



iapd

international association
of plastics distribution

media release

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FOR IMMEDIATE RELEASE

IAPD Announces *Design News* Media Sponsorship of Design Competition and Plastics Showcase

OVERLAND PARK, Kans.—The International Association of Plastics Distribution (IAPD) is pleased to announce that *Design News*, a UBM Canon LLC publication, has entered into a media sponsorship agreement for the IAPD Design Competition and Plastics Showcase, part of the 57th Annual Convention, to be held in Miami, Florida, September 30-October 2, 2013.

Design News will be the exclusive media sponsor of the Design Competition and is a media sponsor of the Plastics Showcase. As part of this agreement, *Design News* has agreed to provide a judge for the IAPD Plastics Design Competition, have press coverage of the event and promote the competition winners for the rest of 2013.

"I am pleased to have *Design News* as a media sponsor for the Plastics Showcase and Design Competition," said Susan E. Avery, CAE, IAPD Chief Executive Officer. "*Design News* has a robust website that receives nearly one million page views per month and popular print publication with a circulation of more than 130,000 design engineers. Very often, this vast audience has had limited exposure to plastics and can be unaware of the strength, versatility and advantages that plastics have to offer. This agreement not only gives the IAPD members participating in the Design Competition phenomenal exposure to this audience, it also introduces these engineers to the power of plastics and the distribution network of IAPD members who can help them find the right materials for their designs."

"*Design News* is happy to partner with IAPD for the Plastics Showcase and Design Competition," said Richard Nass, the brand director for *Design News*. "I'm looking forward to educating our readers about the many uses of engineering plastics."

The theme for the 2013 IAPD Convention and Plastics Showcase is "Celebrating the Power of Plastics." With glamorous and exciting South Beach as the setting, one of the many highlights of the week will be the first-ever IAPD Plastics Design Competition, featuring innovative uses of plastics in different applications. This event will appeal to those who use plastics, such as the engineering and design community, plus be eye-opening to the general public and the press. It is an opportunity to see the use of plastics in exciting new ways that help solve problems, conserve energy and provide better, healthier products to the world.

The competition is open to all companies, individuals or universities. However, if an applicant is not an IAPD member, the applicant must be collaborating with an IAPD member company. Designs made with materials produced or distributed within the IAPD family of plastics in the stock shapes, engineering, see-through or pipe, valves and fittings families of products will be considered. Three finalists will be selected to present their designs at a special luncheon on October 2. The entry can be physically or digitally displayed during the presentation.

An independent design review board, including a representative from *Design News*, will select the top three finalists from the applications received. The first, second and third place winners will be announced at a reception at the end of the Plastics Showcase, which immediately follows the luncheon. The first place winner will receive a prize package valued at \$1,000; the second place winner will receive a prize package valued at \$500; and the third place winner will receive a prize package valued at \$250. Further, the winners' stories will be featured in IAPD's publications and marketing campaigns throughout the year to further evangelize plastics and their applications.

Anyone interested in applying for the 2013 IAPD Plastics Design Competition may [click here](#) for the application and more details.

About *Design News*

Design News is the leading technical resource, both in print and online, providing technology news, opinion, analysis, end-user examples and tutorials for engineers and engineering managers who design consumer and industry-specific products and systems that range in application from planes, trains and automobiles to cellular phones, industrial machinery, medical devices and more. For more information, visit www.designnews.com.

About IAPD

The International Association of Plastics Distribution (IAPD), established in 1956, brings together distributors, manufacturers, manufacturers' representatives, fabricators, 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.

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