

FOR IMMEDIATE RELEASE

SIMONA AMERICA Group Recognized for Marketing and Environmental Excellence at 2024 IAPD Annual Convention

October 14, 2024 (ATLANTA) – SIMONA AMERICA Group was honored with two awards at the 68th Annual IAPD (International Association of Plastics Distribution) Convention + connecX, held on October 10, 2024, in Louisville, KY. These awards celebrate SIMONA's success in marketing innovation and its commitment to environmental sustainability.

SIMONA received the Bronze Award for Marketing Excellence and the Silver Award for Environmental Excellence, recognizing the company's efforts across two key areas of performance.

The awards are determined through a point-based system, with Gold, Silver, and Bronze distinctions awarded to the top three performers in each category.

Marketing Excellence Award

The IAPD Marketing Excellence Award recognizes member companies that stand out for their creativity and innovation in promoting performance plastics. SIMONA earned this honor for its outstanding marketing initiatives that not only highlight its products but also raise awareness about the benefits of performance plastics within the industry.

Environmental Excellence Award

The IAPD Environmental Excellence Award honors companies that demonstrate exemplary environmental responsibility through new and impactful sustainability initiatives. SIMONA's commitment to sustainability was highlighted by its comprehensive efforts to minimize its environmental footprint and its leadership in implementing innovative eco-friendly practices.

"We are truly honored to be recognized by our peers and partners in the performance plastics industry," said Valerie Glover, Marketing Manager at SIMONA AMERICA Group. "Our team works hard to elevate our marketing efforts, creatively promoting our products while also supporting the growth and advancement of our industry. Sustainability is at the heart of our approach, and these awards reflect our dedication to fostering a better, more sustainable future. We are especially proud of initiatives such as our new recycling center (under construction) and our participation in the Science Based Targets Initiative, aimed at reducing our carbon footprint."

For more information about SIMONA AMERICA Group and its subsidiary companies, visit simona-america.com.