

# Photo paper manufacturer hires nearly 70 employees at Triad plant, hiring to continue in 2018



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Zink employees work at the company factory in Whitsett.

By [Katie Arcieri](#) – Reporter, Triad Business Journal  
Dec 21, 2017, 11:00am

Zink Imaging, [a Massachusetts-based company that manufactures ink-free photo paper at its plant in Whitsett](#), recently hired 69 full-time employees in entry-level positions – a number that exceeded initial expectations – and it expects to fill several more jobs in the coming year.

"This project was supposed to be 'let's hire 50 people between now and the 15th of January,'" said [Robin Manley](#), human resources consultant for Zink, whose plant is located at 6900 Konica Drive.

But after placing a \$15 advertisement on Craigslist, talking to employees for referrals and posting job openings on Facebook, Zink garnered many more job candidates than expected.

"We began our interviewing process on the 14th of December and when I left that day, we had already extended offers to 47 people the first day," Manley said. "Of the 69 people we hired, I would say conservatively 50 of those people did not have jobs and had not worked in six months to a year. That's huge in this market ... We thought we weren't going to get a lot (of applicants). It turns out that hundreds of people are looking for jobs in this market."

The full-time positions are entry-level jobs that provide health insurance and start at \$11 per hour and can go "up from there," she said. Responsibilities include working on the production line for photo paper used in digital and printing products for brands like Polaroid, Motorola, and Hewlett-Packard.

"The first group of people we hired started work yesterday; 17 people came and went through orientation and a lot of them are on the floor working the second shift," Manley said. "We put some great people back to work."

Manley said Zink will focus on getting the new hires settled into their new positions and then start looking at the additional production jobs that it wants to fill in early 2018.

"I have enough applications and interest, I could literally be staffed by tomorrow," she said. "We cast a very wide net — we've hired older employees who couldn't get jobs, we've hired people who are young who got a GED, we've hired veterans. I've picked up six employees, all of whom speak different languages who will be able to help us talk to customers all over the world."

She said the company's workforce will swell from 120 now to 189 by early January.

Zink gained a presence in the Triad back in 2007 [when it purchased the former Konica Minolta photo paper manufacturing plant off Interstate 40](#). The plant formerly operated by Konica had once employed up to 375 people and was facing closure due to a reduction in demand for traditional photo paper.

Zink specializes in making its photo paper at the Whitsett plant and produces its ink-free printers elsewhere.

The company's research and development operations are located in Massachusetts.