

PRESS RELEASE

For Immediate Publication

Seda North America Appoints Richard J. Elias Regional Manager New England and Eastern Canada

Mt. Pleasant, Wisconsin, February 28th, 2019 – Seda North America, a Division of Seda International Packaging Group, Inc., is proud to announce and welcome Richard J. Elias as Regional Manager for New England and Eastern Canada.

In his new role, Mr. Elias will be responsible for driving sales of Seda products within the region while providing distribution partners and clients with packaging assistance and technical support.

Rich comes to Seda with 25+ years of experience in distribution, most recently with Core-Mark New England, in Gardiner, ME where he served as Director of Food Service & Non-Foods. While at Core-Mark, he was instrumental in developing supply solutions, increasing annual company revenues, and was recognized for exceptional achievements. He also held positions at Bunzl USA where he maintained a strong commitment to the company's Retail, Supermarket, Convenience Store, and Redistribution customer base.

“We see significant opportunities in the New England and Upstate New York markets, particularly for our Double Wall Paper Hot Cups”, says Cliff Albert Seda North America's VP Sales and Marketing. “Rich will bring leadership and a wealth of market knowledge.”

Since 1964 to today, Seda has been providing innovative packaging solutions and expertise for the world's most trusted and well-known brands. Today, with 12 manufacturing locations and facilities in over 10 countries, Seda Group is one of the world's largest packaging manufacturers for branded products.