
- MAHA's Influence on Flexible Packaging
- Post-Consumer Recycled Content: Challenges and Opportunities

Sustainability & Materials

Explore innovations, market trends, and practical solutions driving packaging sustainability, including:

- Eco-Modulation and Flexible Packaging Design: Industry Perspectives, Fees, and Case Studies
- Navigating Sustainability: Overcoming Packaging Industry Challenges on the Road to 2030
- Advanced Recycling and Mass Balance: A Necessary Frontier for Flexible Packaging

Collaboration & Leadership

Hear directly from brand owners on the critical supply chain support they need to turn sustainability goals into scalable, real-world packaging solutions.

- Brand Owner Spotlights

In addition to these educational sessions, attendees will have numerous opportunities to connect with peers, customers, suppliers, and industry leaders through networking events and informal discussions throughout the conference.

"FlexForward® is where our industry comes together to exchange ideas, share expertise, and prepare for what's ahead," said Dan Felton, President & CEO of FPA. "Whether you're focused on sustainability, policy, innovation, operations, or business strategy, this year's program offers valuable insights and practical takeaways you can bring back to your organization."

From business strategy and market intelligence to sustainability, policy, and innovation, FlexForward® will provide attendees with actionable insights to help navigate a rapidly evolving packaging landscape.

Registration is open. Additional program details, the full agenda, and registration information are available at <https://www.flexpack.org/events/2026-flexforward-conference>.

Who Should Attend?

The FPA 2026 FlexForward® Conference is designed for professionals across the flexible packaging value chain, including converters, suppliers, brand owners, recyclers, and industry partners seeking a deeper understanding of the policies, market dynamics, sustainability priorities, and emerging innovations shaping the future of packaging. The conference is open to both FPA members and non-members.

Why Milwaukee?

Hosted at the iconic Pfister Hotel, FlexForward® brings the industry together in Milwaukee, a city known for its rich manufacturing heritage, innovation, and craftsmanship. The city's spirit of ingenuity provides an ideal backdrop for conversations about the future of flexible packaging.

Attendees will also enjoy valuable networking opportunities throughout the conference, including a Welcome Reception at the legendary Harley-Davidson Museum, offering a unique setting to build relationships and strengthen industry connections.

From thought-provoking educational sessions to memorable networking experiences, FlexForward® is where the future of flexible packaging takes shape.

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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.