Priority Plastics’ Vision process helps shape and define the conduct and actions of those within the company to create a more positive, respectful and productive workplace environment. While this process might seem difficult to achieve, our Vision Pillars can provide a roadmap to living our vision.

Our Corporate Vision Team along with our Executive Management Team recognized that these concepts can mean different things to different people. Together we identified communication gaps and created materials that impart better understanding of the pillars and how to better practice them.

What does it mean to Courageously improve?

Their project was to imagine and discuss what each of these “pillars” might look like in the workplace. The ideas now provide detailed answers to the question – “what does our workplace look like when we are achieving our vision and living each day with our vision pillars in mind?”

VISION 101 explains the basic concepts of our Vision Process. It is everything you need to know to understand our vision basics and put our vision process into action. In both a video, presented by key company leaders - and, an employee-focused PowerPoint, these basic definitions of our vision process are explored. Actions, attitudes and behaviors associated with the Vision pillars are organized and presented in a meaningful way.

Each employee has received an e-mail link to the video. It is also posted on our customer-facing website www.priorityplastics.com. It is worth watching multiple times! The PowerPoint and video both have become a feature of our on-boarding process for new hires.

Ask your plant HR Manager to re-share these assets. It takes effort from everyone, every day to live into our vision pillars and participate fully in our vision process.

How We Achieve Our Vision

Believe in the potential of people
Seek to understand and listen
Courageously improve
Contribute to a secure and adaptable foundation
Pledge enduring support to each other

Our Vision

To rally in service of people so that we grow together and enrich lives

Vision Updates:

24-Hour Summaries

This color-coded tracker helps plant teams to record sampling and provide visual information on rejects, downtime and quality checks. The process helps find flaws faster. Classroom and training on the floor help packers, supervisors, QA and maintenance all understand their roles in the process.
We understand the impact plastics have on our environment, and we are committed to doing our part to help out.

We monitor and improve resin usage while also establishing greater operational efficiency. Our goal of achieving zero waste continues; we reuse and regrind all unusable materials (chunks and scraps) as well and enforce cross-plant utilization.

We are dedicated to reducing the impact of our manufacturing waste footprint by establishing baselines and goals to reduce our carbon emission footprint through smarter energy and water consumption. We offer products made to help reduce virgin resin usage, securely protect the product inside and help partner on sustainability goals.

**Lightweighting**
On average, all products marked with the GreenLite Logo can be produced using 20% less resins, without compromising its durability and still remaining lightweight.

**Multilayer**
The core content of GreenLite products can be made with recycled material or post-consumer resins, sandwiched between virgin resin layers.

**Post-Consumer**
Any product marked with the GreenLite Logo can be made with up to 100% post-consumer resin.

---

**Introducing Priority Plastics GreenLite Sustainability Products and Initiatives**

---

**Glenna Hall – Cheers and THANK YOU!**

After 44 years, 7 months dedicated service, we salute Glenna for all she has accomplished and for all the contributions she has made to Priority Plastics. She held many positions for us including spending the last 35 years as an EBM. Happy retirement, Glenna!
A negative customer experience is a pretty simple thing to describe. A late delivery, a rude cashier or a problem that no one wants to fix, are all examples of an unsatisfactory customer experience. Defining what creates a positive or an exceptional customer experience can be a bit more complicated. For most, it might be the ABSENCE of any negatives. If all customer expectations are met, it could be identified as a positive customer experience.

However, the final test of positive customer experiences are in the minds of our customers. What do THEY think and how do THEY feel? What did they expect – and, are we meeting those expectations? That’s what really matters – and, that’s what CX is all about.

**Monthly CX Surveys**

Each month our Customer Experience efforts include sending email surveys to the 150-300 customers who received product shipments during the previous 30 days. Over the last 12 months, this response data has given us a baseline of feedback that helps to guide our policies and influence decisions.

In the survey, we ask customers to respond to a series of statements and indicate their level of satisfaction/dissatisfaction with PPI. We ask questions about quality, communications, timeliness and more.

This feedback helps to focus our improvement efforts in the areas our customer care most about. These compiled customer scores and comments help us focus on improving specific processes and addressing the issues and interactions customers care most about.

When a customer has a complaint or when something goes wrong it becomes a valuable learning experience for us. We can create a great deal of customer loyalty when we actually listen to customers and address the issues that negatively impact their customer experience.

If our goal is to meet and exceed customer expectations, we need to ask for feedback, listen to concerns and take action to courageously improve all parts of our business. We need to understand EXACTLY what customers expect – and, deliver!

---

**Welcome**

**Linda Klingensmith**

Linda joins our team as Director of Quality and will work in a dotted-line reporting relationship to the Grinnell and Denver plants. She will also serve as the direct manager of the Portland Quality Department. She brings 20+ years of quality experience, most recently as Senior Corporate Quality Manager at Dolco Packaging. She and her family live in Decatur, Indiana.

---

**Congrats to Leo Eisert**

Recently named Director of Sustainability, Leo has made significant contributions in Quality leadership over the past several years. In this newly created position, he will work with managers, employees and customers to address the Priority Plastics approach to both our internal and external environmental responsibility. Our goal is to reduce our environmental impact and develop value added products and manufacturing processes that meet customer sustainability goals.

---

**Customer Spotlight:**

**Nutricost Manufacturing**

So far in 2023, the Denver and Grinnell plant teams have combined to successfully ship over 7.0 million HDPE containers to Nutricost Manufacturing, one of our fastest growing customers. This distributor and packager of nutritional powders and supplements uses multiple canister sizes and colors to fulfill their customers’ needs and has rapidly become one of PPI’s top accounts.

Congratulations to our hard-working plant teams for servicing the needs of this high-demand, high-growth customer. Well done!
Meeting Potential New Customers

Trade shows are an important part of our sales process. They provide a concentrated and targeted platform for Priority Plastics to network, market our products, gather market intelligence, and build relationships, as well as gain exposure, expand our customer base, and stay competitive in our industry.

Shows Priority Plastics attends include:

- National Association of Container Distributors
- Contract Packaging Association
- Plastic Distributor & Manufacturers

Natural Products Expo (HDPE canisters)
- Global Pet Expo (both PET & HDPE)
- Supply Side East (HDPE Canisters)
- Sweets & Snacks Expo (PET)
- Specialty & Agro Chemicals America (Tight Heads)
- Pack Expo (All products and our biggest showcase of who we are)
- Private Label Manufacturing Association (PET & HDPE Canisters)
- World of Wipes (HDPE Canisters)

How Much? Nearly $2.0 mil investment - including machine, molds, some downstream equipment, testing and packing equipment and installation.

How many? Capacity on this machine is 8 to 10 million units annually. This is planned for 89mm canisters – 16, 19, 20 and 25 ounce sizes.

When? Molding trials planned for late October

Like its Denver sibling, we will use process regrind as well as other potential materials, such as Post-Consumer Rerind (PCR) to make our products even more eco-friendly for today’s competitive market.

Strong Canister Choices for our Exacting Customers

We are now producing smooth-wall canisters in our Denver facility. To promote these new capabilities and sizes, we sent out a direct mailer specifically targeting the nutraceutical fitness markets. Currently, we service the needs of NutriCost, Kos Naturals, TricorBraun/Ancient Nutrition, Shaklee and others. We look forward to gaining the attention of more sports nutrition companies interested in growing their brands with us!
Together our Vision Process and our Vision Pillars provide structure for Priority Plastics teams to grow and prosper. To help best organize and implement Vision efforts, there are standing teams on both the corporate and plant levels. Each are responsible for functions that help to advance our shared success.

**Plant VISION Teams** stay involved with:
- Plant Safety
- Listening Sessions
- “You Said, We Did” improvements
- Recognition and Community Building
- Events and celebrations
- Process Improvement

**Our Corporate Vision Team works to:**
- Drive Vision principles throughout all levels of the company
- Communication and education
- Encourage and foster innovation
- Identify and Share Best practices
- Build connections across plants and within the company

Be sure to ask your plant HR manager or plant Vision Team members what you can do to better understand and help to spread the VISION of Priority Plastics.

---

**Congratulations Chris Hyland**
Director of Distribution Sales

Congratulations to our very own Chris Hyland for receiving the National Association of Container Distributors 2023 Distinguished Service Award for his hard work, dedication and support of the distribution channel. We are proud to have you on the team. Keep up the great work, Chris!

---

**Targeting the Food & Beverage Market**

Getting the attention of major brand owners can be challenging. In an effort to build our brand presence with major players in the food and beverage space, we started pushing out customized direct marketing email campaigns. These blasts are targeting brands that specialize in snacks, candies, sauces, treats and more. The message is focused on introducing our ISBM PET retail packaging. With nearly 75 companies identified, we are systematically working our way down the list and following up with phone calls, product samples and further emails to schedule appointments. Looking forward to catching the big Whale!

---

**Congratulations Justin Whyde**

Justin has been awarded the Stock Handler position for 1st Shift and started this new position on July 5. Best of luck to Justin in his new position!

---

**Congratulations Phyllis Muhlenkamp**

Phyllis has been promoted to the B Shift Stock Handler position and started this new position on May 7. Best of luck to Phyllis in her new position!
Technology Update: Portland

To ensure we have proper machine operating temperatures, we have commissioned new chilling towers for Portland. Our first Microgel press-side chiller is now in service on R&B #1 (M-39) with a second Microgel received for R&B #2 (M-40). We are still maintaining the old system as a back-up and plan a tear down of the old assets in fourth quarter.

New R&B All Electric machines significantly increase tight head capacities. These assets are slated to be fully operational before the end of the year.

Over $7.2 mil Invested!