

Plastics News

WOMEN BREAKING THE MOLD

Erin Swain

Vice President of Equipment Sales, PlastiWin Capital Equipment LLC

PlastiWin Capital Equipment LLC is Erin Swain's first plastics industry role — and it's also where she hopes to retire.

"When starting, I took it upon myself to start a sales division for used blow molding equipment. I knew absolutely nothing about it," said Swain, who ordered a blow molding handbook off eBay. The book still sits on the shelf in her office.

"I would flip through the pages and highlight different facts about each type of machine. I have to admit it was all very confusing. It wasn't until I started visiting plants that I was able to actually visualize the process," she said.

In the beginning, she was not familiar with the technical side, so she heavily relied on her sales experience.

"I learned in a lot of instances it re-

ally didn't matter what I was selling, but how I connected with my buyers or sellers," she said.

Swain graduated from Kent State University with a bachelor's degree in business management and marketing.

As the vice president of equipment sales for Twinsburg, Ohio-based PlastiWin, Swain procures equipment and negotiates the best deal for both the buyer and seller. Her husband, Brian, founded PlastiWin in 2010.

She is also an SPE blow molding division board member and social media committee co-chair. "Working with this wonderful group has taught me so much. I consider myself lucky to be a small part of such a prestigious group," she said.

Swain has also spearheaded a giving drive with Project Rise in Akron, Ohio, for the past few years. "I am a



firm believer in 'being the change.' ... This year, with the help of my personal network, we were able to donate 235 fully assembled hygiene totes and an additional \$500. It is a labor of love and I wouldn't have it any other way," she said.