

UNDER EMBARGO UNTIL 11:00AM BST, 1 SEPTEMBER 2026

EMR UNVEILS NEW GLOBAL BRAND IDENTITY BUILT AROUND A SIMPLE BELIEF: EVERYTHING MUST RECYCLE

- *The new identity gives clearer meaning to the EMR name and the work of more than 4,000 people turning today's materials into tomorrow's products*

EMR, a global leader in circular materials, has unveiled a new global brand identity built around a simple belief: Everything Must Recycle.

The new identity reflects how EMR has evolved from its roots in metal recycling into a global materials business, recovering and transforming metals, plastics and other materials for manufacturers around the world.

For more than 70 years, EMR has been finding value in materials others no longer need and putting those materials back to work.

An old car is more than something that has reached the end of the road. A building being demolished is more than rubble. A redundant railway, wind turbine or piece of machinery still contains materials with value - steel, aluminium, copper, plastics and more that can become part of something new.

Across its global operations, EMR recovers those materials from products and infrastructure at the end of their first life, separates and processes them, and supplies them back to industry as raw materials for new products.

As demand for materials continues to grow, businesses and economies face one unavoidable challenge: we cannot build tomorrow simply by digging up more of the planet.

Many of tomorrow's raw materials already exist around us — in the products we use, the buildings we occupy, the vehicles we drive and the infrastructure that supports our lives.

Recovering those materials, and putting them back to work, will become increasingly important as manufacturers seek to strengthen supply chains, reduce carbon emissions and secure the resources needed for the future.

For EMR, that is not an abstract ambition. It is what more than 4,000 people make happen every day.

It means buying, collecting, sorting, grading, processing and transporting millions of tonnes of material. It means finding new ways to recover more value from increasingly complex products. And it means doing that safely and economically, while meeting the quality, environmental standards and scale modern industry needs.

That belief sits at the heart of EMR's new brand identity: **Everything Must Recycle.**

While the company will continue to be known simply as EMR, the new identity reflects a business that now operates globally and across a broader range of circular materials.

The identity itself has been inspired by the people who make that work happen every day.

From the colours and textures found across EMR's sites to the practical, hands-on nature of the work itself, the new brand draws directly from the working environment familiar to more than 4,000 colleagues around the world.

“This isn't about EMR suddenly becoming a different business. We are proud of the EMR name because it carries more than 70 years of history. The yards, the trucks, the heavy machinery, the ships, our customers and, most importantly, the people who built this business are all part of who we are.

“What we are doing is telling that story more clearly. Most people see an old car, a demolished building or a redundant piece of machinery and think its useful life has ended. We see steel, aluminium, copper, plastics and other materials that industry will need again.

“Recovering those materials safely, economically and at scale is difficult work. It takes experience, technology and thousands of people doing their jobs well every day. That is what EMR has been built on.

“**Everything Must Recycle** says something very simple about what we believe: tomorrow's products depend on the materials we recover and transform today.

“The new look matters, but only if we live up to it. That means better sites, higher standards, safer ways of working, better service and people taking pride in doing the job properly. That's what will make the brand real.”

- **Chris Sheppard, Group CEO of EMR**

The rollout of the new identity will take place gradually across EMR's global network, following the same principles that guide the business itself: making the most of what already exists, extending the life of assets wherever possible and avoiding unnecessary waste.

Existing equipment, vehicles, containers and site infrastructure will therefore be updated as part of normal replacement and refurbishment programmes rather than being discarded simply to introduce the new identity.

The way EMR looks is evolving to match the standards, capabilities and ambition of the business.

Same EMR. Clearer story. Bigger future.

Because tomorrow's products depend on the materials we recover and transform today.

Everything Must Recycle.

For more information on EMR:

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Word count: 485

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Notes to Editor

About EMR.

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 160 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.**

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