

MOST INTERESTING SOCIAL MEDIA ACCOUNTS IN *Plastics*

A Plastics News Report

Andre Adams

[linkedin.com/in/andre-adams](https://www.linkedin.com/in/andre-adams)

Adams is senior product manager for size reduction and material handling at auxiliary company ACS Group and serves on the Plastics Industry Association's Recycling Committee executive board and subcommittee chair of the technology and equipment group. He also runs a physical training business with a focus on helping employers keep their workers fit even while working from home.

From the nomination for Adams:

“Andre is a thought leader in our industry. He posts relevant content to the plastics industry very frequently.”

Arburg GmbH

[youtube.com/user/arburgofficial](https://www.youtube.com/user/arburgofficial)
[linkedin.com/company/arburg-gmbh-co-kg](https://www.linkedin.com/company/arburg-gmbh-co-kg)
[facebook.com/arburgworld](https://www.facebook.com/arburgworld)
twitter.com/arburgworld

Let's say that you want to show people how the plastics industry responded to the pandemic through making face masks. But high-end respirator masks are hard to explain without taking them apart. Machinery maker Arburg GmbH is here for you. As COVID-19 shut down most travel, Arburg built a new media studio to host live events and create videos that could easily be used to share the industry story. You can also follow the company via LinkedIn, Facebook or Twitter for updates to its video story.

Asaclean Purging Compounds

[linkedin.com/company/asahi-kasei-asaclean-america](https://www.linkedin.com/company/asahi-kasei-asaclean-america)

There's nothing wrong with touting your products in social media. The trick is to share useful information that customers can actually use to troubleshoot their problems.

“They share blogs with processing tips every week,” said a molder in nominating Asaclean. “My team likes the troubleshooting tips for molding defects. They've also been sharing them in quick slideshows that are easier than reading the whole thing. Also, they don't get too into the weeds talking about themselves and their employees. Most of their posts [are] written for processors.”

Association of Plastic Recyclers

[linkedin.com/company/association-of-plastic-recyclers](https://www.linkedin.com/company/association-of-plastic-recyclers)
[facebook.com/APRrecycles](https://www.facebook.com/APRrecycles)
twitter.com/APRrecycles

Whether on Facebook, Twitter or LinkedIn, APR shares links and stories about plastics recycling — and common mistakes in recycling — that are easily accessible and shareable with your own friends or co-workers who have questions about whether recycling is worth it. As the nominator said: “A wealth of information is posted on this account regarding plastics recycling.”

Martin Baumann

[linkedin.com/in/martinbaumann](https://www.linkedin.com/in/martinbaumann)

“Martin [Baumann, vice president and general manager of Maag Americas] is a tenured professional and leader with over 20 years of experience who routinely scans the landscape to stay on the leading edge of industry needs; this effort is what informs his global perspectives on the industry,” his nomination notes. “Not only does he have an intimate understanding of the industry but he is also a strategic thinker with strong business acumen.”

Beyond Plastics

twitter.com/plasticsbeyond

This active twitter feed of the Beyond Plastics nongovernment organization, started by a former regional administrator of the EPA, is a good source to stay up to date, particularly on policy and government developments in the environmental community. You'll find links to ongoing policy discussions and reports on proposals.

Break Free From Plastic

twitter.com/brkfreeplastic

This may seem antithetical to a plastics industry supporter, but it gives you a good look at what the thinking is for environmental issues focused on plastic pollution. This well-followed twitter feed from the Break Free From Plastic coalition offers a global look at issues related to plastics use and disposal.

Karen S. Carter

twitter.com/karens_carter

When we were looking for plastics industry reaction to the George Floyd protests and the Black Lives Matter movement, the best came from Carter, who is Dow Inc.'s chief human resources officer and chief inclusion officer. She's on top of current events and shares personal stories, too. While you're following Carter, consider adding her boss, too: Dow Chairman and CEO Jim Fitterling.

Cavalier Tool & Manufacturing Ltd.

twitter.com/cavaliertool

As the pandemic shut down much of the automotive manufacturing sector, Canadian toolmaker Cavalier Tool & Manufacturing Ltd. used Twitter and other social media to let people know it was open and involved in manufacturing parts for hand sanitizer packaging. Twitter posts tracked the progress of tools from day to day and let you see the workers producing them. Since then, Cavalier has used its social media to connect with customers and suppliers as well as letting people know it was hiring, all while maintaining a personal touch in its posts.

Bob Confer

twitter.com/bobconfer
[linkedin.com/in/bobconfer](https://www.linkedin.com/in/bobconfer)

The president of industrial blow molder Confer Plastics Inc. in North Tonawanda, N.Y., is a talented writer; he also writes a weekly column for the *Niagara Gazette* and the *Lockport Union Sun & Journal*. Topics include volunteering, outdoor activities, issues doing business in New York state and adventures with his family.

Tony Demakis and Alliance Specialties and Laser Sales

[linkedin.com/in/tonydemakis](https://www.linkedin.com/in/tonydemakis)

[facebook.com/alliancespecialtiesandlaser-sales](https://www.facebook.com/alliancespecialtiesandlaser-sales)

Alliance is active in telling the story of plastics and the company through social media, videos and podcasts. “They promote the industry,” according to a nomination. “They take the time to promote the careers the industry provides as well as the opportunities and of course fun.”

“Tony keeps his followers connected with his positive approach and is always willing to lend a helping hand. His podcast is very informative and allows all the viewers to get a ton of insight regarding many different aspects of the plastics industry.”



Alex Hoffer

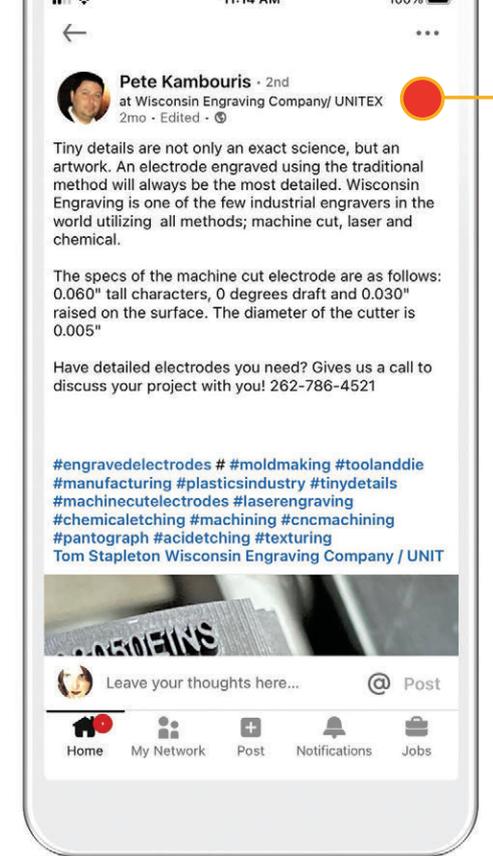
[linkedin.com/in/alexhoffer](https://www.linkedin.com/in/alexhoffer)

Hoffer is a go-to for candid advice from a top official at a plastics processor. He is the chief revenue officer of injection molder Hoffer Plastics and is also author of the *Bald in Business* blog, found at www.baldinbusiness.com/blog. He's also a frequent speaker at plastics and packaging sector conferences.

Joslyn Manufacturing Co.

[linkedin.com/company/joslyn-manufacturing-co-inc](https://www.linkedin.com/company/joslyn-manufacturing-co-inc)
[facebook.com/joslynmanufacturing](https://www.facebook.com/joslynmanufacturing)
twitter.com/joslynmfg

Joslyn, a thermoformer of large parts for



agriculture, heavy trucks and recreation vehicles, uses social media and blogs to explain the fine points of manufacturing to people outside the business.

Pete Kambouris and Wisconsin Engraving Co.

twitter.com/Wlengraving

[linkedin.com/in/petekambouris](https://www.linkedin.com/in/petekambouris)

Mold texturing and engraving is usually seen as an old-school corner of the industry. Pete Kambouris, vice president with Wisconsin Engraving Co., uses social media to tell the story about the skills and technology that go into that work.

“Tiny details are not only an exact science, but an artwork,” he wrote in one recent post. “An electrode engraved using the traditional method will always be the most detailed. Wisconsin Engraving is one of the few industrial engravers in the world utilizing all methods; machine cut, laser and chemical.”

Mercedes Landazuri

[instagram.com/mercedeslandazuri](https://www.instagram.com/mercedeslandazuri)
twitter.com/mercedezzz
twitter.com/wtfmfg

As half of the *PlastiChicks* podcast for the Society of Plastics Engineers, Mercedes Landazuri has already been active in speaking about plastics and the importance of diversity within the sciences. With *wtfmfg.com*, she's working to bring more recognition of the importance of diverse voices in the industry. And you can follow the other *PlastiChick*, Lynzie Nebel, on Twitter @LR-Collard. Check out the 1-minute explanation of “The Matilda Effect,” which reduces the visibility of women in sciences by placing a man's name ahead of their own work.

The Lavergne Group

[linkedin.com/company/lavergne](https://www.linkedin.com/company/lavergne)

The Canadian recycler uses easy-to-understand messaging to let people know about plastics' circularity, reaching out not only to the industry but the population at large.

“By following the 3 Principles of a Circular Economy, we're creating a ‘closed loop’ — a circular process that focuses on renewing materials and giving them new life,” Lavergne wrote recently on its Facebook page. “This allows businesses to turn a profit while benefiting the environment!”

M. Holland Co.

twitter.com/mhollandco
[facebook.com/mhollandco](https://www.facebook.com/mhollandco)
[linkedin.com/company/m-holland-company](https://www.linkedin.com/company/m-holland-company)

Distributor M. Holland uses its social media presence to update customers on

its offerings, but the company goes beyond the basics. It recently added podcasts to share its outlook on specific product lines and markets along with making available an economic forecast from economist Alan Beaulieu in its blog.

Mar-Bal Inc.

facebook.com/marbalinc

“In a semiboring industry (no offense), Mar-Bal’s page is interesting, sometimes captivating and contains a lot of content and videos that easily explain the industry and product. Coming from a marketing background, it’s also a visually appealing site,” one nomination stated.

Jonathan Quinn

instagram.com/jquinnpackaged
twitter.com/jquinnpackaged
linkedin.com/in/jquinnpackaged

A 2018 Rising Star for *Plastics News*, Jonathan Quinn is active as a speaker and podcast contributor in addition to his work at Nova Chemicals. And in a recent Friday by the Fire series he brings “encouragement and positivity to a crazy world.” If you were ever looking for a clip of comedian Jim Gaffigan talking about packaging? He has it for you.

From the nominations for Quinn:

“Jonathan brings a new perspective and outlook on an industry that can be a bit outdated. He is working hard to encourage and champion diversity and inclusivity.”

“Jonathan is a significant voice of the industry due to his presence in social media, trade media, podcast appearances and his speaking engagements.”

Pyramid Plastics

linkedin.com/company/pyramid-plastics
facebook.com/industrialmoldsgroup
youtube.com/channel/UCjOu-Zzw-IO-53PLgMG6Jvkg

When Pyramid Molding Group wanted to rebrand to consolidate the message of its companies, it took social media into account. In the second half of 2020, it created a marketing manager position and hired Jaelyn Kolodziej to build out and oversee those efforts. In short order and rather successfully they went through a rebranding effort for three brands: Pyramid Plastics, Industrial Molds and Pyramid Molding Group.

John Skabardonis

twitter.com/johnskabardonis

On both LinkedIn and Twitter, the long-time Covestro executive highlights uses for the company’s materials and puts them in a broader context by sharing info from other industries. In addition to touching on topics related to Covestro products — such as how its film can be used in automotive window displays — he discusses how macroeconomic issues affect the company, such as its goal to become “fully circular.”

Society of Plastics Engineers

linkedin.com/company/4spe/
linkedin.com/groups/857357
instagram.com/4spe_plastics

“SPE has a huge following on LinkedIn in both a group and company page, and shares new info daily on Instagram as well. From new events to free webinars, spotlighting members and sharing news and research articles from their great magazine, *Plastics Engineering*, there is always something relevant to the plastics professional to be found,” said one nomination.

Vinyl Institute of Canada

linkedin.com/company/vinyl-institute-of-canada
twitter.com/vinylinstitute
facebook.com/vinylinstituteofcanada

“Great social media campaign for the PVC 123 medical reclaim and recycling program [in Canada] as well as great campaign to attract students and new employees to the vinyl industry,” according to one nomination.

Wepco Plastics

facebook.com/wepcoplastics
linkedin.com/company/wepco-plastics-inc-

“[Wepco] does a great job of showcasing their team. They make every post personal and that’s comforting, because in manufac-

turing it’s difficult to see the personal side of the business,” according to a nomination for the company.

From the nomination for Wepco:

“I want to know who is handling my parts and who is investing in the product that will be on my table. Wepco also does a great job of showcasing their capabilities and staying involved in their community.”

Westminster Tool

linkedin.com/company/westminstertool
facebook.com/westmin1
twitter.com/westminstertool

Westminster Tool uses its social media presence to spotlight not just its work as a company but individual workers in a monthly spotlight. “They pride themselves on hiring and character and training skill,” one nomination noted. “Westminster is constantly showcasing who they are and what makes them unique. They are dedicated to their community and serving their customers.”



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