



FOR IMMEDIATE RELEASE

CONTACT: Lindee Claerbout
920-564-3633**Dutchland Plastics Unveils New Leadership Structure:**

CEO/Owner: Carl Claerbout
Executive Vice President/Owner: Daven Claerbout
President: Jeff Van Straten

OOSTBURG, WI, April 7, 2011 – Effective immediately, Dutchland Plastics has announced its new leadership structure: CEO/Owner – Carl Claerbout; Executive Vice President of Sales/Owner – Daven Claerbout; President – Jeff Van Straten. Mr. Van Straten will report directly to Carl Claerbout. The new leadership structure is the centerpiece of Dutchland’s Organizational Announcement (please see attachment).

“The key to making these moves is Jeff. As our Chief Operating Officer for the past two years, he has demonstrated the leadership, vision and coaching we need to realize our vision,” explained Carl Claerbout, Dutchland Chief Executive Officer and Owner. “Jeff’s ability has allowed our leadership team to focus on our strengths.”

“This will strengthen Dutchland as we move forward,” said Daven Claerbout, Executive Vice President of Sales and Owner. “In addition to his skills, Jeff is a quality individual who fits in well with our culture. He and our Board of Directors are helping us achieve our vision. Dad (Bill Claerbout, who along with wife Nancy, founded Dutchland in 1967) would be proud.”

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Dutchland Plastics is a leading custom manufacturer of rotational and blow molded plastic products. Founded in 1967, today Dutchland Plastics provides product and services around the world. Dutchland Plastics is a private, family-owned business that is in its second generation of ownership.

For more information about Dutchland Plastics, call Lindee Claerbout at (920) 564-3633 or visit www.dutchlandplastics.com.

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