



2025 - 2027 Strategic Plan

Vision Statement

To be the leading global advocate and resource for the cast polymer industry, championing innovation, quality, and market growth while positioning cast polymer products as the premier choice for surfaces in residential and commercial design.

Mission Statement

The International Cast Polymer Association (ICPA) supports the success of its members by providing timely education, industry advocacy, and technical resources. As a member-driven organization, ICPA promotes innovation, quality, and market growth while fostering an inclusive community representing all segments of the cast polymer industry.

1. Education and Information

Objective 1.1:

Leverage The ICPA's communications platforms to promote The ICPA as the "voice of the cast polymer industry", both within the industry and key external audiences and opinion leaders.

The ICPA's communications platforms - digital, website, and social media—are essential for engaging members, prospects, and the broader cast polymer industry. As the industry's voice, we promote growth by raising awareness and preference for cast polymer products. ICPA supports manufacturers globally, providing valuable opportunities for collaboration, problem-solving, and community-building—our greatest strength.

Goal 1.1.1: Maintain and support a strong Association Executive Director that provides the support necessary to keep the organization focused and drive association goals and projects to completion.

Goal 1.1.2: Develop strategies to increase membership and association awareness by engaging members and non-member companies and position The ICPA as the go-to source for information on the cast polymer industry.

Goal 1.1.3: Continue to build and support CAST POLYMER CONNECTION magazine in digital format, and The ICPA's monthly and quarterly newsletters and publications by working with other organizations (relevant associations, ICPA member companies and media partners) to increase the number and type of readers and keep the industry informed.

Goal 1.1.4: Maintain and grow communication platforms and membership software for The ICPA that enables the cast polymer industry community to engage online, adding value for ICPA members and broadening The ICPA's reach to potential members.

Goal 1.1.5: Improve communication with ICPA members via more sophisticated and user-friendly communication channels, focusing on website content and delivery of industry related information.

Objective 1.2:

Strengthen the cast polymer market through a multi-tiered public awareness campaign that highlights the advantages of cast polymer materials over traditional alternatives to key audiences.

Increasing visibility and understanding of cast polymer helps open and expand markets for cast polymer. Building the brand of cast polymer will help increase awareness of the potential market advantages of utilizing composite materials while end user education will help grow the next generation of cast polymer professionals. Key audiences include but are not limited to; end users, specifiers, architects, designers, regulators, academic institutions, and the press, etc.).

Goal 1.2.1: Strengthen the industry's identity by maintaining and continuously enhancing a comprehensive, outward-facing marketing website that serves as the authoritative online resource for Grout Free cast polymer products. The site will provide accessible, educational content tailored to architects, designers, engineers, and end users—promoting the benefits, versatility, and applications of cast polymer materials.

Goal 1.2.2: Increase and strengthen the market for cast polymer both as an industry and as a preferred material under current branding such as cultured marble, solid surface, and engineered stone.

Goal 1.2.3: Ensure that consistent terminology and messaging for The ICPA and cast polymers are used throughout the organization with quarterly association committee meetings.

Goal 1.2.4: Utilize the annual POLYCON to educate for member success and promote the best practices to strengthen the overall market.

Objective 1.3:

The ICPA aims to provide educational opportunities, training and certification focused on providing accurate technical information and support for members to manufacture quality cast polymer products.

A well-educated workforce in cast polymer raw materials and manufacturing processes equips member companies with the knowledge and skills needed to drive industry growth and innovation. Through a robust inventory of educational tools, resources, and events, the ICPA enhances employee awareness of technical, and business issues, promotes the manufacture of high-quality materials, boosts member competitiveness, and strengthens the industry.

Goal 1.3.1: Facilitate business meetings and connections with all those in the cast polymer value chain.

Goal 1.3.2: Provide access and support for CCT-CP training courses for members.

Goal 1.3.3: Develop and provide a mix of educational tools, training, and resources that cover technical and business issues in core cast polymer market segments and manufacturing processes, to include tutorials, webinars, guidance documents and manuals, and live events.

Goal 1.3.4: Develop and facilitate business opportunities within the cast polymer industry value chain and promote information sharing, problem solving, and networking among industry members through face-to-face and social media interactions.

Goal 1.3.5: Build and maintain a technical committee to meet bi-annually and evaluate the technical section of our website.

Goal: 1.3.6: Build and maintain a Help Desk platform where members can get answers to technical challenges in real time.

Objective 1.4:

Produce annual events for the global cast polymer industry which helps companies and individuals grow business opportunities, develop industry skills, understand their potential impact on the industry and new markets, and showcase new innovations in products and technology.

The association's annual POLYCON and other networking events, are produced by ICPA staff and are designed to be a source for connecting and advancing all aspects of the cast polymer industry. Producing solid programming covering general business topics (sales, marketing, business opportunities) and hands-on demonstrations at the hosting facility during POLYCON provides the ideal venue to facilitate networking and advanced industry thinking.

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Goal 1.4.1: Increase the members wanting to showcase their new products (tooling, machinery, raw materials) both in an exhibit floor setting, and in environments to facilitate on-site demonstrations and hands on application.

Goal 1.4.2: Produce conferences that educate by offering speakers and thought leaders on business and technical issues in the cast polymer industry, as well as encourages the use of cast polymer materials in new markets and applications.

Goal 1.4.3: Celebrate contributions to the industry, by companies and individuals, with an awards program that recognizes innovations in products, design, safety, market reach and research and development. .

Goal 1.4.4: Facilitate networking opportunities at events to foster meaningful relationships among members, supporting both individual growth and the overall strength of the association. .

2. Regulatory and Legislative Affairs

Objective 2.1:

With the support of and in collaboration with ACMA, The ICPA seeks to influence regulatory agencies to create and maintain a positive regulatory environment for the cast polymer industry value chain.

ICPA serves as the unified voice of the industry, working with ACMA and other advocates to influence regulatory decisions that support member companies' growth and manufacturing viability. By fostering strong relationships, ICPA aims to inform and guide members on key workplace health and safety issues and evolving regulations.

Goal 2.1.1: Maintain a formal regulatory and safety committee, and SAFE PLANT Campaign, to work alongside an outside consultant as a liaison with the ACMA.

Goal 2.1.2 Monitor and actively engage with federal and state regulatory agencies—including EPA, OSHA, and the National Toxicology Program—on rulemakings and policy initiatives that could impact the cast polymer industry.

Goal 2.1.3 Collaborate with key partners and support styrene industry programs to address scientific questions and ensure accurate, science-based risk assessments and regulatory characterizations of styrene use in the cast polymer industry.

Goal 2.1.4 Provide members with practical resources—such as the Styrene Communications

Toolkit and Toolbox Safety Talks—to support regulatory compliance and effective communication on health and safety issues.

Goal 2.1.5 Deliver ongoing education and guidance on current and emerging workplace safety and regulatory standards relevant to the cast polymer industry.

Objective 2.2:

Support an ACMA led effective legislative program that achieves important industry public policy objectives, and empowers ICPA members to lead and participate.

The ICPA through its collaboration with the ACMA aims to be the voice of the industry on environmental, workplace safety, business, and market growth and development issues. By partnering with ACMA, The ICPA can advocate for legislation that preserves operational flexibility of manufacturers and promotes the use of cast polymer as a solution to addressing major national priorities.

Goal 2.2.1: Seek to advocate for legislation that addresses critical risk assessment policy and process problems across federal agencies.

Goal 2.2.2: Seek to educate Congress on the ability of composite products to address major national priorities and advocate for legislation that promotes an increased use of cast polymer in government-influenced markets.

Goal 2.2.3: Seek to develop and maintain strong relationships with key leaders in the House of Representatives and Senate.

Goal 2.2.4: Seek to educate members and increase participation in grassroots programs including Congressional plant tours and participation in legislative fly-ins.

3. Market Growth and Development

Objective 3.1

Develop educational materials and programs that introduce, inform, instruct, train, and promote cast polymer materials, products, and industry best practices to architects, designers, specifiers and construction professionals.

The ICPA and its member base understand that it is vital to educate residential and commercial building professionals about cast polymer materials and market specific products because many end-users lack a basic knowledge of cast polymer. Educating the homeowner and building professionals and remodelers is crucial to overcoming barriers that exist due to a lack of knowledge and awareness. Education can take on many forms including magazine articles, websites, exhibiting at conventions, etc. This objective is to build a foundation of educational materials for Grout Free products while identifying and taking advantage of opportunities.

Goal 3.1.1: Maintain and grow our Live Grout Free website and corresponding social media channels by using a network of third-party marketing professionals to create ads and write blogs to increase the public interest to the website and manufacturer members.

Goal 3.1.2: Gather valuable photos from manufacturer members for marketing purposes and promoting member companies on the “featured manufacturer” page of the website.

Goal 3.1.3: Establish an online repository of educational resources that covers a wide variety of products for growing markets for purposes of providing continuing education for engineering professionals.

Goal 3.1.4: Continue to study and test market changes and market strategies to positively affect the association manufacturer members and add to association revenue.
