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international association
of plastics distribution

media release

Date: October 29, 2014
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FOR IMMEDIATE RELEASE

IAPD Announces Recipients of Inaugural Marketing Excellence Awards

OVERLAND PARK, Kans. — The International Association of Plastics Distribution (IAPD) is pleased to announce the following recipients of its inaugural Marketing Excellence Award:

Gold — Redwood Plastics Corporation, A Member of Prisma Plastics International Inc.

Silver — Cope Plastics, Inc.

Bronze — Laird Plastics

The recipients were honored at the opening general session at the 58th Annual IAPD Convention today in Chicago, IL, USA, by IAPD Vice President and Convention Chair Kevin Short and IAPD President Jane Saale.

Redwood Plastics Corporation, A Member of Prisma Plastics International Inc. engaged in numerous activities that helped promote plastics as well as the company's own expertise. The company provided articles for two IAPD publications, *The IAPD Magazine* and the *Designing with Plastics* e-newsletter, as well as presented a well-attended e-training webinar. The company also is engaged with social media, blogging, promoting its affiliation with IAPD, issuing press releases and more.

Cope Plastics, Inc. has contributed educational articles to IAPD publications as well as other industry magazines, created a NetWorth television spot shown on stations nationwide, is engaged in social and environmentally responsible activities, active on social media, issues press releases and engages in many more marketing activities.

Laird Plastics contributed an article to *The IAPD Magazine*, presented a webinar, blogs, is engaged in social media, rebranded their look, implemented an innovative marketing campaign for its customers, is the official recycler for the SGIA Expo and is engaging in education-based marketing.

"IAPD is proud to honor the accomplishments of these three companies with the first-ever Marketing Excellence Award. Everything these companies do evangelizes plastics, which goes hand-in-hand with IAPD's mission to grow the plastics industry," said Susan Avery, CAE, IAPD Chief Executive Officer. "This new award shows companies of all sizes that they don't need a huge budget and a sophisticated marketing agency to promote themselves. I hope this award program helps all IAPD members investigate all the low and no-cost promotional opportunities available to them via their IAPD membership."

Awards are based on a point system. Companies accrued points by engaging in various marketing activities during the eligibility period of August 1, 2013 – July 31, 2014. Point values varied based on the relative ease or difficulty of the activity. For example, companies could earn points for issuing press releases, writing articles for IAPD or other industry publications, blogging, having a social media presence, presenting IAPD e-training webinars and including IAPD logos in their email signatures and/or on their websites. Although points were awarded for activities that require monetary investment, such as sponsoring events and exhibiting at trade shows, the award criteria was created with all companies in mind and includes numerous low or no cost ideas for IAPD member companies to promote themselves.

Any IAPD member company is eligible to apply for the IAPD Marketing Excellence Awards.

About IAPD

The International Association of Plastics Distribution (IAPD), established in 1956, brings together distributors, fabricators, manufacturers, manufacturers' representatives, recyclers and service providers in an environment which encourages a free flow of ideas and information that help members build their businesses. Every program and service we provide is designed with the simple goal of helping our members increase profitability. Membership in IAPD is an affordable business investment. IAPD provides training, connections with customers and suppliers and information about developments that impact the industry. What makes IAPD unique is a commitment to educating customers and other key end-users about plastics. In other words, IAPD works with members to build the demand for plastics. Central to this effort is the reinforcement of the value of distribution. For more information, visit www.iapd.org.

Connect with IAPD:



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