



# 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.

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## 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.

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A NEW LOGO & TAGLINE



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.

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ONE ICON THAT  
SAYS IT ALL

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Diverse materials  
gathered and  
recycled to create  
**something new.**

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



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

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



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## OUR COLORS

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

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**A strong purple**  
represents the  
power of the  
recycled materials  
industry.

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**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.

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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.**

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**Warm orange**  
represents the  
positive, personal,  
everyday impact  
of our work.

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# Recycled materials are everywhere.

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

Learn more:  
[recycledmaterials.org](https://recycledmaterials.org)







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