

Innovation in Communications: ReMA Rebranding and How We Talk About the Recycled Materials Industry

2024 Tire Recycling Conference

Atlanta, GA

May 16, 2024

Joseph C. Pickard

ReMA Chief Economist and Director of Commodities



Recycled Materials
Association

Sustainable. Resilient. Essential.

recycledmaterials.org

ISRI is now ReMA

The Recycled Materials Association (ReMA) represents more than 1,700 companies in the U.S. and 40 countries around the globe.

Based in Washington, D.C., ReMA promotes safe, economically sustainable and environmentally responsible recycling through networking, advocacy and education.



Recycled Materials
Association

Sustainable. Resilient. Essential.



Language Project Overview

Finding the Right Words

- Prompted by **increased public misperceptions that drive regulatory, advocacy and media pressure** on SCRAP RECYCLING.
- **Maslansky + Partners and Member Task Group** started in January.
- Nationwide and VIP audience **research focused on finding the right words.**
- **Research Results** presented in July 2022 to Communications Committee.
- **Lexicon Playbook** produced as the final deliverable, will help shape our language in the years ahead.

Finding a Common Language

WHO WE ARE

- **We are the recycled materials industry.**

WHAT WE DO

- We provide the **high-quality raw materials** needed to make both **everyday items and the essential infrastructure people depend on.**

WHY IT MATTERS

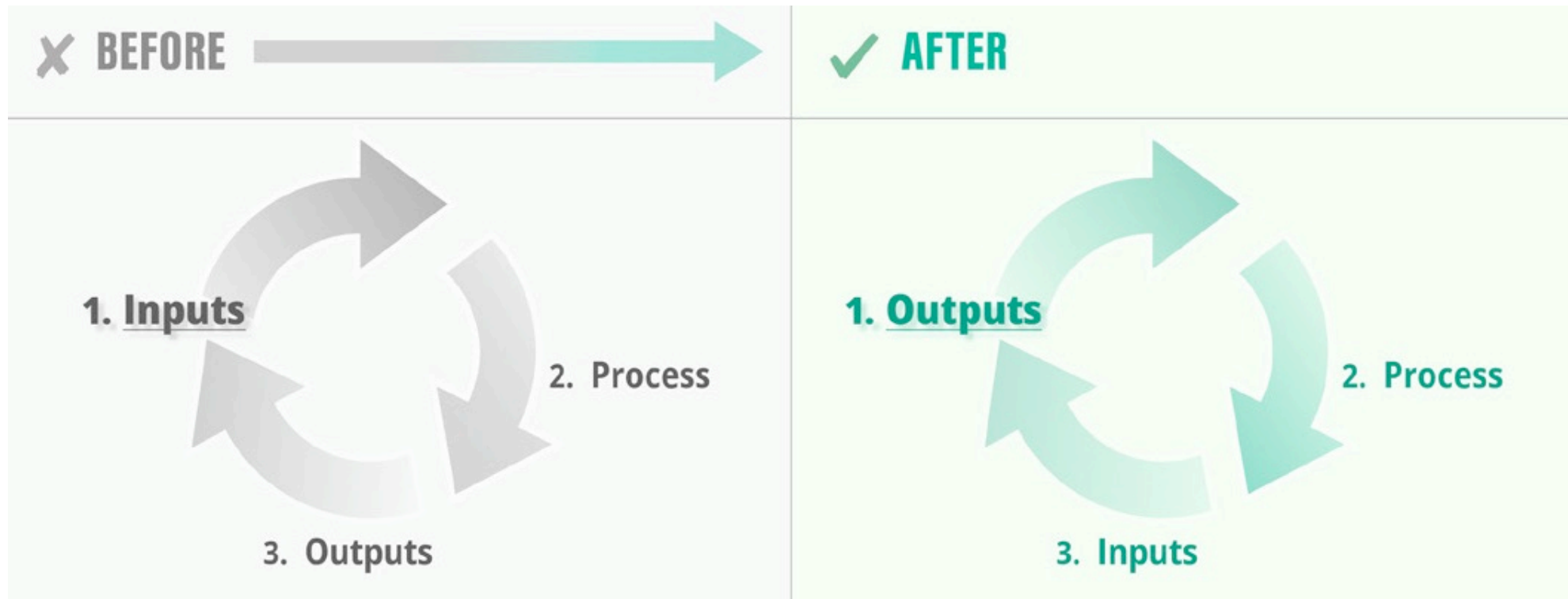
- **We make the supply chain more sustainable, resilient, and secure.**
- **We protect natural resources.**
- **We reduce carbon emissions.**
- **We reduce waste.**

WHERE WE'RE GOING

- We're **continuously innovating** to recycle more **material, more efficiently.**
- We're **one part of the solution** and we're **working with individuals and communities** to help them sort and recycle more.
- Because consumer brands and big companies have a role to play, we **partner** with them to **help them recycle more, use more recycled materials in their products, and design their products to be recycled more easily.**

Shifting Focus and Putting Words into ACTION

Change how we tell the story and create opportunities to tell positive stories.





Recycled Materials Association

Sustainable. Resilient. Essential.



- Our new name more clearly communicates what we make, the value we provide, and the ways we touch millions of lives every day.
- The tagline conveys the industry's core benefits to society and attributes.
 - **Sustainable** – helping protect the environment
 - **Resilient** – providing materials that strengthen the economy
 - **Essential** – providing what we need to make everyday life better



Recycled Materials Are Everywhere

ReMA is the voice of the
industry that creates
the world around us.

*From everyday items to our essential infrastructure,
recycled materials power the manufacturing supply chain
that makes our economy stronger, our planet more
sustainable, and our lives better.*



Thank You!

Joseph C. Pickard

ReMA Chief Economist and Director of Commodities

jpickard@recycledmaterials.org

Office: 202 662 8542

Cell: 202 306 5641



Recycled Materials
Association

recycledmaterials.org