



**iapd**

international association  
of plastics distribution

## media release

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FOR IMMEDIATE RELEASE

### **IAPD Member Mark Kramer, Laird Plastics, Delivers Chairman's Address at NAW Executive Summit**

OVERLAND PARK, Kans. – The International Association of Plastics Distribution (IAPD) congratulates Mark W. Kramer, Laird Plastics President and CEO, on completing his term as National Association of Wholesaler-Distributors (NAW) Chairman of the Board. His duties culminated with the Chairman's Address, entitled "Our Future Will Be Written on Our Ability to Attract and Retain the Very Best," which Kramer delivered at the NAW Executive Summit on January 31, 2013.

The speech discussed the importance of sales to a distribution company, the challenges of recruiting and retaining talent and the influence of the reputation and image of the industry. Kramer went on to outline the threats to finding and retaining talented salespeople, including vacancies caused by aging baby boomers retiring and taking their institutional knowledge with them, maturing markets leading to increased competition which puts more pressure on the sales force and the added knowledge available to customers via the Internet. Now that salespeople are no longer the source of unique information, they must take on a more creative and problem-solving role with customers who have educated themselves about products. Visit the [NAW website](#) to read the speech in its entirety, including the solutions Kramer suggests for the issues summarized here.

"Mark Kramer serving as NAW Chairman of the Board this past year has created valuable awareness of the importance of the plastics industry to others in the wholesaler-distributor community, as well as legislators and decision makers on the Hill," said Jane Saale, IAPD President and Cope Plastics, Inc. President and CEO. "His speech targeted issues important to us all, as we struggle to find, retain and train talented salespeople in the plastics market that too often is not represented in a positive light. IAPD appreciates Mark's efforts to educate other NAW members about the importance of plastics distribution and the benefits of engineering plastics bring to other industries."

### **About Laird Plastics**

Laird Plastics is an IAPD distributor member headquartered in Boca Raton, FL, USA. The company's multi-national team of more than 400 employees serves more than 25,000 customers across North America in all segments of commercial, industrial and advertising activity. They offer a network of service centers and inventories with a product range that includes acrylics, polycarbonates, graphics

materials and mechanical and engineering materials such as UHMW, LDPE, HDPE, nylons and acetals. For more information, visit [www.lairdplastics.com](http://www.lairdplastics.com).

### **About NAW**

The National Association of Wholesaler-Distributors is composed of direct member companies and a federation of international, national, regional, state and local associations and their member companies, which collectively total more than 40,000 companies. In addition to its government relations program, NAW's scope encompasses the activities of the Wholesaler-Distributor Political Action Committee, the NAW Institute for Distribution Excellence and the NAW Service Corporation. For more information, visit [www.naw.org](http://www.naw.org).

### **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](http://www.iapd.org).

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