



Press Release
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Bridging generational gaps in Flexo

FIA^{UK} announces new Shadow Board

The Flexographic Industry Association (FIA^{UK}), a leading association that represents the flexographic printing and packaging industry in the UK, has announced the appointment of a Shadow Board.

Mirroring the main FIA^{UK} board, the Shadow Board has been established to provide young flexo industry members with a voice on the future of the industry, to encourage new talent into the sector and to provide a younger viewpoint on communication going forward.

Launching in February, the group will be responsible for driving and managing key projects that align with the long-term goals of the flexo sector, and feed into the main FIA^{UK} board.

Debbie Waldron-Hoines, Consultant CEO of the Board at FIA^{UK}, said: “The flexo industry, as well as the wider printing and packaging industry, is facing a real challenge in attracting the next generation of professionals. As a result, we see ‘brain drain’; a lot of our legacy knowledge and hard-won expertise naturally ageing out of the workforce. Of course, we know the flexographic industry as an exciting, dynamic and advanced sector – but typically, we have not communicated that very well and now see a real shortfall in people joining the industry.

“By appointing a Shadow Board comprising individuals aged 25-35, we are further playing our part in securing the future of flexo, guiding its ongoing momentum and replenishing the talent pool. For us, it is about giving young flexographic printing professionals a voice and seeing challenges through their lens. They are the future of the industry, so naturally we want to give them hands-on experience of long-term industry projects with real weight and get their perspective on how we can build a stronger talent attraction and retention pipeline.”

The Shadow Board appointments include staff between the ages of 25 and 35, from FIA^{UK} Diamond Plus Partner Sun Chemical, as well as FIA^{UK} Diamond Partners Smurfit Kappa, Siegwark, Sandon Global and Absolute Engineering and Ruby Partner Nelipak.



Debbie adds: “The driving force behind FIA^{UK} is to accelerate industry progress and advocate for its long-term interests, meaning we cannot only focus on today’s sector needs. Our Shadow Board, comprising skilled individuals from partner businesses, goes far beyond a taskforce – it’s planting the seeds of future industry success and ensuring that tomorrow’s flexo leaders can make an impact today.”

For more information on FIA^{UK} or its activities, please visit the newly launched website at www.fiauk.co.uk .

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Words [421]

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Notes to editors

The UK Flexographic Industry Association (FIA^{UK}) is a leading association acting as a unified voice for the flexographic printing industry in the UK. It was founded in 1972 and now has over 500 members and an elected board drawn from all aspects of the membership made up of printers, designers, repro houses, plate-makers, machinery suppliers, ink manufacturers, material suppliers and technology companies.

To find out more please visit www.fiauk.co.uk

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