



Supporting industry growth

PLASTICS NEWS REPORT

R&D/Leverage and Support Plastics USA members gather at NPE 2015. The group is focusing on supporting tours of manufacturing plants by high school students, to inform young people about opportunities in U.S. manufacturing sector for workers with either trade

school or a college education.

Pictured in the center is Robert Schiavone, global marketing director of R&D/Leverage and leader of the Support Plastics USA group.

R&D/Leverage (Booth S28000) is emphasizing its capabilities beyond the design and brand development segment it has focused on growing over the last several years.

“A lot of people know R&D/Lever-

age when it comes to bottles,” Schiavone said. “We’re still not known enough on the medical side or the injection mold making side, but that side of the business is growing, and we’re aggressively expanding and looking to expand more.”

While the design capabilities of Leverage may not have strong value in the highly regulated medical industry, Schiavone

thinks R&D/Leverage is a good fit for high-tolerance, high-cavitation molding. But to drive that expansion, it’s a matter of getting the word out, he added.

“We’ve been building injection molds for 35-some years, but there’s a lot of companies out there that just didn’t know that. We haven’t marketed ourselves,” he said.