



Dan Limerick

Founder and CEO, American Trade Products

An innovative, enthusiastic leader, Dan Limerick has always been passionate about the environment -- even before being “green” was popular. An entrepreneur at heart, he believed he could combine his zeal for the environment with a business model that benefited customers and made an impact on our earth.

After working for years with large international companies like Federal Express and DHL Corporation, Dan founded American Trade Products (ATP) in 1990. The company mission was simple: to provide customers with practical yet eco-conscious products that simplified their lives.

Under Dan’s leadership, ATP has become an industry leader in 100% recyclable thermoformed plastic products. Initial product lines included consumer painting, storage and plumbing solutions sold in national retail outlets across the country. All ATP plastic products are made from 100 percent recycled plastic preventing more than 60 million plastic bottles from entering landfills annually.

Always looking for innovations, Dan continued to seek opportunities to further the company’s commitment to environmental stewardship. In 2008, ATP developed Earth Plastic™, a revolutionary plastic material made from recycled plastic that is 100 percent biodegradable and can be used to make thousands of eco-friendly plastic products. It is Dan’s hope that this new material will transform the plastic industry.

A native of North Carolina, Dan attended Western Carolina University and served in the U.S. Air Force as a tactical air command supply specialist during the Vietnam War. Dan’s diverse interests include finding unique and unusual, quality artwork, Auburn football, golf and his dog, Dusty. A dedicated father of two adult sons, Dan resides in Cherokee County, Georgia with his wife, Wendy, and dog.

Little known fact: In 1964, while in tenth grade, Dan became the youngest person to interview the famous, Pulitzer Prize winning author and poet, Carl Sandburg.