



The Plastics Experts.

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AGRU Launches New Outreach Campaign to Support Local Communities

“Global Company, Local Impact” is AGRU’s latest outreach campaign designed to give back to the communities that have helped AGRU become a leading global manufacturing company of engineering plastics solutions.

[Georgetown, South Carolina, January 22, 2024 —] AGRU America, Inc. (“AGRU”) has officially launched its latest outreach campaign, “Global Company, Local Impact.” AGRU exhibited at the 2024 Pathways 2 Possibilities South Carolina (P2PSC) event in Myrtle Beach to kick off the new outreach campaign in early January.

“Our new campaign empowers our team to sponsor and participate in model community events that shape our futures,” said Yuse Lajiminmuhip, Head of Marketing at AGRU America. “We designed the campaign to recognize our role as a global company in fostering community growth through local initiatives that will have an impact. We are excited to collaborate with our regions’ leading non-profits and government bodies to support programs with a proven track record.”

While AGRU has sponsored P2PSC and other organizations for many years, the new campaign encourages hands-on participation and engagement, which multiplies the impact of every funding dollar.

“Our technical team offers industry-leading support across all our product groups,” said Anthony Johnson, Head of the Technical Product Support Team, “by collaborating with marketing and outreach, we can bring our expertise front-and-center to a wider audience and find new ways to improve our communication.”

The P2PSC event, designed to give 8th graders in the region a glimpse of possible career paths for their future, brings young people and local businesses together. For the 2024 P2PSC event, AGRU designed three activities with a pipe-building activity as the headline station. The station challenged hundreds of students to a team-building, critical-thinking exercise illustrating the value of high-density polyethylene (HDPE) pipes in various applications. Those curious to learn more were directed to the other stations to learn about our design and technical processes, resins, and manufacturing and shown how engineering plastics can be utilized across many industries and applications.

“AGRU has been in the United States for more than 35 years. In that time, we’ve grown from a small operation into a multi-state, multi-site operation,” said Robert L. Johnson, President/CEO at AGRU America. “The Gruber family has led our family-owned business for three generations. They know the value of community engagement and have given AGRU America the mandate to launch new efforts in this area. We are thrilled by the wonderful reception by the P2PSC organizers and state officials and are proud of our team’s execution of this outreach mandate.”

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](https://www.agru.com), 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>.

About Pathways 2 Possibilities South Carolina (P2PSC)

Pathways 2 Possibilities is an interactive experience designed to help 8th graders link their passions to a paycheck. Professionals from 19 career pathways (aligned with the national and state department of education) have created hands-on experiences that will allow the students to experience these various fields. They will share what life is like in their jobs and the training and education that is required. Learn more about P2PSC at <https://p2psc.org>.

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