

## **MOLLY BRIDGER JOINS SIMONA AMERICA AS MARKETING COMMUNICATIONS SPECIALIST**

Archbald, PA – 09 January 2016 – Molly Bridger has been named Marketing Communications Specialist of SIMONA AMERICA, it was announced by Adam Mellen, Vice President CSO.

Bridger will be responsible for implementing communications strategies that will increase SIMONA's brand recognition among distributors, fabricators and end users in support of sales and marketing programs.

She previously held the position of Senior Marketing Communications Specialist with commercial rolling door manufacturer CornellCookson, based in Mountain Top, PA.

"I'm excited by the opportunity to participate in the growth of the brand by broadening the awareness of SIMONA AMERICA's unequalled range of products among our target audiences," she explains.

Asked about the future of plastics industry marketing, she points to social media, email automation and the use of other digital resources to increasingly provide measurable contributions to sales success. "I see SIMONA AMERICA executing programs that boost value to our customers by providing the intelligence and specialized polymers they need to command business in high-growth applications."

Bridger holds a BA degree in English from Marywood University and a Certificate of Organizational Leadership from Penn State University.

**About SIMONA AMERICA Inc.**

SIMONA AMERICA Inc. is a subsidiary of SIMONA AG, one of the leading manufacturers and development partners of high quality thermoplastic products. With over 200 employees SIMONA AMERICA Inc. generates sales of 90M USD. The product range includes sheets made of PE, PP, PVC and fluoropolymers. SIMONA AMERICA Inc. has two operations in Archbald, PA, and Newcomerstown, OH. Boltaron's plant in Ohio focuses on aviation interior products, as well as a number of other specialty products. In Pennsylvania the company produces large volume polyolefin and PVC products, as well as speciality products for the corrosion protective, semiconductor and orthopedic industry under the SIMONA brand. Beyond its current domestic production, SIMONA AMERICA offers the complete SIMONA Group product line of compression molded sheets, extruded solid and hollow rods, welding rods as well as pipes and fittings.

For more information visit [www.simona-america.com](http://www.simona-america.com) and [www.boltaron.com](http://www.boltaron.com)

**SIMONA – Global Thermoplastic Solutions**

SIMONA AG is one of the leading manufacturers of thermoplastic products, with production facilities and sales offices around the globe, as well as an acknowledged development partner within this field. The company's product portfolio includes semi-finished parts (sheets, rods, profiles, welding rods), pipes and fittings as well as finished parts. SIMONA employs approx. 1,300 people worldwide. The Group manufactures 35,000 products in Germany and abroad, offering best-in-class solutions tailored to a wide range of applications: in the chemical processing industry, in the water, energy and commodities supply sector as well as in the field of mobility, construction and environmental technology. Annual production exceeds 100,000 tonnes. SIMONA AG is a stock corporation listed in the General Standard. The company's registered office is in Kirn, Rhineland-Palatinate (Germany).

For further information, please refer to [www.simona.de/en](http://www.simona.de/en)

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