

# Imagine...

A public that is informed about the benefits of plastics and making choices based on facts.

- Enlightened consumers preferring plastic products and your revenues not being at potential risk due to misinformation.
- Governments that understand the economic, social and environmental contributions of the plastics industry.
- Governments that help the industry grow and consider all viewpoints prior to adopting legislation.
- Increasing rates of plastic recycling and energy recovery from plastic products post-use.
- An association that is driven by its members, that strives to enhance industry growth and profitability every day.

These are the goals of the CPIA!



## Time to act

We are single-minded in our purpose, which is to create the right climate and conditions for a vibrant, sustainable Canadian plastics industry.

We are making measurable progress, and need your support to build on this positive momentum.

Together we will have a strong voice with consumers, the media, governments and downstream customers.

Don't leave this to others. We need you to become part of the team, part of this movement.

We're asking you to invest in CPIA for all the right reasons – your business, your industry, your future.

**Help us in Shaping the Future.**

**To learn more or to become a member please contact:**



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Association canadienne de l'Industrie des plastiques

since • depuis 1943

Canadian Plastics Industry Association

## Help Us Shape the Future of Plastic



# Welcome to CPIA

The Canadian Plastics Industry Association is a dynamic, member-driven organization dedicated to the growth of your business and helping the plastics industry reach its full potential.

We are an advocacy association, and we speak with one powerful voice. Our three priorities are:

1

## Reputation Enhancement/Outreach

We create a more positive public and political climate for the industry by proactively advocating the benefits of plastics.

2

## Post-Use Resource Recovery Leadership

We work with government and the private sector to increase recycling and energy recovery rates.

3

## Issues and Opportunities Management

We defend against specific product attacks, and we foster innovation.

**CPIA, in its continuous commitment to provide innovative membership benefits, is very pleased to announce the launch of the enhanced Plastics Protect Program, an exclusive benefit offering for CPIA members only.**

Plastics Protect has more than 20 years of experience in our industry and has been a trusted partner of the CPIA for over a decade. Besides actively participating in association sponsorships and educational initiatives Plastics Protect has expanded its services to provide CPIA members with exclusive insurance and risk management services designed to make a positive impact on your bottom line.

**The enhanced Plastics Protect Program has expanded its benefits with customized insurance and risk management solutions to include:**

- Business Insurance
- Group Benefits and Financial Services
- Group Home and Auto Insurance
- Partners in Risk Services – tangible value services that will reduce your Total Cost of Risk

Our [Partners in Risk](#) services goes beyond insurance services to help your organization manage its Total Cost of Risk. By addressing risks affecting profitability, productivity, competitiveness and your people, our partnership can be even more rewarding.

Each customized [Plastics Protect](#) insurance offering will offer a substantial premium savings for your business and your employees. When more than one service is procured, the insurance premium cost reductions are even greater!

### CPIA is committed to delivering real results.



- We have reached millions of Canadians with our proactive Intelligent Plastics campaign which educates consumers about the positive economic, social and environmental benefits of plastics.
- We have worked with governments across the country on a number of ground-breaking recycling initiatives.
- We have responded aggressively and successfully to certain unwarranted attacks on the industry.
- Through relationships with similar associations around the world, we are efficiently and effectively promoting and protecting plastics globally.
- Through forums and other networking events, CPIA also brings together leaders in the industry to share ideas, discuss business opportunities and promote trade and innovation.
- Saving members thousands of dollars on booth rentals at trade shows, as well as offering discounts on insurance, logistics, hydro programs and more.



### What's in it for me?

#### Supporting the plastics brand

Intelligent Plastics campaign, post-use recovery programs, defending against product attacks, government advocacy.

#### Business Support

Access to & promotional opportunities for members, government financial programs.

#### Nationwide Network

Legislation alerts, newsletters, affiliations and partnerships.

#### Exclusive Member Benefits

Online and in person events, industry workshops, Plastics Innovation Forums, Plastics Protect insurance program, hydro (ON only), courier, logistics & tradeshow discounted rates.

