

## Plastics: Making 'Life in the Fastlane' Convenient

**Melissa Poole: Strategic Accounts Director; Practice Area Director, Packaging and Plastics**

Packaging Making 'Life in the Fastlane' Much Easier for Folks on the Go!

Pat Reynolds, VP Editor for Packaging World, has been reporting on new innovations at the ProFood Tech booths. The innovation that caught my eye was Grupo Phoenix's single serve ice cream packaging. It includes an injection molded insert that contains a disposable spoon, held in place by a pressure-sensitive label. As a mom on the go, with 3 kids, we stop often to get a "treat" and ice cream is their go to for such occasions. However, as any parent knows, eating ice cream in the car usually equates into cleaning the car immediately following. Thus, a treat for them equates into a major detail job for us!



## Paper Packaging: Biodegradable Packaging On The Rise

**Alisha Pandya: Executive Recruiter, Specializing in Paper Packaging**

Biodegradable paper and plastic packaging has sky rocketed this year. According to Shane Gordon, a writer from the [Times of Kabul](#), the demand for biodegradable paper/plastic packaging will be high until 2022! Whole Foods, an American Supermarket chain, offers biodegradable take out containers for the food bars they provide. You do not have a guilty conscious throwing these away because they can break down. Of course, recycling is the better option; however, if not provided this gives customers a better way to keep the earth 'clean.'





## Meet the Team



### Practice Area Director, Packaging & Plastics— Melissa Poole

Melissa Poole is the Practice Director and leads the recruiting team at PinPoint Solutions in the Packaging and Plastics practice area as well as the recruiting in plastics and plastic packaging to include equipment clients in the manufacture of machinery in this industry. Melissa has a BSBA from Mount Olive College and a MBA specializing in Human Resources from Liberty University. She has over 10 years of recruiting industry experience and spent much of 2016 building out the Packaging and Plastics practice area at PinPoint Solutions.

**Specialties include: Plastics and Resins, Adhesives and Tapes, Flexibles, Rigid and Polymers for both packaging and other applications.**

You can reach Melissa at [Melissa@pin-pointolutions.com](mailto:Melissa@pin-pointolutions.com) or via phone, 919-643-2023 to discuss talent needs you may have in the above mentioned specialties.



### Executive Recruiter, Paper Packaging— Alisha Pandya

Alisha Pandya is an executive recruiter in the Packaging practice with a focus on paper, paper packaging and pulp including the equipment companies supporting this industry. Although newer to the recruiting world, she enjoys working with people and networking to gain more knowledge about the industry. She has been instrumental in recruiting key positions with our packaging clients and building her own client base to grow the packaging practice at PinPoint Solutions. Alisha graduated from the University of South Carolina with a B.A. in Experimental Psychology in May 2015.

**Specialties include: Paper, Pulp, Carton, Board and Bags, Case Erecting, Cushioning and Rolls, Decorative/Gift Wrap in the Packaging used in multiple applications and industries.**

Alisha can be reached at [Alisha@pin-pointolutions.com](mailto:Alisha@pin-pointolutions.com) or via phone, 864.312.6234 for all of your talent needs in paper packaging and all associated machinery and applications.



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- Purchasing Manager– West Coast
- Engineering Manager– Southeast

## PinPoint Solutions

### Recently Filled Searches



- Sales Representatives (3)– United States
- Production Supervisor– Midwest
- Plant Manager– Midwest
- Manufacturing Engineer– Midwest
- SVP Operations– North Carolina
- Chief Financial Officer– Pennsylvania