

For immediate release

## Press release



# 25 years of expertise and success for Soleno in New Brunswick!

**McAdam, September 8<sup>th</sup>, 2021** – Today, Soleno is celebrating the 25th anniversary of its plant in McAdam, New Brunswick. Firmly rooted in the McAdam community since 1995, Soleno is an important player in the province's economy, with annual investments that generate direct and indirect benefits estimated at several million dollars, in addition to being the largest employer in the region with almost 40 workers.

To celebrate this milestone, Soleno organized an event that brought together Mr. Alain Poirier, President and CEO of Soleno, Robert Burt, Soleno Plant Manager, as well as several distinguished guests, including the Member of Parliament for New Brunswick Southwest, Mr. John Williamson, the Mayor of McAdam, Mr. Ken Stannix, several government representatives, employees, suppliers and customers of Soleno.

This event was organized in collaboration with the caterer of the McAdam Lions Club, a non-profit organization in McAdam. All the profits from the meal will be redistributed through various community projects in the area. Soleno is taking this opportunity to announce that it will be supporting the construction of a residence for people living with intellectual disabilities in McAdam. \$10 000 will be donated to this project supported by The Heart and Home Corporation.

## Proven, sustainable and cost-effective road infrastructure solutions

Soleno manufactures and distributes a wide range of products for the collection, transportation, treatment and storage of stormwater in the road infrastructure, residential, natural resources and agricultural sectors. Over the years, Soleno has also established itself as one of the most important recyclers and packers of high-density polyethylene containers (#2

plastics) in Eastern Canada and as a key player in the circular economy thanks to the continuous integration of recycled plastics in its industrial processes. In the coming years, the company aims to increase its production capacity.

Last spring, Soleno also announced the acquisition of Plastiques VPC, a company specializing in the recycling of highly contaminated plastics, allowing it to offer sustainable solutions to waste management and residual hazardous materials companies in New Brunswick that need to dispose of these materials.

## **Quotes:**

"Soleno is proud to have a strong foundation in New Brunswick and to have committed employees. Our presence in Atlantic Canada would not be possible without the support of our customers and suppliers. We have plans for McAdam that will depend on opening up the municipal and government road infrastructure markets to the environmentally responsible, proven, cost-effective and sustainable solutions that Soleno brings to market."

-Alain Poirier, President of Soleno

"I started my career at Soleno in 1995 as a laborer and quickly became an operator. After many years as an operator, my wife had heart problems and I was able to adjust my schedule to be more present with her. The company has always been there for me and our community."

- Tommy Laking, retired employee

"I started my career with Soleno in April 1996. Over the course of 25 years, I have worked in various positions and am now a yard supervisor. Working for Soleno has allowed me to provide a good life for my family. With the plant located here in McAdam, I have been able to be an active parent in the lives of my four children and be immediately available when needed. I plan to stay with the company until I retire."

-David Gaines, employee

## **About Soleno**

Soleno is a leader in the storm water management sector and one of the largest recyclers of high density polyethylene (plastic #2) in Eastern Canada. Over the years, the company has developed a cutting-edge expertise in sustainable solutions. Soleno manufactures and distributes a wide range of products for the collecting, conveying, treating and storage of stormwater for the infrastructure, residential, natural resources and agricultural sectors. The majority of Soleno's products are made of high density polyethylene, a light and resistant material that can last for over 100 years. Today, Soleno represents a group of four business units, including Soleno, Soleno Recycling, Soleno Service and Soleno Textile, which employs 500 workers in 10 industrial sites in Quebec, Ontario and New Brunswick. To learn more about Soleno, visit [soleno.com](http://soleno.com).



[Soleno](#)



[Soleno inc.](#)

## **For more information**

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