



Interview
Steve WINDELINCKX

PLASTIPAK

- **Number of employees:** 6000 employees
- **Website:** www.plastipak.com



Steve WINDELINCKX
Head of packaging design and innovation

"In 2020, we decided to revamp our IT solution set, moving to a centralized management system for new packaging development: the 3DEXPERIENCE® platform is the best fit for our needs."

Plastipak was founded in 1967 in the United States. It is a family-owned company specializing in the production of polyethylene terephthalate (PET) soda. Throughout its history, the company has continued to innovate without losing sight of sustainability and ecology.

CHALLENGES



- Using new materials to develop new packaging and, of course, our expanded bottle recycling capability.
- Implementing an innovation process to develop smarter, faster-to-market packaging solutions: smarter production, rising customer and consumer expectations, and a growing number of development projects in various markets.

SOLUTION



Plastipak chose the 3DEXPERIENCE® platform based on the Digital Process Assessment methodology, which gave the company a clear roadmap to meet its needs and growth objectives.

BENEFITS



Thanks to the use of the 3DEXPERIENCE® platform, Plastipak was able to roll out the use of 3DEXPERIENCE® in several locations (Belgium, Czech Republic, United Kingdom, Italy) and facilitate the use of the global development processes. On the other hand, the platform has enabled the implementation of intelligent document management and thus efficient knowledge sharing. As a result, the 3DEXPERIENCE® platform facilitated reporting and live visualization of project status (KPIs).