

FOR IMMEDIATE RELEASE

Contact: Bob Lilienfeld, Robert Lilienfeld Consulting  
[bob.lilienfeld@gmail.com](mailto:bob.lilienfeld@gmail.com) | 1-586-747-1620

## **BioLogiQ Builds Management Strength & Expertise**

### ***Producer of NuPlastiQ BioPolymers Adds 3 Industry Veterans to Its Team***

August 1, 2018 (IDAHO FALLS, ID)—[BioLogiQ](#), Inc., a bioplastic resin manufacturing company specializing in environmentally friendly plastic products made from renewable resources, announced today that it has retained the services of three highly respected industry veterans to help optimize the commercialization of the company's innovative line of [NuPlastiQ](#)® BioPolymers. Dr. Jose M. Torradas will be working on R&D and technical support; R.A. (Tony) Kingsbury will be advising on applications development and production; and Robert (Bob) Lilienfeld will be spearheading marketing and communications efforts.

For reference, NuPlastiQ GP (GP) is a 100% natural, renewably-resourced, plant-based resin. When GP is blended with traditional plastics, the resulting compounds reduce fossil-fuel based plastic use and greenhouse gas emissions, while also improving functional performance. The recyclability, compostability, or biodegradability of the traditional plastic is also maintained or enhanced.

According to Brad LaPray, president and founder of BioLogiQ, "Our global growth trajectory requires that we add world-class capabilities to meet the needs of our partners and customers. Jose, Tony, and Bob will help ensure that we deliver these capabilities. I'm excited that they've agreed to join our team."

#### **Dr. Jose Torradas**

Previously Senior Technical Consultant at DuPont Performance Materials, Dr. Torradas has been in the packaging and tailored materials businesses for 35 years. He has extensive experience in R&D, Global Technical Support, Product and Application Development, Licensing and Product line management. His experience includes barrier polymers, and he has been active in polymer blends, polymer modification, recycling, and biopolymers. Dr. Torradas earned a PhD in Chemistry from the University of Barcelona in Spain, as well as a PhD in Chemical Engineering from MIT.

#### **Tony Kingsbury**

Tony Kingsbury is Founder and President of TKingsbury LLC where he leads a consulting practice assisting companies and organizations understand and improve the sustainability of their packaging, plastics and chemicals. Kingsbury honed his sustainability expertise during a nearly three decade long career at Dow Chemical in a variety of roles that included Global Plastics Sustainability Leader. He is a recognized expert in circular economy, marine plastics, green chemistry, and value chain sustainability. Tony holds a BS in Chemical Engineering from Oregon State University.



**Robert Lilienfeld**

Bob has over 40 years of experience in marketing, advertising, strategic planning, plastics, packaging, and sustainability. He has designed and executed marketing and branding programs for companies including Dow Chemical, Eastman Chemical, Pactiv, and Allied Packaging. He most recently served as Senior Director, Marketing & Outreach for the American Institute for Packaging and the Environment (AMERIPEN). Bob earned a BA in Psychology from Northwestern University and an MBA in Marketing and Finance from the Kellogg Graduate School of Management, also at Northwestern.

**About BioLogiQ**

Founded in 2011, BioLogiQ, Inc. of Idaho Falls, makes polymers from plants. It was established to create a useful plastic from the excess starch produced (and usually discarded) during potato processing. The company's goal is to help build a world free of pollution caused by fossil fuel-based plastics. For more information, visit [www.biologiq.com](http://www.biologiq.com) or [www.nuplastiq.com](http://www.nuplastiq.com).

# # #