



Press release

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### **Plastic Technologies announces new director of business development and innovation**

**Holland, Ohio** (March 15, 2017) —Plastic Technologies, Inc. (PTI), a global leader in plastic packaging development, has announced that Craig Robinson has joined the company as director of business development and innovation.

Robinson brings to the company more than 30 years of business development experience in a wide variety of industries including packaging, orthopedic products and medical devices. He will be reporting to Scott Steele, president.

“PTI has always prided itself in being a package development partner for many of the world’s favorite brands. Craig’s expertise in connecting with brand owners and helping them commercialize their vision is a great match with PTI’s existing capabilities,” said Steele.

Over the past three decades, major brand owners have partnered with PTI to push material and structural packaging boundaries. PTI has been the silent partner behind many of the world’s most innovative packaging introductions.

“Craig has a strong track record in understanding the brand owner’s packaging needs and how to help translate them into commercial successes. He’s an expert in managing project teams and finding solutions to challenging problems,” said Steele.

Most recently, Robinson was director of business development for Kaleidoscope Imaging, a brand consultancy focused on strategy, design and prototyping. For more than 20 years, he also was president and chief operating officer of Vantage Orthopedics, a manufacturer of orthopedic bracing products.

#### **About Plastic Technologies**

Plastic Technologies, Inc. (PTI) is recognized worldwide as the preferred source for preform and package design, package development, rapid prototyping, pre-production prototyping, and material evaluation engineering for the plastic packaging industry. For more information: [www.plastictechnologies.com](http://www.plastictechnologies.com).

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