

## Continued US investment sees campaign launch

The predicted 3.4% growth of the plastic packaging industry in North America takes its value to \$51.2 billion. RETAL PA is well-established in Donora, PA and continues its local expansion with the addition of six lines, taking its capabilities to approx. 2.5 billion preforms a year with 11 lines.



Credit: RETAL

RETAL PA President & CEO Darius Janulionis says, “We’re perfectly positioned to continue serving the US market as it grows and develops. We already work hand in hand with our local and national customers, creating and manufacturing preforms that meet their requirements. Our team is motivated, experienced and highly trained, working with the most modern equipment in our industry, and our recent investment has taken us to the next level. We’re here in Donora, we can reliably transport our preforms to customers across the country.”

To support the expansion and highlight its flexible portfolio of standard and bespoke preforms using PET and up to 100% rPET for food, beverage and household goods customers across North America, RETAL PA is launching a communications campaign. The goal is to illustrate how RETAL PA is ready to ‘plug and play’, with its valuable position as part of the wider group giving direct access to R&D and technological excellence.

The campaign strapline ‘American Made’ shows that RETAL PA is experienced in producing PET preforms at its state-of-the-art facility, with the strength of the wider multinational RETAL group bringing experience in sustainable plastic packaging design and development through working with household brand customers for many years across its 13 production sites in nine countries.

Janulionis concludes, “We have the quality focus, the equipment, the capability and the capacity. It’s the perfect time to start a conversation with us.”