

Pine Chemicals

Our Involvement

We have served and developed relationships with leading companies in the industry, including:

- Kraton
- WestRock
- Pinova
- Momentive
- BASF
- Resinall Cor

We participate in industry Associations and Trade Shows, including:

- Pine Chemicals Association
- American Chemical Society
- TAPPI Pulp and Paper Conference
- ACC Annual Meeting



Look for our articles in Pine Chemicals Review

> Ropella Industry Expertise

Pine, used in everything from car air fresheners to household cleaners, is one of humanity's favorite smells. These sweet-smelling vapors can combat climate change by reflecting sunlight and aiding in cloud formation. Pine chemicals provide raw materials and additives to markets including paints and coatings, adhesives, and soaps and detergents. They can improve automotive fuel economies, and are burnt as biofuel during the paper making process. There is still room to grow, too, in cutting expenses and increasing sustainability.

Ropella 360's mission is to build lasting relationships between high-potential a-player talent, backable executives, board members, SMEs and transformational leaders. Our primary goal; providing ROI value towards growing the great companies we invest our time, talent and treasure into.

Building teams worldwide, in all functional areas and at all levels, with the best possible talent is one of the highest priorities for transformational leaders – because we all know – **the team with the best talent wins**. Especially so, in fast growing organizations.

> Our Solutions

With over 35 years as a global search leader, delivering the most advanced search execution capabilities, Ropella 360 has proven many times over, to be extremely well-versed at solving the most challenging “needle in a haystack” searches. While at the same time managing talent selection and development as a primary asset for ROI.



SMARTSM
Search System
Recruit smarter. Not harder.

As a bestselling author of *The Right Hire* and a highly experienced practitioner, Patrick Ropella developed the SMART Search SystemSM, regarded as one of the most well respected, Talent Centric Executive Search Solutions available.



Ropella360

A catalyst for connection

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