

PLASTILENE GROUP: REVOLUTIONIZING SUSTAINABLE PACKAGING IN NORTH AMERICA

ABOUT PLASTILENE. Headquartered in Colombia with locations in over 20 countries throughout South and Central America (with 1,100 employees and 230MM in revenue in 2022), Plastilene Group is a leader in producing high quality and efficient packaging and film solutions. Family owned and operated since 1957, the company strives to be a leader in innovation and to make plastic production and usage more sustainable by evaluating production standards, implementing eco-design packaging, reducing their carbon footprint and water consumption, and promoting post-consumer recycling. The company's innovative focus is evident in their investment in a mechanical recycling facility in Colombia.

THE CHALLENGE. In 2019, Plastilene Group expressed their desire to enter the North American market, while recognizing the difficulties and uncertainties that a Latin American company faces in a fiercely competitive industry controlled by major multinational packaging companies. To enhance their strategic partnerships with food processors, material specialists, and packaging manufacturers in Ohio, Plastilene Group sought the support of CIFT, part of the Ohio MEP and the MEP National Network™, to foster and expand connections. Another Ohio MEP partner, Columbus State Community College, was enlisted for expanded training assistance.

MEP CENTER'S ROLE. CIFT's extensive network in the food and agribusiness sectors, combined with Ohio's advancements in plastics technology and processing, played a pivotal role in shaping Plastilene Group's strategic planning and investments. To start, CIFT conducted several introductory meetings with Plastilene Group and food processors, to explore packaging development opportunities while leveraging the resources of a sustainable food and packaging initiative. Additionally, by establishing a state-of-the-art flexible film R&D center, Plastilene Group aims to introduce groundbreaking processes and products that contribute to a sustainable future through materials and packaging solutions.

"The help and support we have received from CIFT is invaluable. It helped us decide on our investment as a new company in Ohio and the U.S. We are very grateful for what CIFT has helped our company in this investment process."

-Guillermo Umana, General Manager

RESULTS



40 new or retained jobs



\$17,000,000 in new investment



\$2,000,000 in cost savings

CONTACT US



77 South High St., 28th Floor
Columbus, OH 43215



(614)582-7395



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