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## SOLENO UNVEILS ITS NEW CORPORATE VIDEO

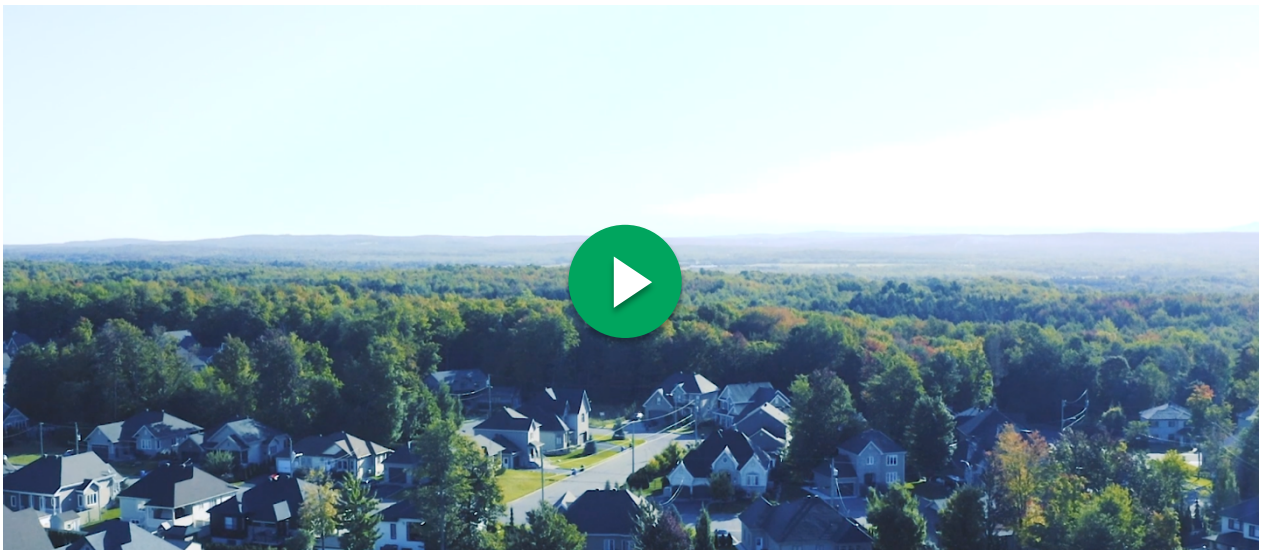
**Saint-Jean-sur-Richelieu, November 7, 2019** - Soleno, a Quebec company specializing in storm water management, is proud to unveil its new corporate video. This video highlights the company's distinctive characteristics and vision, centered on a business model that integrates the circular economy, sustainable development and innovation.

*"When you stop to take a quick look at the progress that was accomplished, you realize that the company's context has changed in recent years and the video created in 2013 no longer reflects our current and future branding. That is why we have produced a new corporate video that aims to promote the current vision and new positioning of Soleno – 1<sup>st</sup> developer of sustainable solutions for mastering storm water - both created in 2016."* explains Catherine Côté, Marketing Manager at Soleno. *"With this new video, we hope that our current and future clients and partners will perceive us as an industrial ecoleader that stands out for the expertise of its team, the combined strength of its four business units and its vision focused on a business model that integrates the circular economy, sustainable development and innovation."* declares Alain Poirier, President of Soleno.

With its Soleno Recycling plant located in Yamachiche, Soleno recycles and conditions polyethylene from domestic and industrial uses. More than 100 million plastic containers are recycled annually and in partnership with a social economy company. Soleno allows 65 people with functional disabilities to enter the labour market. The materials that result from this process are mainly reused in the products and, due to the scientific research directed by the *Soleno Innovation Pole*, Soleno intends to increase the quantity and quality of its products, made partly of recycled materials, to exceed the performance criteria of legislative standards. Wherever standards allow, Soleno integrates recycled materials to create an efficient and environmentally-friendly product.

The images shot in this video highlight the company's employees and partners, for each of the business units, several of the plants and some of the many projects carried out by the company, in order to illustrate the strength of the Soleno group, its expertise and its values, which are the drivers of its success.

Soleno's new corporate video can be viewed [here](#). It was produced the Sept24 ad agency, specialized in digital communication and interactive marketing.



### **About Soleno**

Leader in providing solutions for the control and management of storm water 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. These products are mainly manufactured in our Saint-Jean-sur-Richelieu plant, in Quebec. Soleno employs more than 400 workers. To learn more about Soleno, visit [soleno.com](https://www.soleno.com)

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