



**iapd**

international association  
of plastics distribution

# media release

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Contact: Liz Novak, Director of Marketing and Communications  
+ 913.345.1005

FOR IMMEDIATE RELEASE

## **IAPD Announces Marketing Excellence Awards**

OVERLAND PARK, Kans. – The International Association of Plastics Distribution (IAPD) will be launching a new awards program at the 57th Annual IAPD Convention and Plastics Showcase, to be held in Miami, FL, from September 30-October 2. All IAPD member companies are eligible to apply for the award.

The IAPD Marketing Committee created the award as a way to honor companies in the plastics industry for exceptional marketing. The committee developed criteria with an emphasis on no-cost marketing options, so companies of all sizes may participate regardless of their resources.

Companies who apply for the new IAPD Marketing Excellence Awards will track their marketing activities during the eligibility period of August 1, 2013 – July 31, 2014. They can accrue points for activities such as presenting an IAPD webinar, providing an educational article to an IAPD publication, use the IAPD Member and/or GreenScene™ logo in their marketing collateral, blogging, using video in a marketing campaign, promoting a socially and/or environmentally responsible product or activity and much more.

“I’m very excited to announce the all-new IAPD Marketing Excellence Awards,” said IAPD CEO Susan E. Avery, CAE. “There are other marketing awards out there, but they tend to reward large companies with generous marketing budgets. The IAPD Marketing Excellence Awards both encourage our members to promote plastics to the end-user audience as well as encourage IAPD members to take advantage of all the free publicity options they have available as part of their IAPD membership.”

The companies with the top three total accrued points will be honored with a Gold, Silver and Bronze award at the 2014 IAPD Convention and Plastics Expo to be held in Chicago, IL, from October 27-30, 2014. A special honorable mention award will be presented to a company who may not have accrued many points but presented an exceptionally creative or otherwise noteworthy marketing activity during the eligibility period.

[Click here for the IAPD Marketing Excellence Award nomination form with complete information and criteria.](#)

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

Connect with IAPD:



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6734 W. 121st Street, Overland Park, KS 66209 USA  
phone: +913.345.1005 fax: +913.345.1006  
[www.iapd.org](http://www.iapd.org) [iapd@iapd.org](mailto:iapd@iapd.org)  
*Susan E. Avery, CAE, Chief Executive Officer*