



The Plastics Experts.

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AGRU Wins 2023 Marketing Excellence Award

The International Association of Plastics Distribution (IAPD) has awarded AGRU America a Marketing Excellence Award for innovative and exemplary marketing initiatives from mid-2022 through Spring 2023.

[Georgetown, South Carolina, December 5, 2023 —] AGRU America, Inc. (“AGRU”) has earned an IAPD Bronze Marketing Excellence Award for the second year in a row for promoting the positive benefits of plastics and leveraging modern marketing tools to accomplish its goals.

The rigorous submission process looks at over two dozen factors, from social media campaigns to publication history and contributions to the industry. Other [contributing factors](#) toward the award were “consistent engagement on IAPD social channels and the recent launch of the Infrastructure for a Sustainable Future campaign, which leveraged social media and video tools.”

“We have continued our efforts to collaborate with organizations such as IAPD to promote the benefit of the materials used in our products and advance the industry,” said Yuse Lajiminmuhip, Head of Marketing at AGRU America. “We are pleased to have earned a bronze award this year and aim to take the lessons we learned to enhance our marketing results.”

IAPD seeks to expand the market for distributed plastics through collaboration, education, and commitment to sustainability. As part of its mission, IAPD publishes a host of resources to support marketing and other initiatives by its member companies.

"AGRU is building a better future through innovative engineering plastics solutions," says Robert Johnson, president and CEO at AGRU America. "Our recent campaigns have emphasized our products' role toward sustainable infrastructure, human health, resource conservation, and modern industry. We are proud of our marketing team and our close collaboration with IAPD over the last few years in publishing educational articles, podcasts, and more. We hope to continue contributing as valued members of this excellent organization."

About IAPD

IAPD – The Performance Plastics Association (IAPD), established in 1956, brings together performance plastics distributors, fabricators, manufacturers, manufacturers’ representatives, recyclers, resin manufacturers/distributors 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. IAPD provides training, connections with customers and suppliers and information about developments that impact the industry. Learn more about IAPD at <https://www.iapd.org>.

About AGRU America, Inc.

Since 1988, Georgetown, SC–based AGRU America, Inc. has been on a mission to build a sustainable future by developing innovative engineering plastics solutions and fostering relationships built upon the highest quality, service, and dependability standards. AGRU America is a subsidiary of [AGRU Kunststofftechnik GmbH](#), an Austrian family-owned business since 1948 with production facilities in Austria, the United States, and China. AGRU solutions, which include state-of-the-art products such as AGRU geosynthetics, concrete protective liners, pipes and fittings, and semi-finished products, are distributed in over 100 countries worldwide. Learn more about AGRU America at <https://www.agruamerica.com>.

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