



iapd

international association
of plastics distribution

IAPD Three Pillars – Our Strategic Anchors

Grow & Protect



Grow & protect the performance plastics industry

- Expand awareness, knowledge & use of performance plastics
- Identify & address industry risks, threats & opportunities
- Provide education about the facts & benefits of performance plastics to policymakers, key audiences & stakeholders
- Promote environmental benefits; correct misconceptions about performance plastics
- Attract & recruit the emerging performance plastics workforce

Knowledge & Capability



Improve the knowledge, performance & capability of IAPD members

- Provide training to enhance the knowledge, skill & performance of IAPD member organizations & employees
- Facilitate events for IAPD member employees to grow business relationships
- Provide opportunities for personal & professional development for IAPD members' company executives, management & employees
- Identify and execute industry initiatives that can be best addressed collectively vs. individually

Distribution Channel



Make the distribution channel the path of choice

- Promote distribution as the way to market
- Unify the voice of the distribution channel in the global marketplace
- Identify, educate, promote & facilitate best practices in environmental stewardship & all business disciplines
- Develop, promote & facilitate industry-leading competencies & expectations of distribution channel partners