

# Pin-Point Solutions: Plastics & Packaging Practice Area



**Melissa Poole**

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## Packaging Innovations: 2017

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**One of our successes at PinPoint Solutions is to have our finger on the pulse of industries we spend a lot of time in, in order to build industry knowledge and, therefore, efficiencies in the talent acquisition we do for clients.** As such, many of us subscribe to industry journals, websites, etc centered on the function and/or industry we work in. I just received the following article, “3 sustainable packaging materials you’ve never heard of”, in my inbox from, <http://www.packaginginnovation.com/eco-packaging/3-sustainable-packaging-materials-youve-never-heard/>. The innovations are so cool, I had to write about them!

First, I must confess, when I think about packaging the first thing that still comes to mind is paper, and for most consumers they don’t make a distinction in kinds of paper. Next would be plastic and, as a consumer, from consumer point of view, we really don’t differentiate between flexible or rigid...we just think plastic. However, the three materials discussed in the above mentioned article, I think, will change how, not just industry people, but consumers think about packaging.

## Packaging Innovations: 2017 (cont)

The first is egg shells. Yes, you read that correctly! Tuskegee University has managed to create a flexible film packaging using egg shells. Seriously, how cool is that. In addition, they've created this bioplastic that is "7 times more flexible than other bioplastics". This new bioplastic is completely biodegradable and can be used for both food and retail industries. Obviously, this article is centered around packaging, however, the implications for other industries are huge. Farming, for example, I would think would see an increase in profitability with a decrease in scrap. Farming is a large part of the economy where I live in NC and knowing farmers who raise poultry for eggs, the eggs that aren't "visually appealing" are oft-times discarded, I see an opportunity here for them to create supply networks to packaging companies producing bioplastic products, offsetting their scrap costs.

The second innovation discussed is...wait for it...edible six pack rings. The company mentioned in the article, Saltwater Brewery, launched this product this year for their beer packaging. Sports fans will rejoice over this one! Imagine, you're watching the World Series, you've got your six-pack there beside you and it's a tied game. You're hungry, but don't want to get up because you'll miss something...now, you have a snack right there with you in the packaging. Super cool, although the rings are made from barley and wheat, I'm not too sure how that would taste. But, given the number of animals killed each year from the plastic option, I would imagine that this is much better snack for them than you.

Finally, packaging made of hay? Fortunately, this is not for everything but, mainly for dried sausages it's apparently a natural preservative for them. Again, implications and impact upon the farming industry cannot be ignored.

One of the reasons I'm so passionate about the packaging industry is its ability to affect so many other industries and the environment. To me, the innovations in packaging, not just the materials but inks, labels and branding it a most exciting place to spend time. I hope you are as blown away by these innovations as I was and, if you're interested in locating the types of talented individuals to come up with these ideas, give me a call!



## Staff Spotlight: Melissa Poole

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**My passions are my practice areas, Lean/CI and Quality Operations.** I know Quality and Lean/CI because I'm talking to these people day in and day out. I'm a member of these societies, I read journal articles around this area, thus it makes sense for me to stay in this lane.

Firstly, let me share a little about myself. I have 3 kids, 3 years old, 6 years old and 9 years old. I obtained my MBA while working full time at PinPoint Solutions and chasing a toddler and birthing my second child. I teach Children's Sunday School. I am the treasurer at our church and am on the church council. I coach basketball. My husband leads Cub Scouts. He works full time as Lead Machining Instructor at Danville Community College. His program was just featured on "Titan: American Built"! I have to LIVE lean!

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