

FOR IMMEDIATE RELEASE:

Lisa Kreinces Joins Norplex-Micarta as Distribution Channel Manager

Postville, Iowa (USA) – August 19, 2024 – Norplex-Micarta is pleased to announce the appointment of Lisa Kreinces as its new Distribution Channel Manager. This appointment underscores Norplex-Micarta’s ongoing commitment to the growth and development of the composites industry.

In her role as Distribution Channel Manager, Lisa will leverage her extensive expertise to assist customers in navigating complex issues and selecting appropriate materials. Her primary focus will be on enhancing Norplex-Micarta’s customers’ understanding and sales of its product lines. She will be supported by world-class facilities globally, capable of producing high-performance composite materials at scale and a dedicated customer service team.

“Lisa’s expertise and connections in the plastics distribution space are unparalleled,” says Dustin Davis, Director of Sales and Business Development at Norplex-Micarta. “Her experience will be an invaluable asset not only to Norplex-Micarta but also to the customers she serves.”

Lisa brings 16 years of sales experience to Norplex-Micarta, beginning her career as an inside sales representative at Vycom Plastics and later serving as a territory manager for Vycom’s Mid-Atlantic region.

“I have always enjoyed working with distributors in the composites and plastics industry,” says Kreinces. “Joining Norplex-Micarta as the Distribution Channel Manager allows me to build upon the relationships I’ve developed over the past 16 years and to forge new connections. While the product line may be new to me, many of the customers I will be working with are not.”

About Norplex-Micarta

Norplex-Micarta is one of North America’s leading producers of thermoset composite prepregs, sheets, and shapes. These hybrid and multi-material solutions are prized for their design flexibility, consistency, and value. From the global headquarters in Postville, Iowa to their satellite plant in Changzhou, Jiangsu, China, the Company works directly with OEMs and other consumers of composite materials to develop new materials in order to solve unique challenges. With a history of more than 100 years, the Company’s legacy of innovation, quality, and unparalleled service make Norplex-Micarta the partner of choice for thermoset composites. For more information visit norplex-micarta.com.

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