



# MEDIA KIT.



# TODAY'S MATERIALS. TOMORROW'S PRODUCTS.

**The materials we need for tomorrow are already all around us.**

They are in the cars we drive, the buildings we use, the infrastructure we rely on and the products we use every day.

EMR recovers those materials, transforms them and supplies them back into manufacturing — helping make the products, infrastructure and industries society depends on.

For more than 70 years, we have seen value where others see the end of something.

Today, that work matters more than ever.

EMR exists to keep valuable materials in use and make sure as little as possible goes to waste.



# TOMORROW DEPENDS ON WHAT WE RECOVER TODAY.

A MESSAGE FROM OUR CEO, CHRIS SHEPPARD.

“

FOR MORE THAN 70 YEARS, PEOPLE  
ACROSS EMR HAVE BEEN DOING  
WORK THAT MOST PEOPLE NEVER  
THINK ABOUT.

Recovering metals, plastics and other materials from products that have reached the end of their first life.

Sorting them. Processing them. Supplying them back into industry so they can become part of something new. It's difficult work. It's skilled work.

Increasingly, it's work the world depends on.

As demand for materials grows, manufacturers need secure supply chains, governments need greater resilience and industries need lower-carbon raw materials.

A growing part of meeting those needs has to come from the materials already around us. Recovering more of them, and putting them back to work, is what EMR has been doing for more than 70 years.

The work our people do every day is practical, demanding and often unseen.

But whether it's recovering materials from vehicles, infrastructure, factories or manufacturing waste, it all contributes to something much bigger: keeping valuable resources in circulation and helping build tomorrow's economy.

The way EMR looks is changing to better reflect the business we are today. The world around us has changed, and the role we play has become more important.

Everything Must Recycle isn't a new direction. It's a clearer way of explaining who we've always been.

**Chris Sheppard,**  
**Group CEO**





# WHY THIS MATTERS NOW.

Demand for raw materials is increasing.

Supply chains are becoming less predictable.

Manufacturers are looking to reduce carbon.

Governments are prioritising industrial security and resilience.

Critical raw materials matter to industrial and economic security.

More of the materials we need can come from what already exists.

Recovering them has never been more important.

**Everything Must Recycle.**







We don't need to choose between  
a thriving economy and a healthy  
planet - **tomorrow depends on both.**



# WHO WE ARE.

**EMR is a global leader in circular materials.**

EMR recovers metals, plastics and other materials from vehicles, buildings, factories, household products and complex industrial waste streams, transforming them into raw materials for new products.

Across more than 150 sites, EMR's 4,000 colleagues source, collect, sort, process and transport millions of tonnes of material each year, supplying circular materials into manufacturing, infrastructure, energy and transport.

This work helps keep valuable resources in circulation and avoids more than 19 million tonnes of CO2 annually.

EMR continues to invest in the technology, facilities and people needed to recover more material, improve material quality and make circular materials the standard for global industry.

Together, we turn today's materials into tomorrow's products. Because everything must recycle.

**HOW TO DESCRIBE EMR.**

EMR is a global leader in circular materials, turning today's metals and plastics into tomorrow's products to support resilient, low-carbon supply chains.

WE HAVE  
**150**

**SITES WORLDWIDE**



**4,000**

**COLLEAGUES**

**MAKING THE CIRCULAR ECONOMY WORK**

**HELPING TO AVOID OVER**

**19 MILLION TONNES**

**OF CO<sub>2</sub>**





# WHY REBRAND?

**We are proud of our heritage and the EMR name, which carries more than 70 years of history and the work of thousands of people.**

This isn't about becoming a different business. It's about telling our story more clearly.

EMR has grown from its roots in metal recycling into a global leader in circular materials.

The way EMR looks is evolving to reflect the standards, capabilities and ambition of the business today and the growing importance of the role we play.

Everything Must Recycle captures that bigger story: tomorrow's products depend on the materials we recover and transform today.





**HEAR FROM  
ACROSS OUR  
BUSINESS.**



# A MESSAGE FROM IAN SHEPPARD

CEO UK & EU

“

RECYCLING HAS ALWAYS  
MEANT MORE TO US THAN JUST  
PROCESSING MATERIALS.

As the world pays more attention to the materials it depends on, it's only right that our people are at the heart of our story.

Four thousand colleagues around the world — all showing real grit to transform today's unwanted materials into tomorrow's products. Old to new. Used to useful. Waste into something worthwhile.

Our new brand puts them at its heart. Every element is inspired by them. And it puts their stories front and centre. It shines a spotlight on their expertise, determination and shared purpose.

Exactly how it should be.





# A MESSAGE FROM JOE BALZANO USA CEO

“

MATERIAL SECURITY IS ON EVERYONE'S MINDS ACROSS AMERICA TODAY. AS OUR SOCIETY BUILDS, REINVENTS AND INNOVATES, DEMAND FOR MATERIALS GROWS RIGHT ALONGSIDE IT.

With essential industries – like infrastructure, energy and manufacturing – scaling at incredible speeds, recycling has become a fundamental part of how American industry stays competitive.

EMR has been supporting that competitiveness for decades, taking what's been used, overlooked or discarded and transforming it so that it can go back into the industries that are vital to this nation, its economy and the people who rely on the jobs, wages and communities they support.

Many would call that a success and call it a day.

But we see a future where the metals we recover today stay in circulation and become the products and infrastructure America needs tomorrow. And now we have a brand that better reflects who we are and the vital role our people play in making that happen.

Everything Must Recycle is grounded in what we do every day – in the people, processes and expertise that keep valuable materials in circulation.





# A MESSAGE FROM MURAT BAYRAM EUROPE DIRECTOR

“

EUROPE IS HOME TO SOME OF THE MOST AMBITIOUS CLIMATE TARGETS IN THE WORLD, WITH LEGISLATION CONTINUING TO RESHAPE HOW BUSINESSES USE AND MANAGE MATERIALS, WASTE AND THEIR SUPPLY CHAINS.

Across different markets, materials and industries, the challenge is turning that ambition into something that works in practice.

That's where our experience matters. For decades, our people have worked alongside customers to recover more value from materials, respond to changing requirements and find practical ways to build more circular, resilient supply chains.

And there is still a lot of work to do. Demand is growing, expectations are rising and building a more circular economy will require collaboration across industries and borders.

For us, Everything Must Recycle reflects the role we play – bringing together practical experience, technical expertise and strong partnerships to keep more of Europe's valuable materials in circulation.





# KEY FACTS.



**EMR is a global leader in circular materials, recovering metals, plastics and other materials and transforming them into raw materials for new products.**



Every year, EMR recovers millions of tonnes of material, supplying circular materials back into manufacturing, infrastructure and industry.



Recycling with EMR helps avoid more than 19 million tonnes of CO<sub>2</sub> emissions annually, compared to primary material production.



EMR works with a wide range of customers from public and local businesses to global manufacturers in automotive, utilities, construction, energy and aerospace.



The business operates across more than 150 sites worldwide, with 4,000+ colleagues working across sourcing, collection, sorting, processing and material supply.



But in everyday communications, we are just EMR. Legally, the UK company name is EMR Group Limited.





# FREQUENTLY ASKED QUESTIONS.



## IS EMR CHANGING?

- **No.** The business, our people, our sites and the work we do remain the same.
- What is changing is how we present ourselves and tell our story.
- We'll continue to be known simply as **EMR**.
- Some people may know us as **European Metal Recycling**, which was the legal name of our Group's parent company in the UK. As part of our brand evolution, that company has been renamed **EMR Group Limited**.
- Legal company names vary across our different markets, and some legacy company names have also been updated to better reflect our brand.

## WHAT DOES EMR STAND FOR?

- EMR is simply EMR.
- Everything Must Recycle is our statement of purpose - a clearer expression of what we believe and what we have always worked towards: making better use of the materials already around us, keeping them in circulation and finding value where others see waste.
- Because tomorrow's products depend on the materials we recover and transform today.

## IS THIS A CHANGE IN STRATEGY FOR EMR?

- No. This is not a change in direction.
- It is a clearer way of explaining what we do, why it matters and our ambition to make circular materials the standard for global industry.

## WHAT HAS CHANGED AS A RESULT OF THE REBRAND?

- The way EMR looks and tells its story.
- The new identity reflects the standards, capabilities and ambition of EMR today, and the growing importance of the role we play.
- **What you'll hear.** Together, we turn today's materials into tomorrow's products. Because Everything Must Recycle.
- **What you'll see.** Our colours and visual identity put greater emphasis on our people and the work they do.

## WHAT HASN'T CHANGED?

- Our people. Our sites. Our work.
- We are the same EMR with a clearer story and a bigger ambition.



# BRAND ASSETS.



# APPROVED MEDIA ASSETS.

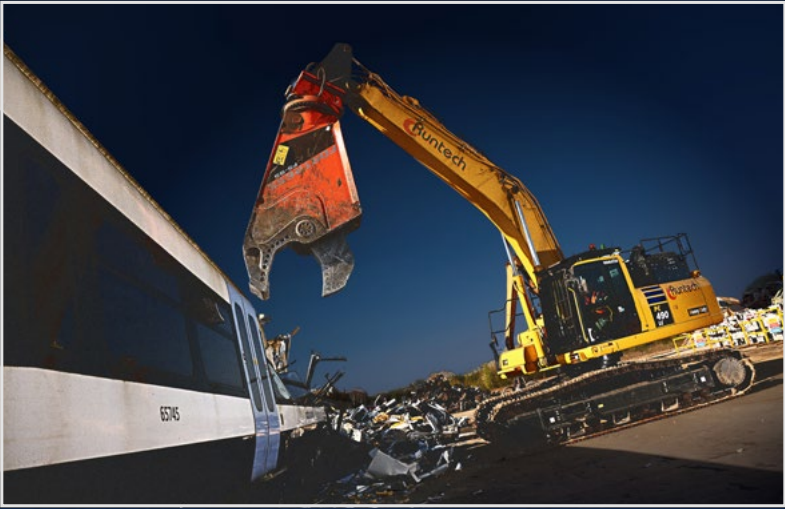
These are available to download, including:

- EMR logos
- Photography of people, sites and materials
- Leadership headshots
- Brand film and short video clips
- Press release
- Brand guidelines

Download assets →



Logos →



Photography →



Headshots →



Videos →



Press Release →



Brand guidelines →



# LOGO.



# A SYMBOL OF CIRCULARITY.

Just like our heroes in hard hats do with the materials that land on our sites – we’re making the most of what we have and reusing what still has life left in it by keeping hold of the EMR wordmark that our colleagues, customers and communities recognise.

But we’re also recycling what’s reached the end of its intended life; transforming the heritage swoosh into something that has use today and telling a bigger story that reflects our dedication to circularity right to the core of our brand – our logo.



REUSING WHAT STILL HAS LIFE LEFT IN IT



REFLECTING OUR DEDICATION TO CIRCULARITY



# PUTTING OUR LOGO IN THE RIGHT PLACE.

Our logo announces our presence in the conversation before anything else – and it can hardly do that if it’s crumpled in a corner or covered over with another element.

Here’s how we give it the space it deserves:

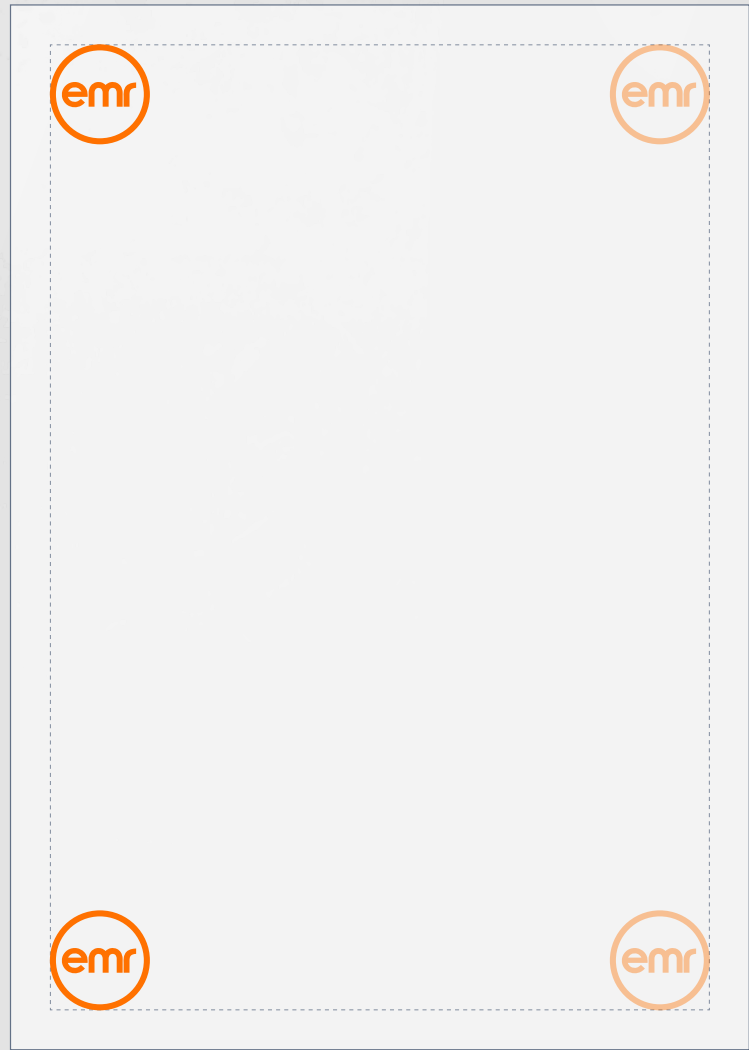
- 1. Nothing comes within the minimum safe distance.
- 2. We don’t make it smaller than 13px or 50mm
- 3. We position it top left or bottom left on the page, unless the logo is what we want people to focus on – in which case, it can be centred



1.



2.



3.





# MAKING THE LOGO STAND OUT.

Our logo is orange – our hero colour, inspired by the hi-vis safety clothes our colleagues wear every day.

The **only** time our logo isn't EMR Orange is when it's on an orange background, or on a photographic background that isn't providing enough contrast against the orange. In these cases, it becomes **white**.





# LOGO IN ACTION.





## WHAT NOT TO DO WITH OUR LOGO.

To keep our brand recognisable,  
we always use these logo files:

Once you've got your hands on it, avoid:

1. Applying effects
2. Stretching or warping
3. Adding gradients
4. Rotating
5. Changing, editing or redrawing
6. Flipping
7. Using parts of the logo individually
8. Using the logo over materials that aren't a good representation of EMR

No matter where you see our logo - in whatever context or whatever country - these guidelines stay the same.



1.



2.



3.



4.



5.



6.



7.



8.



# CO-BRANDING & PARTNERSHIPS.

Together with our partners, we turn today’s materials into tomorrow’s products, enabling the circular economy. We show these partnerships to the world through composite logos that represent connection and collaboration while preserving brand integrity.



ALWAYS AN E OF SEPARATION



A VERTICAL LINE, IN EMR LIGHT GREY, EQUALLY SPACED BETWEEN THE TWO LOGOS





# EMR TURNS TODAY'S MATERIALS INTO TOMORROW'S PRODUCTS, ENABLING THE CIRCULAR ECONOMY.

## **MEDIA CONTACTS.**

For press enquiries, interviews or additional information:  
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**EMRGROUP.COM**