



BI-MONTHLY NEWSLETTER

DECEMBER 2024

MICROPLASTICS: FACT VS. FICTION WITH DR. CHRIS DEARMITT

In the latest episode of *"That Plastics Guy"*, Kurt Stahle, dives into today's most talked-about topic in the plastics industry: microplastics. Joining the conversation is Dr. Chris DeArmitt, a polymer and environmental scientist, independent expert on plastics, keynote speaker and renowned author of *"The Plastics Paradox"*.

Together, they separate fact from fiction in this complex debate. Listeners will gain a deeper understanding of:

- What microplastics really are.
- How the media and public narratives often overshadow scientific evidence.
- The need to end the spread of misinformation about microplastics.

Dr. DeArmitt has analyzed thousands of peer-reviewed articles and studies about plastics and related topics, to prepare him to share the actual truth about plastics. Drawing from his extensive research, he emphasizes the importance of evidence-based understanding over sensational narratives.

Dr. DeArmitt sheds light on the pervasive myths surrounding microplastics, exploring their environmental impact and the misconceptions driving public concern.

Tune in as Dr. Chris DeArmitt shares his insights and offers an eye-opening perspective on this key environmental issue. The truth is fascinating!



2024

Year-in-Review Highlights

A Year of Growth & Milestones At Simcoe Plastics Ltd

Podcast Launch: "That Plastics Guy"

- We introduced our very own podcast, "That Plastics Guy", where we explore industry trends, innovations and stories that matter most to the plastics community.
- The podcast was launched on all major podcast platforms.
- Kurt featured guests on the podcast to share their groundbreaking products, services and insights within the plastic industry.
- That Plastics Guy quickly became a top podcast according to Feedspot.com

Podcast Segment: "Tech Tip Fridays"

- The success of "That Plastics Guy" encouraged the launch of a mini tech series. Kurt shares lessons learned from his real-life experience with clients within the plastic industry.
- Tech Tip Fridays episodes are available for streaming on all major podcast platforms, plus our YouTube channel and social media pages.

Magazine Feature: Canadian Plastics

- We were honoured to be spotlighted in Canadian Plastics Magazine, showcasing Kurt's creativity and innovation through his podcast.

Revamped Website: simcoeplastics.com

- Our website received a complete makeover! Designed with you in mind, the new platform offers a user-friendly experience and better access to our products and resources. Have you visited yet?

Distribution Deals: New Partnerships

- Simcoe Plastics Ltd. announced an exclusive distribution agreement with ECoRrect PVT. Ltd., a pioneer in sustainable plastic alternatives.
- This partnership granted Simcoe Plastics exclusive rights to distribute ECoRrect's innovative water-soluble thermoplastic resin across North America.

Partnerships: TiERMAX Inc

- Our working partnership continues with TiERMAX for plastics processing and auxiliary sales equipment.

Physical Expansion: New Warehouse

- A warehouse was added to the Kitchener-Waterloo area to support our customers.



Microplastics: *Fact vs Fiction...*

(pg 1 continued)

Dr. Chris DeArmitt has started a non-profit called "The Plastics Research Council" as a trusted source of information based on peer-reviewed evidence. The organization aims to combat the misinformation of plastics and provide solutions that work.

Please visit ["The Research Council"](#) and consider supporting it. Your contribution directly funds critical research, empowers experts to provide evidence-based solutions and ensures the narrative around plastics is rooted in facts, not fear.

- Contact Dr. DeArmitt to speak at your next event [here](#).
- Follow Dr. DeArmitt on [LinkedIn](#).



Connect With Us!

Connect with us on social media: follow us on Instagram, Facebook, and our LinkedIn group, or check out our YouTube channel.

Visit our website simcoeplastics.com for more resources and updates.



SCAN &
SUBSCRIBE



Simcoe Plastics Ltd.
Passion for Polymers

Season's Greetings From Simcoe Plastics!

As the year draws to a close and the holiday season begins, we at Simcoe Plastics want to take a moment to express our heartfelt gratitude for your continued trust and support. You've been an integral part of our journey and we are truly thankful for the connections and partnerships that have made this year incredible.

This season is a time for reflection, joy and togetherness, and we hope it brings you peace and happiness in the ways that matter most to you. Whether you're celebrating with family and friends or simply taking time to relax and recharge, we wish you all the best this holiday season.

As we look ahead to 2025, we're excited to achieve even greater success together. Thank you for being part of our story and here's to another year of growth, innovation, and partnership with a *passion for polymers*.

Kurt Stahle
President
Simcoe Plastics Ltd

