

Contact

Valerie Glover
+1 770 490 2507
marketing-usa@simona-group.com



Mike Robinette

Mike Robinette Joins SIMONA AMERICA Group as Vice President of Value-Added Services

ATLANTA, GA – June 10, 2025 – SIMONA AMERICA Group is pleased to announce that Mike Robinette has rejoined the company as Vice President of Value-Added Services. In this new role, Mike will be responsible for developing and executing strategies to drive growth, profitability, and innovation in value-added offerings that complement the company's core products and services.

Mike brings extensive experience to the position, with over 25 years in the thermoforming industry. From 2012 to 2021, he served as the Director of Thermoforming for SIMONA Boltaron, where he played a pivotal role in enhancing customer-focused solutions. Most recently, he served as Chief Operating Officer for ID Plastics, LP, and as the owner of his own thermoforming business, ViiXi Forming Solutions.

As Vice President of Value-Added Services, Mike will report to Artur Hirsch and provide strategic leadership across SIMONA Boltaron and SIMONA America Industries. In this role, he will oversee the development and launch of new value-added offerings, including conducting market analysis, driving product and service innovation, and identifying revenue growth opportunities. Additionally, Mike will lead a cross-functional team, working closely with internal stakeholders and customers to ensure these offerings meet market needs and reinforce the company's commitment to innovation.

"We are very excited to welcome Mike Robinette as Vice President of Value-Added Services for SIMONA AMERICA Group," said Artur Hirsch, President of SIMONA Boltaron. "Mike has over 25 years of experience in the thermoforming industry and an excellent reputation. With his extensive knowledge in this area, we are confident that he will make a substantial impact across our organization."

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Reflecting on his return to SIMONA, Mike Robinette shared, "I'm so pleased to be back with my colleagues and friends at SIMONA! The opportunity to expand our solutions through innovation and diversity is exciting as we face new challenges within our unique business sectors."

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For immediate release. Copy of article appreciated.

About SIMONA AMERICA Group

SIMONA AMERICA Group is a diversified manufacturer of thermoplastic materials and products designed to provide innovative solutions and world-class customer service. As a subsidiary of SIMONA AG, the company is dedicated to sustainability, excellence, and advancing material technologies across multiple industries.