



## PRESS RELEASE

For immediate release

### SOLENOURS A STUFFED BEAR BRANDED BY SOLENO

**Saint-Jean-sur-Richelieu, October 24, 2017** - Soleno, a Quebec-based socially engaged company, is proud to announce the birth of *Solenours*, an inspiring stuffed bear that will please young and old alike. Soleno is an active member of several foundations and organizations, such as the Haut-Richelieu-Rouville Health Foundation, the Honoré-Mercier Foundation and L'Étoile, a social pediatric practice in the Haut-Richelieu community. Soleno cares deeply about the well-being and development of the area's children.

In April 2016 during a trip to Europe, Alain Poirier, president, and his wife Nicole Cantin fell under the spell of a little green plush Hulk superhero, from the Marvel universe. Right then, the idea of designing a stuffed toy consistent with the Soleno image came into being and took shape with *Solenours*, a silky stuffed teddy bear.

Inspired by the teddy bears from our childhood, *Solenours'* mission is as large and as full of humanity as its predecessors. *Solenours* wishes to share all moments of a child's life, to inspire and support him, while being present during happy events such as a birth, or to convey a message of hope and courage to him during illness.

This unisex plush toy features Soleno's iconic colour, with purple accents here and there, to evoke cheerfulness and *joie de vivre*. On its belly, a delicate and reflective embroidery puts forward positive values dear to families, such as laughter, a ray of sunshine, courage, love, happiness, self-esteem, health, hope and tenderness.

A special distribution program will be established in the near future. Stay tuned to find out how *Solenours* intends to reach its future owners.

# LES SOLENOURS



## About Soleno

Leader in providing solutions for the control and management of storm water, Soleno manufactures and distributes a wide range of products for the collecting, conveying, treating and storage of storm water for the industrial, commercial, residential, infrastructure, natural resources and agricultural development sectors. Most Soleno products are made of high density polyethylene (HDPE), a lightweight and strong material with a service life that can exceed 100 years. Manufacturing of these products is done in our Saint-Jean-sur-Richelieu plant, in Quebec. Soleno employs about 300 workers. In September 2013, Soleno became the majority partner of one of the RCM Group's factories, located in Yamachiche.

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