

News Release from



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CONTACT: Narine Manukova
517-490-8232, manukovanarine@gmail.com

Bekum America Welcomes Joe Norco as Independent Sales Representative for the Florida Territory

WILLIAMSTON, MI – Bekum America, a global leader in blow molding technology, is pleased to announce the appointment of Joe Norco as an independent sales representative for the State of Florida. In this strategic role, Norco will spearhead market expansion and provide experienced local sales support to Bekum customers throughout Florida.

“We are excited to welcome Joe Norco to our sales network,” said Steve London, president and Chief Operating Officer of Bekum America. “Joe brings a wealth of specialized experience to the team. His deep industry knowledge will be instrumental in connecting Florida manufacturers with Bekum’s cutting-edge blow molding solutions.”

Norco’s career in the plastics industry spans over two decades, beginning after he earned a degree in mechanical drafting from Pittsburgh Technical College. Norco previously served as a Regional Sales Manager for Pacific Engineering, where he was pivotal in establishing the company’s East Coast presence. He later spent over 20 years representing industry leaders Conair and Wittmann, building an impeccable reputation for technical expertise and client service.

Leveraging this extensive background, Norco recently founded Norco Polymer Solutions to provide clients with high-performance, tailored equipment solutions. By partnering with Norco, Bekum America reinforces its commitment to providing the Florida region with local sales support and industry-leading innovation.

“I am honored to represent Bekum,” said Norco. “As a recognized leader in blow molding, Bekum’s technology is second to none. I look forward to leveraging my experience and a people-first approach to help customers in Florida optimize their production capabilities.”

BEKUM America was established in 1979 with the mission to introduce top quality blow molding machinery, designed to produce plastic bottles, containers, and other large plastic parts in the North American marketplace, via blending German design and technology with American skill and ingenuity. Bekum’s customer base includes large multi-national customers, as well as owner/operator plastic bottle manufacturers.

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