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## Plastics: A Look Forward

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

“A new report from the Plastics Industry Association notes that product demand in the major market segments in consumer electronics, like smartphones and LCD TVs, are flat or declining, while growth is expected to come in new areas like fitness technology, home robots and drones.” -Steve Tolokin writes in his article, [Report looks at role of plastics in innovation in consumer electronics](#).

I can certainly attest that the amount of plastic in our household has increased dramatically over Christmas with 3 children + 1 husband= 4 drones. I'm, personally, advocating for a robotic vacuum and one of those home automation discs that will keep everything aligned for me!

The plastics industry would be taking a hit with the decrease in demand in the electronics industry, a projected \$3.3B hit in 2017. Luckily, with innovation in other areas, that will not be the case, and I believe we're going to see the plastics industry grow in the next couple of years due to the increased automation in our homes and cars. As your needs for innovative talent grows, feel free to reach out to me to discuss how we can partner and grow your talent needs.

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## Paper Packaging: E-tail and Recyclability

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

I am excited to join the Packaging and Plastics team, specializing in Paper Packaging. This area interests me because it helps sustain the Earth due to recyclable, renewable and sustainable paper packaging. This can lead to making the world greener, which consumers are beginning to take interest in. In the article, [“Expanding E-tail industry and Usage of Recycled Paper to Fuel Demand for Paper Products,”](#) They discuss how corrugated boxes have taken over the market in 2016.

After reading this article, I thought about how many times I used an E-tail company (Amazon) over the holidays. I received so many boxes consumed with paper. Thankfully, Amazon has a great give back program where you can reuse the boxes and fill them with clothes and other supplies to give to Goodwill.

Due to the increase in online shopping and the Earth getting greener, I believe that we are going to see a huge demand in paper packaging in the next couple of years. With the paper packaging industry growing, please don't hesitate to contact me so we can partner up and grow the industry even more.



## 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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