



Grand Traverse Plastics

Plastic-Injection Molding

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The team at Grand Traverse Plastics (GTP) takes plastic-injection molding services to a partnership level, providing customers with insightful recommendations and guidance based on many years of experience.

Headquartered in Williamsburg, GTP leverages its design, engineering and automation expertise to deliver tailored, high-quality injection molded solutions for clients worldwide. While reviewing customers' needs, GTP considers the purpose of the part in question, assembly needs, how the part will be used as a function of the larger product and possible enhancements for greater functionality along with potential developments for future use. They review job specifications to identify if something could be simplified or improved upon.

"Our team takes a comprehensive approach to all projects," says GTP CEO Bill Knable. "We encourage our team to view projects from a broader perspective, enabling us to meet the customers' needs today while planning for future advancements, supporting our core value of innovation."

The GTP team consists of approximately 200 associates,

including machine operators, material scientists, standard business operating support staff, an in-house automation development team and an engineering team focused on automation, rapid prototyping, metal-to-plastic conversions, design-for-manufacturing, material analysis and design optimization.


"We've strategically developed a diverse portfolio of parts across all powertrains — ICE (gas and diesel), EV, BEV, HEV, and even hydrocell, plus we have a robust domestic supply chain. This positions us to remain agile and ready to adapt quickly to meet our customers' evolving demands," says Knable.

Due to the team's dedication to developing safe, innovative products, GTP was recognized with a Safety Award from the Society of Plastic Engineers in November. The recognition was based on the development of a solution for a busbar cable support bracket — created by GTP, General Motors, Quest Industries of Lapeer, Celanese of Troy and Belgium-based Syensqo — that addresses risks associated with isolation loss and thermal runaway during installation and maintenance

service. It also nearly eliminates scrap generation and reduces the number of fasteners that must be used by 50 percent.

A business that has been a part of the Grand Traverse area for 44 years, GTP supports the local community through robotics teams and various organized sports programs such as Traverse City Central Football, Traverse Area Girls Softball and the Iceman Cometh Challenge. Because finding and retaining talent can be especially challenging in rural areas, GTP also strives to enlighten students about the intrinsic and tangible benefits of manufacturing careers by offering internships and other educational opportunities.

"GTP began operations with one plant supporting the recreational sporting. Now we have three facilities and are integral to automotive and industrial and we have no plans of slowing down. I want both students and parents to associate the GTP brand with sustainable employment," Knable says. "For young adults who are looking to stay in or return to the Grand Traverse area, we want them to consider GTP as an employer and our internship program is a great way to give students a taste of what working for a thriving manufacturer right in their hometown is like."

As a longtime supporter of Michigan's manufacturing economy, GTP's mission and vision combine several factors that can contribute to the growth of the industry: innovating for the future, prioritizing safety, being dedicated to other businesses' success and inspiring the future generation of manufacturing professionals. 



A GTP automation engineer works with a summer intern.

Bill Knable
Grand Traverse
Plastic's CEO



This team is always looking beyond, thinking outside of the box and thinking unconventionally to work smarter, reduce steps and improve accuracy. Our customers know that when we are on a project, we will ask many questions, test and trial, pull in our vendor partners and find exciting ways to address a project.



One Skill Everyone Should Have

Good listening. Staying open-minded with a willingness to listen to new ways, approaches and feedback helps us to continuously improve.



Best Part of My Job

Seeing concepts come to life and changing how the world works, as well as meeting with other industry-leading thinkers in Michigan.

Grand Traverse Plastics Plant Manager Andy Capteron (left) and CEO Bill Knable meet with MMA's Elissa Olson.