

Meet Our Packaging Experts

JOHN WILSON, **Director of Marketing at Rapids Paper + Packaging™**

As the Director of Marketing at Rapids Paper + Packaging, John Wilson helps lead the company's growth strategy across specialty papers, flexible packaging, and sustainable packaging innovation.

John brings extensive experience across packaging, sustainability, commercialization, and market development, with a focus on helping brands navigate changing performance requirements, recyclability expectations, and packaging regulations.

Having worked across the packaging value chain, John is particularly focused on advancing practical paper-based alternatives to plastic, including the ECOVA® platform of heat-sealable and functional barrier paper packaging solutions.

John's perspective combines market strategy, technical packaging knowledge, and a pragmatic view of how sustainability objectives can translate into scalable commercial solutions.



AREAS OF EXPERTISE:

- Sustainable packaging innovation
- Paper-based alternatives to plastic flexible packaging
- Barrier performance and functional coatings for paper
- Packaging regulations and market trends (EPR, etc.)
- Flexible packaging recyclability and circularity
- ECOVA platform of heat-sealable paper packaging solutions

LAURA EMERY, **Application & Product Development Lead at Rapids Paper + Packaging**

Laura Emery is a product development and engineering leader with more than 25 years of experience in packaging, manufacturing, quality, and commercialization. As Application & Product Development Lead at Rapids Paper + Packaging, Laura drives innovation in barrier coating technologies and sustainable fiber-based packaging solutions.

Throughout her career, Laura has led a variety of initiatives from concept to commercialization, with a focus on continuous improvement, product development, and technical performance of packaging. She has also built strong customer and industry partnerships, helping bring new technologies and products to market.

With degrees in Chemical Engineering and Marketing, Laura combines technical expertise, strategic thinking, and a customer-focused approach to advance sustainable solutions and business growth.



AREAS OF EXPERTISE:

- Manufacturing and development of sustainable, fiber-based packaging
- Barrier coating technologies for paper packaging
- Technical product innovation and development of the ECOVA platform

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JIM SCHNEIDER, **Director of Sustainable Innovation** **at Little Rapids Corporation**

Jim Schneider, Director of Sustainable Innovation at Little Rapids Corporation, is a Chemical Engineer with nearly four decades of experience across the paper, packaging, and sustainable materials industries. His career spans R&D, engineering, mill operations, product development, and operational leadership.

Jim has extensive experience developing and commercializing sustainable packaging solutions, particularly for food applications, with a focus on balancing material performance, manufacturability, and environmental impact.

At Little Rapids Corporation, Jim leads sustainable packaging innovation through material science, circular economy principles, and close collaboration with customers to develop practical, market-ready solutions.



AREAS OF EXPERTISE:

- Sustainable packaging materials and material science
- Paper-based packaging for food applications
- Circular economy principles

Looking for an Expert Source?

Connect with a Rapids Paper + Packaging expert for insights on sustainable paper packaging, paper-based alternatives like the ECOVA platform, and the future of flexible packaging.

Media professionals can reach out to amber@goelement.com to arrange an interview.

WWW.RAPIDSPACKAGING.COM

