Recycling Markets Development in the 21st Century
Jan Rayman, CEO, The ReWall Company
BIG IDEA: connect someone with a waste problem with someone who needs new input material to make new products

Real solutions have to be scalable, with massive impact and potential to solve 100% of the problem
Long Development Process

- Develop COLLECTION INFRASTRUCTURE for sourcing
- Develop PRODUCTS & manufacturing PROCESS/EQUIPMENT
- Identify APPLICATIONS for the new products
- Obtain all necessary TESTING & CERTIFICATION
- Develop END MARKETS
- SCALE UP
High performance packaging upcycled into high performance building materials – durable, inherently moisture and mold resistant

Turn locally collected waste into locally distributed building materials
ReWalllution

NEXT: Carton blueprint used for Cups and Flexible Film

✓ Schools built from the kids’ cartons
✓ Coffee shops and fast foods built from their own cups
✓ Communities built from valuable materials extracted from their everyday waste
Trade Secret Manufacturing Process
- ZERO WATER
- ZERO GLUES
- ZERO CHEMICALS

ReWall Products
- UNIQUE PROPERTIES
- ZERO VOC EMISSIONS
- LOWEST CARBON FOOTPRINT
Answer to Toxicity of Traditional Products

- **DANGER**
  - Formaldehyde: Irritant & Potential Cancer Hazard
  - Authorized Personnel Only

- **DANGER**
  - Silica Dust Hazard
  - Exposure to crystalline silica dust can cause cancer or silicosis
  - Avoid breathing dust
Healthy Building Materials

Exterior Applications:
- Structural Sheathing
- Stucco Substrate
- Utility Boards

Interior Applications:
- Pre-finished Wallboard
- Moisture & Mold Resistant Wallboard
- Ceiling Tiles

OEM and Flooring Systems:
- Roof Cover Board
- Sound Insulating Floor Underlayment
- Tile Backer

All ReWall Products Deliver:
- Superior Performance
- Unparalleled Eco-friendliness
- LOWER PRICE
  (No Green Premium)
Testing & Certification & Acceptance

Customer/Decision-maker Acceptance
- Building Owner*
- Architect
- Code Official
- General Contractor
- Subcontractor
- Roofing System Supplier
- Installer

Roof Testing (Code Compliance)
- Flame Spread
- Wind Uplift
- Hail Resistance
- Flute Spanability
- Moisture and Mold Resistance
- Other (Greenness, Health, Life Cycle, Regional)
Now Proven at Flagship Projects

- Tesla® Gigafactory One, Sparks NV
- VA Medical Center, Omaha, NE
- Iowa State University Campus, Ames, IA
- Microsoft® Las Colinas 2, Irving TX
- YMCA Southwest Omaha, NE
- Highland High School, Highland, IL
Use ReWall = Close the Carton Loop
Closing the Carton Loop

Roof systems are installed to be recyclable for the life of the building.

01 Carton Makers
02 Carton Fillers
03 Carton Sellers
04 Carton Recyclers
05 Cartons upcycled as Roof Cover Boards - ReWall
06 Cover Boards installed - WindSmart Roof Systems

CIRCULAR ECONOMY
Each 100,000 sf roof project recycles 100 tons of cartons
(better performance, better price, made from their waste)
Power of Partnerships

- Develop **collection infrastructure**
- Accelerate **new product acceptance** (close the loop)
- Public **education**
- Promote **Design for Recyclability/Compostability**
Circular Economy Showcase in Iowa

- Loan from Iowa DNR (landfill diversion)
- Commitment from DNR to build with ReWall
- Grant from Iowa EDA (businesses with high growth potential)
- Support from the City of Des Moines
  - Cartons added to the single stream recycling program
  - Commitment to use ReWall in board-ups
  - Property tax exemption
NEXT: Rapid Expansion

Impact More Local Economies
& Create Strong Domestic End Markets
Join the ReWallution

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