



iapd

international association
of plastics distribution

media release

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FOR IMMEDIATE RELEASE

The IAPD Magazine Debuts New Look, See It Online

Overland Park, KS — The International Association of Plastics Distribution (IAPD) is pleased to announce an all-new look with the February/March 2013 issue of *The IAPD Magazine*. The print version of the magazine is free to member companies and it is also available online at *The IAPD Magazine* digital edition.

“The new magazine look is fresh, modern and easy to read,” said Susan E. Avery, CAE, IAPD Chief Executive Officer. “The digital edition can be conveniently read from any desktop computer or mobile device, plus it offers bonus content that can’t be found in the print edition such as the demo video of a vertical saw in action that accompanies one of the articles in the February/March issue. We’re excited about introducing plastics and plastics distributors to a new end-user audience through *The IAPD Magazine* digital edition.”

The digital edition is specifically designed for online reading. All the content of the print version is reproduced, plus added multimedia features such as email and website links, instructional videos and additional graphic elements to enhance the readers’ experience.

The digital edition is accessible from any computer or mobile device, such as an iPad or other tablet or smartphone. Readers may print pages from the digital edition and share an article on social media. Past issues are also available online digitally.

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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