



reUse™  
DIFFERENT

WE REGENERATE.  
WE DON'T RECYCLE.





reUse™  
DIFFERENT





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# ABOUT US

## We innovate sustainably

ReUse is an **innovative start-up** company, which started in the rubber industry dealing with the conception, study and implementation of technologies, processes and **products useful for regenerating polymer chains in rubber articles at the end of life.**

This service allows to identify the best solutions for **returning the customer's own scraps ready to be reused in the source compound to produce the same items** from which the scraps were derived.

The customer will thus be able to use the regenerated product in the same compound, ensuring the same characteristics as the original product as well as restoring the polymers in the production waste to their pre-curing state.

ReUse's technical staff can assist clients in optimizing **the use of the the treated product and improving its technical characteristics.**

We also offer a range of shelf products derived from ELT (end-of-life tires) and other polymer types.









What to others  
is waste,  
for us is **VALUE**

# WHY WE DO IT

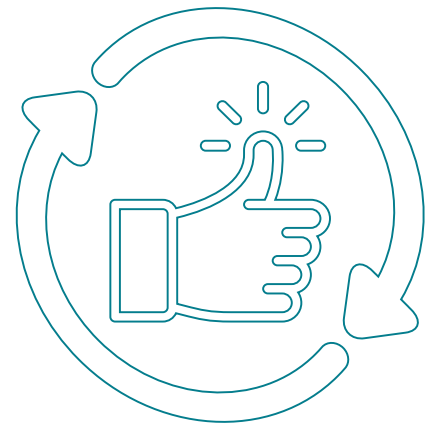
## A new circular economy

Our actions are driven by the desire to find innovative methods and processes that can **regenerate raw materials**, so that they can be **reused tendentially indefinitely in the production cycle**.

We do not want to generate secondary raw materials with characteristics far inferior to the originals because this means decreing their destination, sooner or later, for disposal, in landfills or waste-to-energy.

Our mission is to implement, in our client companies, **processes that promote the circular economy**, reintroducing to the market materials that to date are destined for disposal.

This is because, for ReUse, **waste is value**.







# SUSTAINABILITY ACCORDING TO US

## Innovative and technological

We are an entity with a **highly innovative and technological character**, which means drawing public attention to the extreme **need for regeneration of renewable raw materials**.

We are tenaciously focused on developing **innovative projects that minimize interactions with the environment and the land**, fully aware that it is necessary to consider the future when making decisions in the present.

We are an entity that collaborates **with universities and research centers** on specific new technologies in the field of renewable energy, industrial production processes, environmental protection, and the exploitation of alternative energies, including waste disposal and utilization.









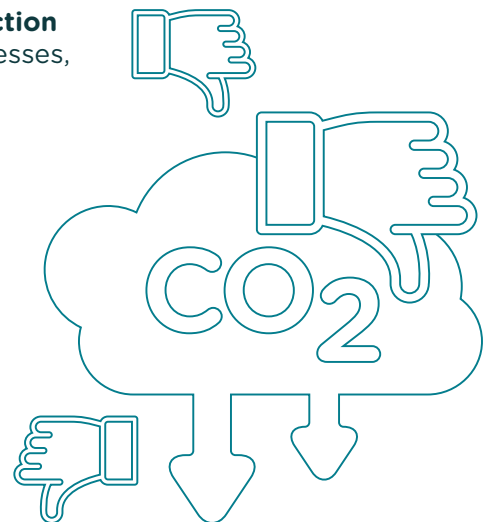


# REGENERATING IS NOT RECYCLING

We know the difference

Today, the process for disposing of processing scraps and tires continues to produce a large quantity of CO<sub>2</sub> and the recycled product still ends up polluting the environment.

The ReUse Certified Regeneration project aims to **reduce the production of CO<sub>2</sub>** and, more generally, the environmental impact of these processes, reducing production costs.



# 05

## OUR EXPERIENCE

### A job that comes from afar

We were born from the intuition of a group of people who have 15 years of experience in the recycling field behind them.

The knowledge and skills gained over time have led us, today, to our main activity, namely the design, creation and installation of **innovative solutions in the field of renewable raw materials** such as rubber and plastics, recoverable materials.

We are now specialized in the production and marketing of products and materials in compliance with environmental protection and we provide services in the sector of the exploitation of alternative and/or renewable energies, including the disposal of scraps and their regeneration.

**Those who decide to rely on ReUse do not just benefit from a product that works but from assistance and active collaboration that aims to optimize the process as best as possible using their own regenerated scraps.**









# OUR TECHNOLOGIES

## Sustainable and reliable

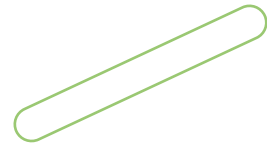
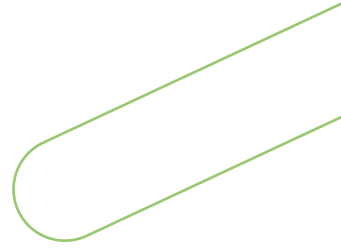
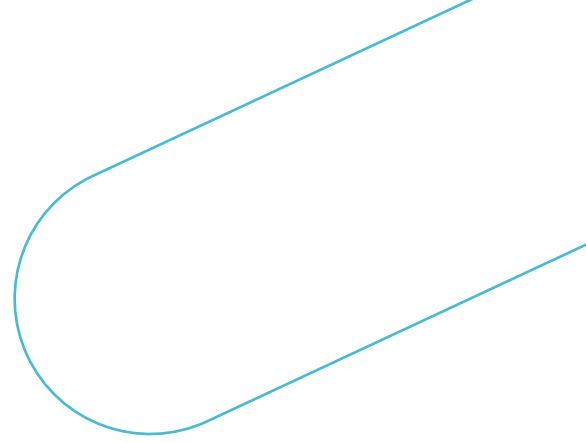
ReUse has created an **innovative system for regenerating rubber**. This system allows not only to maintain the same characteristics of the original product, but to obtain a finished product that is often better than the previous one.

The regeneration of these materials produces a series of notable environmental advantages, including lower energy consumption, less use of waste-to-energy plants and less use of landfills. The regeneration process is the result of an **innovative production line**, developed thanks to various research institutions.

Finally, the use of the ReUse method allows for a strong **reduction in production costs**.







## OUR RUBBER TECHNOLOGY



### Rubber regeneration

The ReUse project dedicated to rubber regeneration.



### ReUse analysis

ReUse carries out product analysis starting from its receipt, checks the WIP and certifies the outgoing product.



### Powder and granules

The product to be treated is reduced into very small elements.





## ReUse certified regeneration

A special additive created by us allows the sulphur/sulphur and sulphur/polymer chains to be broken, returning the material from its elastic state to its plastic state, ready for a new vulcanisation.



## Regenerated rubber

The process allows the characteristics of the original product to be maintained.




# 07





# PRODUCTION ORGANIZATION

ReUse is structured to process the product by customer and type of compound.  
ReUse's production lines are with 4.0 technology.  
Before and after processing the line is cleaned and prepared for the next one.





ReUse s.r.l.

Contrada Majanesi n.14 62010 Treia (MC)

VAT NUMBER: IT02044020432

mail: [info@reuse.green](mailto:info@reuse.green)

<https://reuse.green>