



TrueChoicePack COO Rakesh Rathore to be Inducted into the 2024 PLMA Hall of Fame in the category of Private Brand Innovator!

Dr. Rathore's leadership has helped to grow TrueChoicePack into a diverse and global company which is on the cutting edge of disposable product and private label innovation.

CINCINNATI, OHIO, February 22, 2024 -- [Rakesh Rathore](#) has been recognized as one of the top innovators in the private label industry! This places Mr. Rathore among the ranks of other top executives in the field such as Andrea Collaro, Senior Director of Brand Management/Product Development at Walgreens Co., Jill Sando, Executive Vice President and Chief Merchandising Officer at Target, and Alicia Cook, Category Director at Save-A-Lot. Mr. Rathore has been selected as an inductee to the hall of fame due to the exceptional innovation he has continued to demonstrate at [TrueChoicePack](#) (TCP), one of the [fastest growing private company in America!](#)

Now in its eighth year, [the Hall of Fame](#) is hosted by [The Private Label Manufacturers Association](#) and honors the men and women who have shown an exceptional track record of contributions to the growth and development of the global private label industry. The new hall of famers in the Class of 2024 are included in four categories: Lifetime Achievement, Private Brand Champion, [Private Brand Innovator](#) and Next Gen Private Label Leader.

[Rakesh Rathore](#) received his Ph.D. in Biochemistry and conducted extensive research work at the [University of Cincinnati](#). Rathore has used this strong scientific background to drive innovation at TrueChoicePack, which is constantly on the cutting edge of sustainability, product development, and supply chain management.

As new regulations banning foam products, PFAS-containing items, and other single use items come into effect, Rathore has ensured that his customers have eco-friendly options available to them. From [PFAS-free compostable tableware](#) to trash bags with post-consumer recycled content (PCR), TrueChoicePack's robust global supply chain has allowed their customers to adapt to ever changing global circumstances.

The company's latest innovation is the use of [Polyhydroxyalkanoates \(PHA\) bioplastics](#) to create cups, cutlery, straws, and other disposables which are home compostable and marine degradable. This innovation, along with TrueChoicePack's [improved PFAS-free coating formula](#) which provides grease resistance from 0-100 degrees Celsius, further demonstrate TrueChoicePack's position as a leading manufacturer in the sustainable disposables space.

Using his background knowledge in biochemistry and sustainable materials, Rathore also helped to launch [EcoWay](#), TrueChoicePack's in-house branded line of bamboo-based paper towels, toilet paper, napkins, and tissues.

Furthermore, Rathore's leadership has been paramount to the continued growth of the company, which now operates three offices globally and produces private label products for Fortune 500 retailers across America. Under his leadership, TrueChoicePack has implemented a state of the art ERP system which has dramatically increased the efficiency and productivity of daily operations.

[PLMA](#) honored all of the inductees during PLMA's 2024 Annual Meeting & Leadership Conference, March 20 at the Hyatt Regency San Antonio Riverwalk, located at 123 Losoya St, San Antonio, TX.

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HALL OF FAME

RAKESH RATHORE PHD.

