

JONATHAN SMALLEY:

DRIVING INNOVATION IN ROTATIONAL MOLDING

»» ROTOWORLD STAFF

Since 2007, Jonathan Smalley, President and CEO of SmaK Plastics, has transformed a family-owned business into one of the most trusted full-service rotational molding operations in the United States. Based in Vancouver, Washington, SmaK Plastics oversees a diverse portfolio of brands that have become industry standards: Flextank, known for advanced oxygen-permeable polyethylene tanks and hoppers; U.S. Products, providing high-quality floor cleaning and spot extraction tools; Columbia MFG, a producer of dielectric-strength pole line hardware and double-locking secondary pedestals for utilities; and the industry-defining software platform, RotoEdge Pro™.

Smalley's leadership has been marked by a unique combination of technical innovation, operational expertise, and strategic vision. Under his guidance, SmaK Plastics has expanded both its product offerings and its market presence, positioning the company as a trusted partner for manufacturers across North America and beyond.



The Challenges of Rotational Molding

Rotational molding, often called rotomolding, is a complex manufacturing process requiring precision, timing, and meticulous tracking of multiple variables.

“ROTOEDGE PRO WAS CREATED TO TURN OVERWHELMING DATA INTO ACTIONABLE ANSWERS — HELPING ROTOMOLDERS RUN SMARTER, FASTER, AND MORE EFFICIENTLY.”

— JONATHAN SMALLEY



**“ROTOEDGE PRO-AI HELPS ROTOMOLDERS
DELIVER MORE PRODUCT, FASTER — FROM
WIP TO SHIP.” — JONATHAN SMALLEY**

Operators manage multiple machines, molds, and work shifts across large facilities. Historically, plant managers relied on manual spreadsheets, whiteboards, and hand tracking, leaving room for errors, inefficiencies, and lost revenue.

For an industry where time is money, waiting for delayed reports or manual calculations costs manufacturers thousands of dollars. Bottlenecks in scheduling, inventory shortages, or mismanaged labor can quickly ripple across operations. Smalley recognized that rotational



molders needed a better way to manage the complexities of modern production.

**RotoEdge Pro: Bringing the
Plant into the Digital Age**

In 2017, Smalley launched RotoEdge Pro, the first software platform designed specifically for rotational molding production management and scheduling. The platform addressed key pain points in the industry:

- Real-time tracking of machine productivity and labor efficiency.
- Digital monitoring of inventory levels to prevent shortages and last-minute rushes.
- Automated scheduling of orders, molds, and labor.
- Root cause analysis for scrap and non-conforming products.
- Consolidation of work-in-progress (WIP) data and post-molding operations into a single, actionable dashboard.

By consolidating data from multiple sources, RotoEdge Pro provides plant managers with a complete, real-time overview of operations. This capability enables faster decision-making, reduces waste, and ensures that customer orders are fulfilled on time, every time.

**The AI Revolution:
RotoEdge Pro-AI**

Smalley didn't stop there. In 2025, SmaK Plastics unveiled RotoEdge Pro-AI, an artificial intelligence-driven evolution of the software. This upgrade allows plant managers to ask complex “What if?” questions and receive instant answers, drawing from both real-time and historical production data.

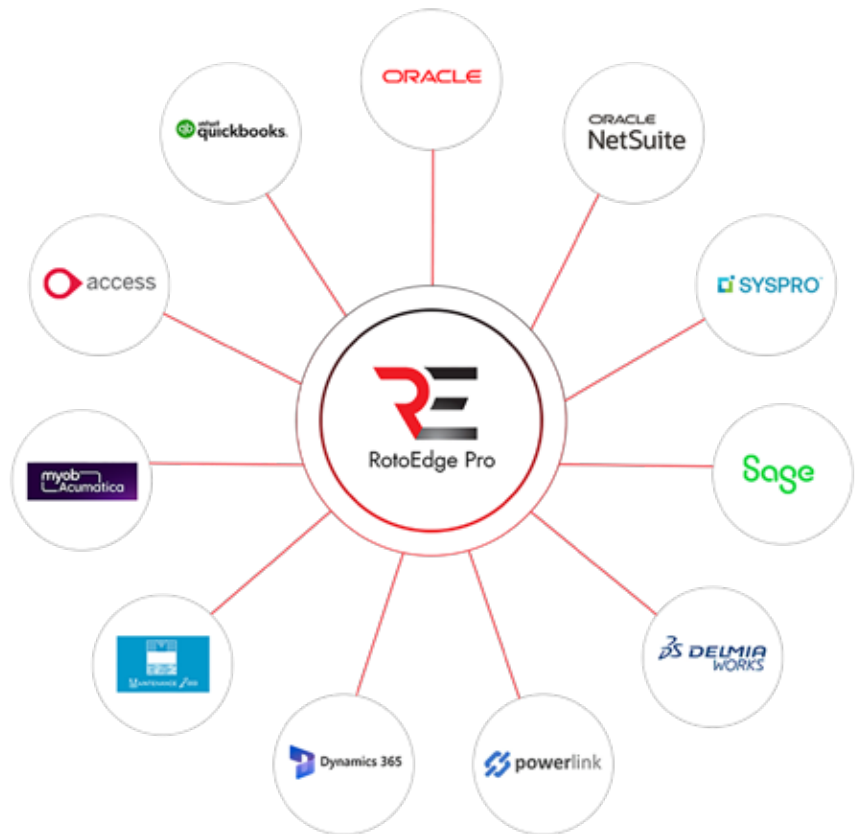
AI integration provides numerous advantages:

- Predictive scheduling:
Automatically optimizes labor,

machine, and mold allocation to maximize output.

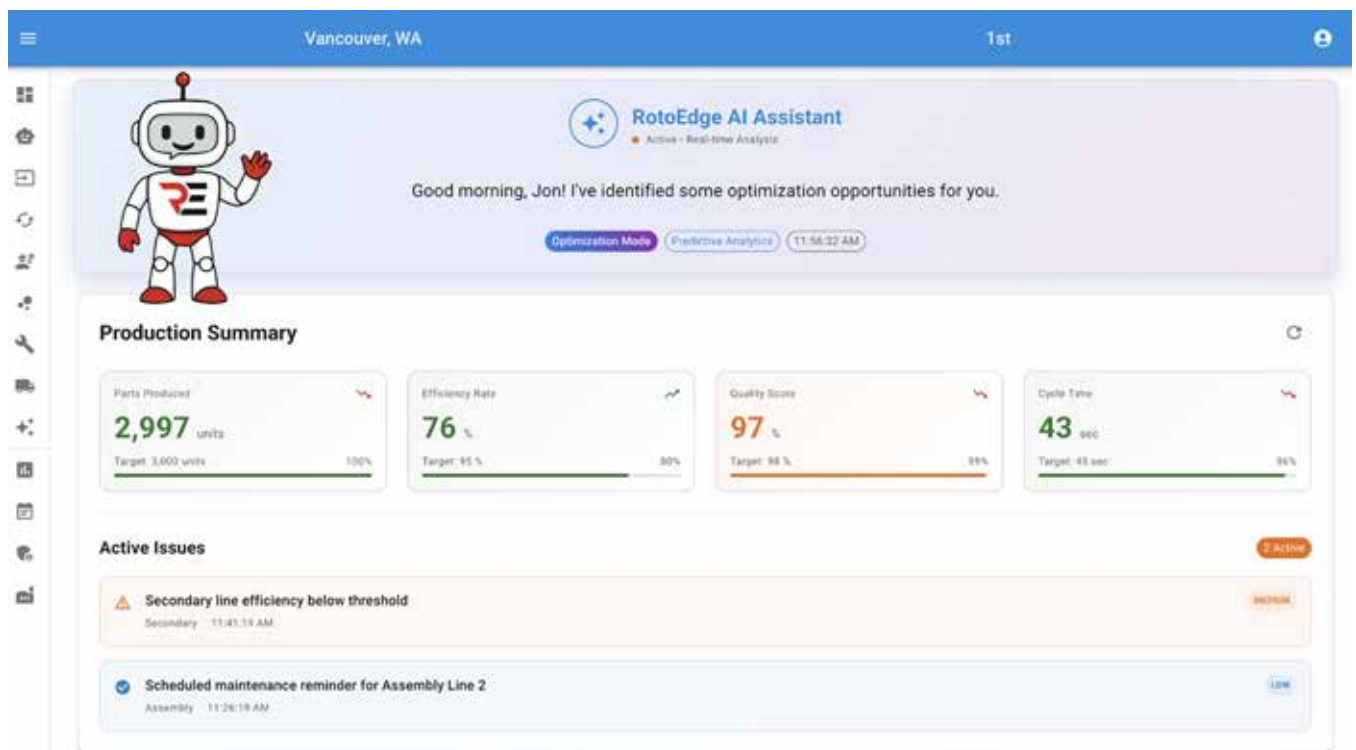
- Trend identification: Recognizes recurring patterns in production, scrap, and demand to inform strategic decisions.
- Root cause analysis: Quickly identifies issues affecting efficiency and delivery timelines.
- Revenue optimization: Enables more efficient resource use, reducing downtime and scrap, and increasing throughput.

The system transforms the way rotational molding plants operate, giving managers instant insights that previously took hours or even days to compile. It allows them to respond immediately to unexpected challenges, optimize production, and increase overall profitability.



Proven Results Across the Industry

The impact of RotoEdge Pro and



Pro-AI is measurable. Companies using the software report significant improvements:

- 30% increase in production capacity, adding \$375,000 in annual revenue for one facility.
- 20% productivity gain in another, resulting in a \$250,000 increase in monthly revenue.
- Scrap rates reduced to below 1% by part count.
- On-time delivery improvements of 30%, enabling better customer satisfaction and repeat business.

SmaK Plastics continues to expand the reach of its software, with more than 30 rotational molding operations worldwide now benefiting from RotoEdge Pro's digital insights. The combination of real-time machine metrics, labor data, WIP tracking, and inventory analysis has made the software an indispensable tool in modern rotational molding operations.

Beyond the Factory Floor

Smalley's leadership extends beyond innovation and production. Based in Vancouver, he is a dedicated family man and an active member of his local community. He also fuels his competitive spirit as the driving force behind Smalley Racing, a local team spanning three generations.

This personal connection to competition and precision mirrors his professional approach: a commitment to excellence, strategy, and continuous improvement.

Colleagues describe him as a visionary leader who balances technical expertise with a people-first approach, fostering a culture



“OUR OPERATIONS ARE NOW DRIVEN BY THE ROTOEDGE PRO PRODUCTION ACCOUNTING AND WE ARE BECOMING AS EFFICIENT AS WE CAN BE.” — SIMON GOUGH, COMPANY DIRECTOR, OF AUSTRALIA'S GOUGH PLASTICS

where innovation thrives and employees are empowered to achieve their best.

A Vision for the Future

Looking ahead, Smalley's focus is clear: continue to advance rotational molding through technology-driven efficiency and AI-based insights. As the industry faces increasing demand for faster production cycles, reduced waste, and higher-quality output, tools like RotoEdge Pro-AI provide a critical competitive advantage.

Smalley's work demonstrates that innovation in manufacturing doesn't have to mean complicated or inaccessible technology. By designing solutions specifically for the unique challenges of rotational molding, he is helping

companies streamline operations, increase margins, and deliver better products on time.

For more information or to request a demonstration of RotoEdge Pro-AI, visit rotoedgepro.com or contact Jonathan Smalley at jsmalley@smakplastics.com. 