



### General Manager Bio



**Rob Handberg**

Contact Information:  
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Packaging Engineer Rob Handberg joined Packnet in 2007 to head up the newly-formed custom retail packaging division, NueSKU. Serving as General Manager, Handberg is responsible for leading and expanding the division nationally. Prior to joining Packnet/NueSKU, he worked for Imation, Eastman Kodak and Ecolab.

A highly-respected packaging engineer, Rob holds a patent on a bag handle and received the Ameristar Award from the Institute of Packaging Professionals in 2006 for Innovative Package Design.

Handberg received his B.S. in Industrial Technology with a concentration in Packaging Engineering from the University of Wisconsin – Stout.

Another avid fan of the beauty that is the state of Minnesota and her 10,000 lakes, Rob enjoys boating with his wife and two kids near his hometown of Stillwater. The whole family enjoys multiple season activities including hockey, ice skating, snowmobiling, camping, hunting, and fishing.

Handberg is involved with the Special Olympics Minnesota – Northland 300 and the *Partner in Hope* program at St. Jude Children's Hospital.

Handberg is a certified packaging professional (CPP).

#### **Professional Affiliations:**

Institute of Packaging Professionals (IoPP) – Education and Certification Program, Resume Review for CPP Program, 2004-Present

Institute of Packaging Professionals (IoPP) – Member, former Vice President and Committee Chairperson

International Safe Transit Association – Member, former Technical Committee Member

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### **Sample Interview Topics for Rob Handberg's expertise:**

- What are the benefits of designing and prototyping retail packaging domestically vs. overseas?
- What environmental concerns are companies thinking about in their retail packaging design and materials selections?
- What are the trends in new packaging design?