REVOLVE® in the running for “Coolest Thing Made in Wisconsin”
Voting begins Sept. 9 in the Wisconsin Manufacturers & Commerce contest

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(Luxemburg, Wis.) – What is the coolest thing made in Wisconsin? RENEW Plastics thinks it’s REVOLVE®, the wood-alternative deck board that is the result of cutting-edge plastic technology. REVOLVE has been nominated in this year’s “Coolest Thing Made in Wisconsin” contest sponsored by Wisconsin Manufacturers & Commerce and Johnson Financial Group.

“It’s great for REVOLVE to be nominated in this statewide contest,” said Lynie Vincent, vice president of sales and marketing at RENEW Plastics, a division of N.E.W. Plastics Corp. “REVOLVE is truly on the cutting-edge of wood-alternative lumber, with a unique wood-grain texture, matte finish and feel that no other engineered-composite lumber can match. We hope to generate support from throughout Northeast Wisconsin to get us voted all the way into the top choice for the Coolest Thing Made in Wisconsin.”

Voting in the first round of the “Coolest Thing Made in Wisconsin” contest begins Monday, Sept. 9 and continues through Sunday, Sept. 15 to determine the Top 16 products. You can vote for REVOLVE each day, on each of your devices at http://madeinwin.com. Now in its fourth year, the goal of the contest is to highlight the state’s vibrant and diverse manufacturing industry.

“REVOLVE is the result of the latest advances in plastics technology,” Vincent added. “We think it’s pretty cool and are asking for everyone’s support.”

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RENEW Plastics is part of the N.E.W. Plastics modern manufacturing campus in Luxemburg, Wisconsin. With more than 100,000 square feet of production space, RENEW Plastics has the ability to convert more than 25 million pounds of discarded HDPE (#2) plastic into useful, environmentally-friendly products each year. N.E.W. Plastics was the first known “plastic lumber” manufacturer in North America. Founder, Irvin Vincent, was recognized as the pioneer of plastic lumber.

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