

The Sustainable Manufacturing Report – March 8, 2018

MERA Recognizes Important Role of Members in Sustainable Manufacturing

A leading, international remanufacturing association has updated its brand descriptor to MERA – The Association for Sustainable Manufacturing. The shift better reflects the vision of the organization and the position of its members in the marketplace.

“Remanufacturing – which we simply define as manufacturing with reuse – is sustainable by definition and responsible by design,” stated MERA President and COO John Chalifoux. “Our intent is to highlight the corporate social responsibility of manufacturing companies that produce high-quality goods – a second time – by reusing materials and conserving embodied energy in existing products.”

MERA membership includes well-respected companies from diverse industries, regardless of the term used to describe an industry’s leading sustainable manufacturing process. In the automotive and commercial vehicle sectors, the term is remanufacturing. In aviation and aerospace, the process is called maintenance, repair and overhaul (MRO); in electronics, refurbishing is the established reference.

No matter the industry, for generations to come, all manufacturing will be driven to reuse as much as possible. Today, remanufacturing and similar forms of sustainable manufacturing yield products that are as good as – or better than – new, all while minimizing the impact on the environment.

“This is a new era for MERA,” stated MERA Chairman David Overbeeke, who also serves as president and CEO of Brake Parts Inc and as a board member of Remy Power Products. “Our members are leaders in the circular economy, and with this announcement, we will be able to more clearly communicate both their manufacturing expertise and environmental stewardship.”

About MERA

At MERA – The Association for Sustainable Manufacturing – our network of sustainable manufacturers, suppliers, universities, and professional services firms promotes the economic, environmental, and product performance benefits of remanufacturing and similar forms of sustainable manufacturing. MERA is a division of the Motor & Equipment Manufacturers Association (MEMA), which has been advocating on behalf of the mobility supplier industry since 1904. Although MERA’s roots are in the automotive and commercial vehicle sectors, since 2015, MERA has represented the interests of the broader remanufacturing community. MERA is also the home of [Manufactured Again Certification](#), where manufacturing and remanufacturing are held to the same international quality standards. Additional information about MERA and its members is available at [MERA.org](#).



The Association for Sustainable Manufacturing
Quality. Value. Green.