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## AmeriLux Newsletter

### September 2012

Dear Valued Partner,

As some of you know, AmeriLux International recently launched AmeriLux Transportation, a freight and logistics company that further widens the range of services provided by the AmeriLux Team. Currently operating in Wisconsin, Michigan, Illinois, Minnesota, Missouri, Indiana, Ohio, Pennsylvania, and Kentucky, AmeriLux Transportation is able to fulfill your freight needs with truckload or less-than-truckload (LTL) transportation. To learn more about AmeriLux Transportation or to receive a freight quote, please visit [www.ameriluxtransportation.com](http://www.ameriluxtransportation.com).



If there are additional products or services that the AmeriLux Team is able to provide you, please don't hesitate to let us know.

Proudly serving you,



## Customer Spotlight: SABIC Polymershapes

AmeriLux International and SABIC Polymershapes share a common

ONLINE and earn  
CEUs:



This course provides an overview of how multiwall polycarbonate is manufactured, the advantages over other building products, and its multiple architectural applications.

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and important goal: Educating the market on the features and benefits of multiwall polycarbonate. Armed with the market's premier brand, Lexan\* Thermoclear\*, both companies work together to incorporate polycarbonate into daylighting, roofing, design, and other building applications. AmeriLux International and SABIC Polymershapes are well-positioned to meet the needs of its global customers; both in the terms of geography and in providing exceptional customer service, innovative polycarbonate solutions, and products that deliver outstanding value.

Educating architects, engineers, contractors, and other key decision makers on the advantages of multiwall polycarbonate over other glazing materials has played a pivotal role in the collective success of AmeriLux and SABIC Polymershapes. In addition to this, SABIC Polymershapes takes pride in its ability to keep and manage inventory, ensuring that its customers have access to quality, affordable products whenever they need them.

With more than 70 branches in North America, SABIC Polymershapes is a leading distributor of plastic materials and related products and serves customers in the image, transportation, industrial, and building and construction industries. For additional information, you are encouraged to visit [www.sabic-ip.com](http://www.sabic-ip.com).

*\* Trademark of SABIC Innovative Plastics IP B.V.*

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## Sending a Message

*Marketing and Communications at AmeriLux*



In March of 2010, Cassie Geiger joined the AmeriLux Team, bringing with her over 25 years of project management and graphic design experience. A marketer by education, Cassie was looking to join a growing, innovative company and was seeking opportunities for professional growth and development. Little did she know how much AmeriLux would be able to offer her.

In early 2012, AmeriLux identified an opportunity to provide its customers with marketing and communication services. The position of Marketing and Communications Manager was formed within the Business Development Unit at AmeriLux to serve this need and to concentrate on the branding and identify efforts of the company. Cassie's passion for marketing and design work, coupled with her customer service experience, made her a prime

candidate for this position. In her new role as Marketing and Communications Manager, Cassie is now able to concentrate her energies on communicating the AmeriLux brand to its customers. From updating and enhancing the website to creating a monthly newsletter, Cassie seeks to improve the customer experience by providing AmeriLux's partners with current, relevant information.

AmeriLux is committed to supporting its partners by providing a wide range of information, marketing materials, product knowledge, and training. AmeriLux continues to focus on exceptional customer service and helping its partners grow their businesses. For marketing support and/or reference materials, please feel free to contact Cassie Geiger directly at 920-336-9300 or email her at [cgeiger@amiluxinternational.com](mailto:cgeiger@amiluxinternational.com).

**To learn more about the many products and services we offer, [CLICK HERE](#) to visit our website.**

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corrugated polycarbonate | multiwall polycarbonate | PVC sheet & liner panels