Spartech Launches "Visual Plastics" at 2012 IAPD Convention & Plastics Expo

The Associated Press

St. Louis - Oct. 23, 2012 - Spartech Corporation (NYSE: SEH), a leading producer of plastic sheet, compounds and packaging solutions, today introduced Visual Plastics, its portfolio of products serving the sign, display, graphic arts and architectural design markets. Spartech will be showcasing many of these products this week at the 2012 IAPD Convention & Plastics Expo in Chicago.

The Visual Plastics offering includes several of Spartech's top brands, including Polycast® cell cast acrylic, Spectar(TM) and Ultros® PETG, SunGard® and DuraGard® Polycarbonate, and, most recently, DigiMaxTM HIPS for the digital printing market, among others. All of the visual-based plastics within this broad portfolio are intended for use in architectural design applications; in-store displays, fixtures and kiosks; graphic arts; and interior and exterior signage, among other visual-based applications.

Visual Plastics is a focused team within Spartech, drawing on the talents and processing capabilities from each of Spartech's three business segments (Custom Sheet & Rollstock, Color and Specialty Compounds, and Packaging Technologies), according to Spartech President and Chief Executive Officer, Vicki Holt.

"Spartech has been manufacturing these specialty plastics, the products that will now fall under Visual Plastics, for years," said Holt. "We pride ourselves on not only being able to create aesthetically-pleasing, eye-catching products, but products that perform, as well. Our wealth of processing knowledge and decades of experience allow us to understand the manufacturing side of the design process and ensure good follow-through from conceptualization to installation for our customers."

"Through the creation of Visual Plastics, we are repositioning ourselves to better leverage our capabilities and focus on serving customers in the visual-based markets," said Todd Niemuth, Business Manager of Visual Plastics at Spartech.

The IAPD Convention and Plastics Expo, now in its 56th year, is the premier event for plastic distributors, manufacturers, representatives, fabricators and all others in the plastics supply chain. Attendees can attend informative speaking sessions, network with colleagues, and stay on top of industry trends and the newest products, which are featured on the expo floor. The convention runs from Oct. 23-26, at the Donald E. Stephens Convention Center in Rosemont, Ill.

About Spartech Corporation

Spartech Corporation is a leading producer of plastic products including polymeric compounds, concentrates, custom extruded sheet and rollstock products and packaging technologies for a wide spectrum of customers. The Company's three business segments, which operate facilities in the United States, Mexico, Canada, and France, annually process approximately one billion pounds of plastic resins, specialty plastic alloys, and color and specialty compounds. Additional information can be found at http://www.spartech.com

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