



BRUMARK

You're not just clearing a booth

**You're Helping Build
What Comes Next**

The Problem

Most trade show materials gets thrown away



Sent to landfills

Even clean, usable material is dumped after shows



Disposal costs money

Dumpsters and hauling fees add up quickly



Valuable materials are lost

Carpet, vinyl, and padding still have reuse and energy value



But it doesn't have to



Materials can be recovered

If separated during dismantle, they can be redirected instead of trashed



They can be reused or recycled

Different materials go into reuse, recycling, or energy recovery streams



You help start that process

What you do on the floor determines where it goes next

What You Gain

No cost. Real benefits.



This makes
your job
EASIER



Can reduce disposal costs

Less material going into paid dumpsters



Safer work environment

Organized materials reduce clutter during breakdown

Faster pickup

Proper staging helps materials move quickly off the floor

Participation counts

Recovery fits into existing dismantle & teardown workflow

Adds value to your work

You're helping deliver measurable results to clients





How You Can Support Your Clients & Gain More



Exhibitors & Labor Group are the key to material recovery

After teardown, route trade show materials into recovery streams instead of landfill.



Share measurable diversion results

After the show, provide clients measured diversion metrics on recovered carpet, vinyl, fabric graphics, and padding so they know how much material was diverted.



Make breakdowns cleaner & more efficient

Organized staging speeds up pickup and reduces extra handling.



Support sustainability goals

Help clients document landfill diversion and recovery efforts so they can share the reports in event recaps.



Use Brumark tools & recovery guidance onsite

Use MHA forms and staging instructions to keep materials organized and recoverable.



It all starts with you



You control the first step on install and the last step for dismantle

Recovery only works if materials are handled correctly at breakdown by **YOU**

Take the right next step



Dismantle determines the outcome

Once material hits a dumpster, it's lost to landfill.

Small actions make a big difference

Simple handling keeps materials clean and recoverable, and will save on dumpster/disposal fees and can even make money.



Offer a Green Future

- ◆ LANDFILL DIVERSION
- ◆ CARBON MITIGATION
- ◆ CIRCULAR ECONOMICS



The Simple Process

Recovery at a glance.



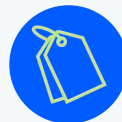
Roll

Roll flooring tight to keep it clean and usable



Bundle

Tape or secure rolls so they stay intact for transport



Label

Fill out Separate Material Handling Agreement [MHA]
Label product so it can be loaded on correct trailer



Stage

Place in the booth area where forklift
can access to load onto our truck

STEP 1

Roll It Right

Keep it **clean** = Keep it **recoverable**

**Roll flooring tight and straight**

Tight rolls prevent load shifting on the truck & maximizes space

**Keep debris out**

Ensure tape, food, bottles, wires, metal, and bulky items are off materials that are to be rolled and recovered

**Bundle like materials together**

Carpet, vinyl and padding should be kept separate. Do not roll top flooring material with bottom padding



Contamination is the #1 reason materials get rejected



STEP 2

Bundle It For Pickup



Tape and Strap rolls securely

Keeps material intact during handling and transport



Keep bundles manageable

Bundles should be easy for one or two people to move



Use pallets when available

Mark flooring pallets empty and reload on dismantle, making it easier to load out and double stack



Secure and manageable bundles makes your job easier when staging material & to the forklift to find to load



STEP 3

Label It Correctly

Retrieve BOL to fill out Separate MHA

Material recovered is to be loaded out and shipped separately

Submit material handling form (MHA)

This tells us what the material is, count and per our BOL where it is going and who the carrier is, send photo to 678.895.0906

Place labels on the outside

With a separate MHA, request stickers for the bundles or skids So pickup teams can quickly identify and load onto designated RECOVERY trailer.



Without correct labels, materials can be rerouted or rejected entirely



STEP 4

Stage It For Pickup

**Keep materials in the booth space**

Do not push skids or bundles into aisles or common areas

**Place bundles where forklifts can access**

Helps speed up pickup and avoid delays

**Report any changes**

Let us know when separate MHA has been submitted and if timing shifts are occurring on site call or text 678.895.0906



Staging correctly prevents confusion & missed pickups

Tools & Support to Make RECOVERY Easy



Onsite support when available

Some shows may include onsite coordination assistance



Material handling forms (MHA)

Simple tracking tools to identify, organize, and route materials correctly for recovery



Digital tools in development

Future systems will help simplify tracking and communication and incentives



Recovery logistics & pickup

We handle collection, transport, and processing



Training & process guides

Clear instructions for labor teams and supervisors to recover materials correctly



Leave It To Us. We'll Take It From Here.



We collect the materials

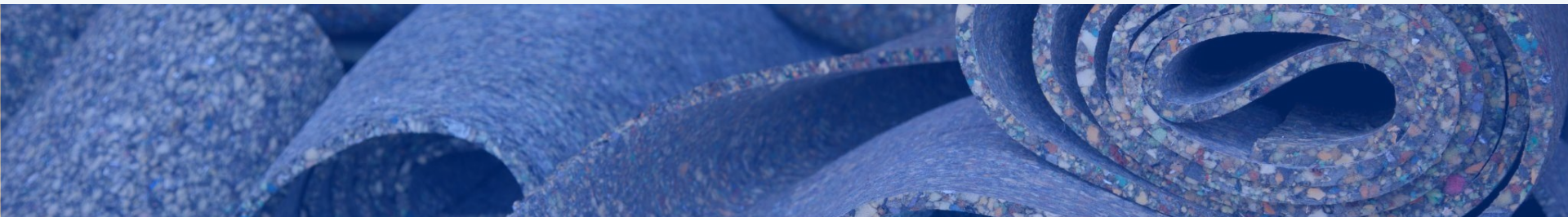
Coordinated pickup ensures materials avoid the landfill stream

We sort & process
Materials are separated based on type and best end use



We send them to the right next use

Each material is directed to reuse, recycling, or energy recovery



Where Does It Go? What Does It Become?

Alternative Fuel, Cement Production, Recycling & Reuse Streams



Mixed Polymer Materials

Carpet, PVC / Vinyl, Graphics & Fabrics, Turf



Roads & Buildings

Becomes part of cement production, can replace coal, and provides energy



Vinyl



Pipes & Irrigation

Reprocessed into landscape & plumbing products



Padding



New Rebond Cushion

Recovered & manufactured into new carpet cushion products



Plastic Film



Recycled Plastic Products

Reprocessed into new plastic materials for future manufacturing



Single-Polymer Carpet



Closed-Loop Recycling

Designed for future recyclable material systems for new products

Why It Matters

This makes real impact.



Less landfill waste
Materials stay in use instead of being buried



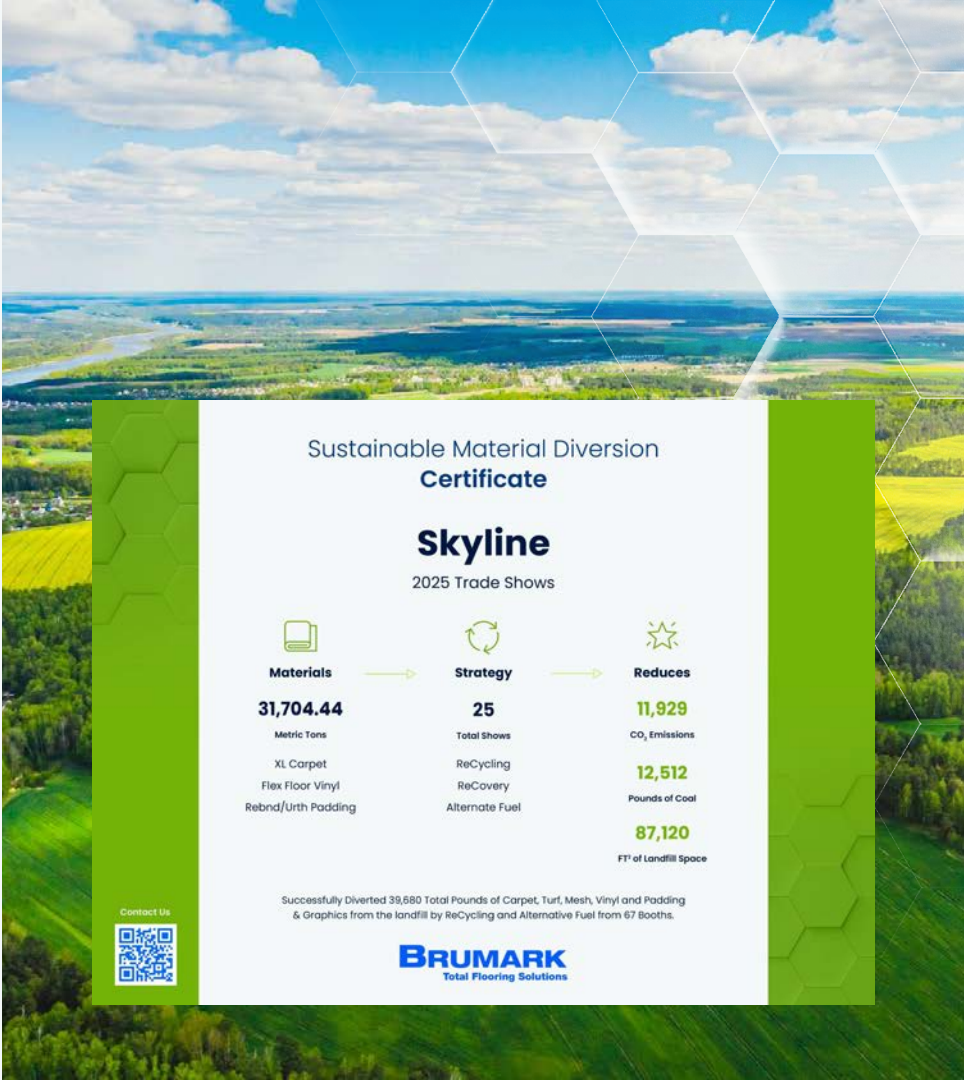
Lower CO₂ emissions
Using materials as fuel reduces fossil fuel demand



Less reliance on natural resources
Recovered many materials replace traditional energy sources



More value from every show
Materials get multiple lives instead of one



Measurable Impact

We track the impact for you



We measure materials diverted from landfill

We track how much carpet, vinyl, and padding is recovered from each show



You receive sustainability certification

Reports & data can be shared with your customers and internal teams



Share your impact

Demonstrate landfill diversion and environmental responsibility



Support your customers' goals

Helps exhibitors and organizers meet sustainability targets and reporting need

Want to get started?



Learn the full step-by-step process

We provide simple guides & support
for your team



Get set up for your next show

We coordinate with you
ahead of dismantle



Reach out to Brumark

Contact us or scan the
QR code to begin



BRUMARK

Let's Close the Loop in Circularity

Roll it. Bundle it. Label it. **Transfer the energy.**



Brandie Townsend

Sustainability Manager

btownsend@brumark.com

678-895-0906



FAQ

Who is the main point of contact at Brumark if I have questions?

Brandie Townsend 678.895.0906.

Where can I get a BOL for the show I am at for recycling?

Call Brandie or Express Freight: 407.840.3426.

Where does this stuff go?

Vinyl is recycled into landscape hoses. Carpet, turf and urethane padding are made into cement mix. Rebond pad is recycled back into rebond padding.

Can I recycle the tubes with Brumark?

Yes, mark them as empty along with the pallet you received from Brumark on install and pack them out with the flooring material.

Can I recycle Visqueen and stretch wrap with Brumark?

Yes, on install, what packaging came in with the Brumark material can be stuffed in the tubes (stretch film) and the Visqueen can be as well or folded onto the pallet, and marked empty to recycle it on dismantle.

Can I recycle Graphics with Brumark?

Yes, if the SEG fabric was ordered through Exploring Graphics, the EG team should have sent a bulk bag to place the graphics in on tear down and needs to be labeled like the Brumark flooring material.

