



NEXT STEP

FOR IMMEDIATE RELEASE

FOR FURTHER INFORMATION CONTACT:

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NEXT STEP COMMUNICATIONS INC. NAMED PR AGENCY OF RECORD FOR SPE THERMOFORMING DIVISION

Kittery Point, ME (June 7, 2021) . . . Next Step Communications Inc. has been named the PR agency of record for the Society of Plastics Engineers (SPE) Thermoforming Division.

Effective immediately, Next Step will provide public relations support for SPE as the Division ramps up its efforts in advance of its 28th biennial SPE Thermoforming Conference, being held September 20-22 in Grand Rapids, MI.

“We’re excited to be working with Next Step,” said Steve Zamprelli, Division Chair of the SPE Thermoforming Division. “We want to aggressively promote our Division and we have a lot of great stories to tell. Greg Hannoosh and Mark Malloy both have a long and successful track record in the plastics industry, and we are confident they will help us.”

“The SPE is a great association,” said Greg Hannoosh, President of Next Step Communications Inc. “SPE’s Thermoforming Division is an impressive group of companies and individuals who do a great job promoting their industry and technology. They are also very active in supporting the industry’s next generation of leaders by providing numerous scholarships to students. We support their mission and look forward to helping them increase their visibility.”

About SPE Thermoforming Division

THE SPE THERMOFORMING DIVISION is a technical division of the Society of Plastics Engineers, based in Danbury, CT. The Thermoforming Division’s mission is

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to facilitate the advancement of thermoforming technologies through education, application, promotion and research. The Division hosts a biennial educational conference and publishes an award-winning technical journal, *SPE Thermoforming Quarterly*®. The Division has also funded over \$275K in equipment grants and tens of thousands of dollars in undergraduate scholarships since it was first formed. For more information, please visit <https://thermoformingdivision.com>.

About Next Step Communications Inc.

Next Step Communications Inc. is a full-service advertising agency specializing in serving business-to-business clients in industries including plastics, packaging, electronics and others. Founded in 1996, the company is headquartered in Kittery Point, Maine.

For more information on Next Step, please visit www.next-step.com or contact Greg Hannoosh, President, at (207) 703-0343, ghannoosh@next-step.com or Mark Malloy, Partner, at (224) 234-8275, mmalloy@next-step.com.

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