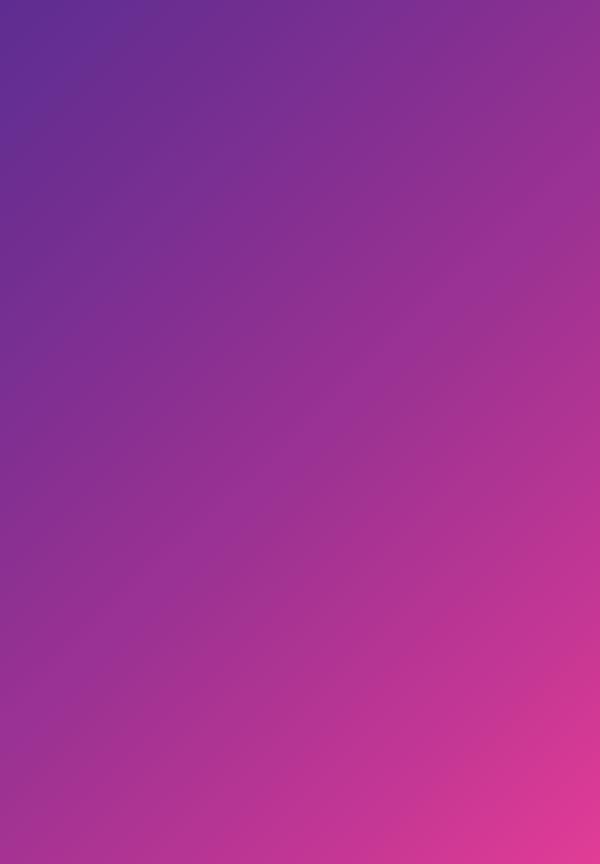


## Recycled Materials Association

Sustainable. Resilient. Essential.



# The Institute of Scrap Recycling Industries™ (ISRI) is now the

# Recycled Materials Association

## The Recycled Materials Association (ReMA)

represents more than 1,600 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.

#### A NEW NAME

Our new name is built from clear, strong words that resonate with audiences we need to reach outside the industry. It focuses on what we make, the value we provide, and the ways we touch millions of lives every day.

# Recycled Materials Association

(You can call us **ReMA** for short.)

**ReMA**: A simple way to reference our organization that emphasizes the "**re**" of recycled materials.



### Recycled Materials Association

Sustainable. Resilient. Essential.

We are Sustainable, protecting the environment.

We are Resilient, strengthening the economy.

And we are Essential, making everyday life better.

## ONE ICON THAT SAYS IT ALL

Celebrates our role as makers of the essential building blocks that spread into every part of people's lives.

Diverse materials gathered and recycled to create something new.



Our influence and impact, radiating out from a strong center.

Our members, coming together and collaborating to form a larger organization.



# Our new brand colors and graphics are as **bold** as our vision.

#### A strong purple

represents the power of the recycled materials industry.

#### **Bright magenta**

represents
the innovation
inherent in
recycling, as
material is made
from one thing
into another.

Together, this modern gradient of colors communicates transformation: both the act of recycling and the ongoing evolution of our industry.

Bold as the technology and innovation that drive us.

And bold as the voice we use to advocate for the members of this transformative, dynamic, and thriving industry.

#### Warm orange

represents the positive, personal, everyday impact of our work.

## Recycled materials are everywhere.

**ReMA:** the voice of the industry that creates the world around us.

Learn more:

recycledmaterials.org









