

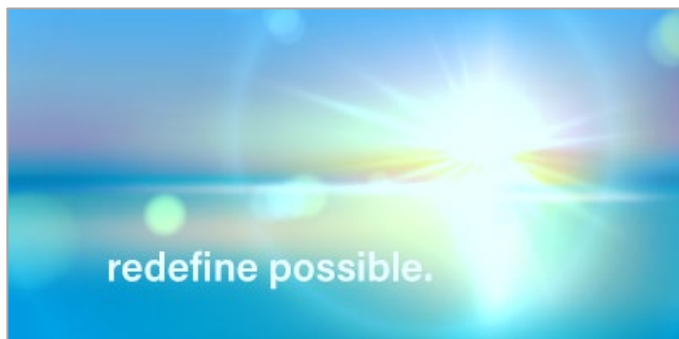
THE REVOLUTION

# roundup



FALL 2021

## A Message from Sean



It's the start of a new fiscal year, and the start of a new era for Revolution. This past year brought with it unprecedented challenges, both in our personal lives and in business, and there is undoubtedly more uncertainty still to come. Yet looking back we have much to be proud of and looking forward we have many reasons to be optimistic about the future of our organization.

The summer of 2021 brought with it a number of major milestones and accomplishments worth celebrating. Just this past month we announced the acquisition of another outstanding business, **Five Points Film**, and I hope you'll join me in welcoming everyone at our Shelbyville, TN location to the Revolution family with open arms. In addition, we recently attained **SCS Certification** for our PIR resin at the Terre Haute location, and several of our plants achieved major **Safety Milestones** in recent weeks. We also recently launched our first **Employee Resource Group**, or ERG, which helps to reinforce a company culture of inclusiveness, collaboration and diversity for our employees.

As we look ahead, this fall will also bring some exciting and significant changes for our organization. As our business has grown, we've now reached a tipping point that requires us to evolve in order to better meet the needs of the market and our operations. That includes updating our organizational structure and transitioning to a single, **consistent Revolution brand by the end of 2021**. This rebrand is an important step to unify the company and create opportunity for future growth and success, yet it's important to keep in mind that the heart of our organization - *our people and our commitment to sustainable solutions that preserve the environment* – remain the same and are what matter most. I hope you'll join me in embracing the next era of our Revolution brand.

Save the Date! | September 29, 2021 @3pm CST

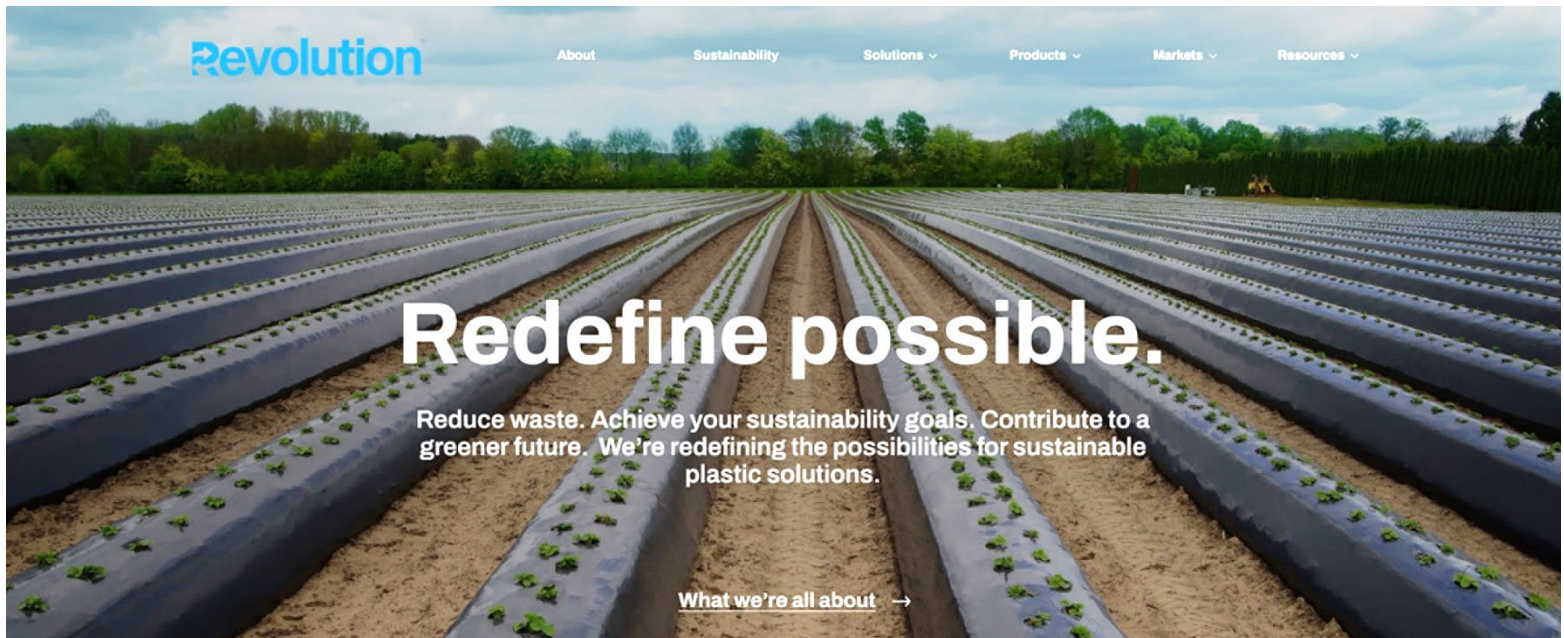
### "Updates with Sean"

Tune in for a company-wide webcast where CEO Sean Whiteley will be sharing updates about our company and answering your questions! More details to come.

Have a question for Sean?  
Send it to your local HR rep by Sept. 27th

The future looks bright – let's work together and continue to *Redefine Possible* in the months to come!

# All About The Revolution Rebrand



## What is rebranding and why are we doing it?

Rebranding is a strategic marketing effort that involves updating or revising an organization's overall identity and often includes changing an organization's name, logo and/or promotional image in order to best identify itself and connect with its various audiences. Often this effort involves aligning the overall look and messaging of the organization and how it is known in the minds of its audiences with a new and major strategic direction.

## Don't we already have a Revolution brand? How is this different and what will change?

You're not wrong! Rebranding can be a multi-phased initiative, and Revolution's rebrand has actually been several years in the making. We began in 2019 with the launch of our new Revolution master brand – the logo and identity most of you have already come to know as our parent brand. You may also recall at that time we updated our sub-brand logos to include 'A Revolution Brand' moniker and made updates to existing brand websites and collateral to introduce and start building a connection between our brands and Revolution. This 'Phase 1' of our rebrand strategy has been an important step to establish our Revolution brand identity, convey our overarching position in the market, and start building awareness of Revolution with our customers and industry partners.

We are now executing 'Phase 2' of the rebrand – which includes the full transition of our sub-brands to a single, unified Revolution brand identity, as well as the reorganizing of the business into strategic divisions rather than a collection of individual companies. By approaching a rebrand in phases over time, it can help to provide customers reassurance that our business and business relationships are stable, and that the change is a strategic growth tactic rather than a signal of trouble or uncertainty. Preserving the integrity of our business and relationships with employees, customers and partners is the top priority of any company rebrand.



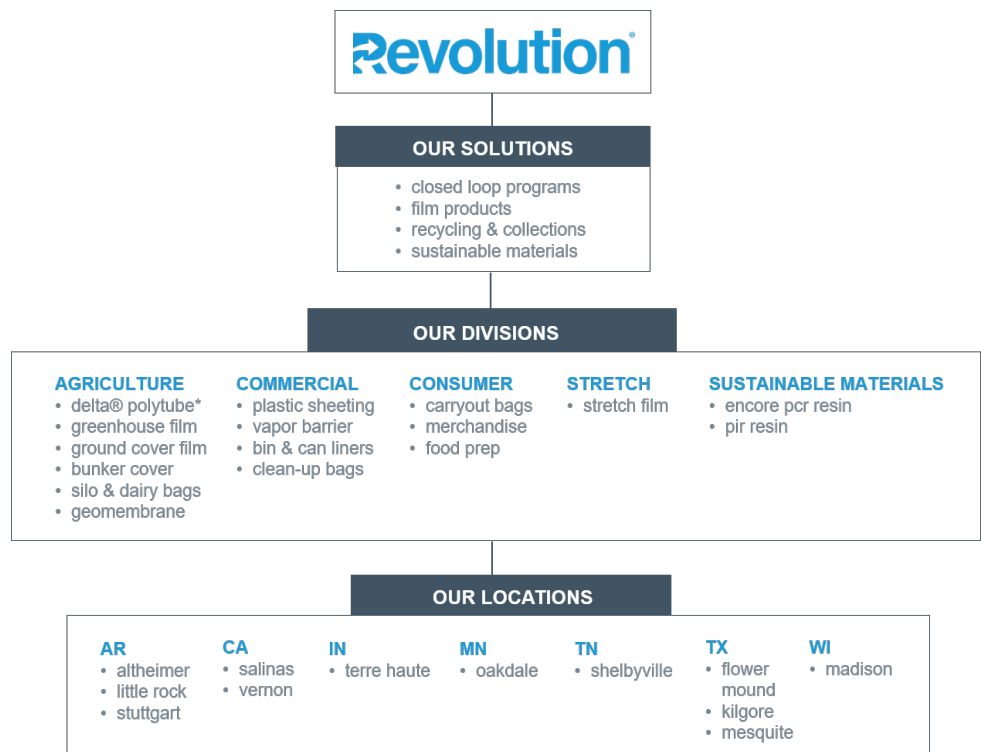
## What is the meaning of the new tagline, *Redefine Possible*?

*Redefine Possible* is a phrase that exists to reflect not just what we do, but who we are and what we are all about as a company – it’s our mantra and our rallying cry. As we considered the Revolution brand through the lens of what unifies our businesses and brands, there were a number of themes that continually rose to the top, and many of those themes revolved around our unique ability to see potential where others do not and to believe in our ourselves and our ability to solve big problems and accomplish great feats. Every day, all of us at Revolution are working to **redefine** what is **possible** with sustainable plastics and circular solutions. We are redefining what is possible when it comes to recycling plastics and creating the highest quality recycled resins. We are redefining what is possible when it comes to putting high amounts of recycled resin into traditionally virgin plastic products, we are redefining what is possible in designing innovative closed-loop, circular solutions that work for business and make a real, tangible impact on the environment, and we are redefining what is possible in the lives and careers of our employees. And that’s something we believe everyone at Revolution can stand behind and feel proud of as our larger purpose and guiding light to move forward.



## What do you mean by “reorganizing business divisions”?

As our business has grown and evolved, we’ve reached a point where it makes sense to restructure the business to better meet the needs of the market and our own operations. Moving forward we will no longer divide Revolution based on separate business entities and brands, but instead will align under strategic business divisions designed to pair like-business markets and products. These divisions include *Commercial, Consumer, Agriculture, Stretch* and *Sustainable Materials* (see diagram). By restructuring the business this way, it will not only allow us to begin streamlining our operations, but we will eliminate much of the redundancy and potential confusion across business entities that overlap. And most importantly, reorganizing our business this way puts a focus on the value we bring to the market across our entire business. It will also create the opportunity for us to continue scaling and adding new solutions and offerings to both existing and new markets in the future.



## What will happen to the existing brand names we're used to?

Our legacy brands will always play a key role in providing context to the history and roots of our Revolution brand. Like a tree, the Revolution brand will thrive because of the strong roots that provide a solid foundation from which to grow. Some of our legacy brand names may continue to exist in some way, attached to either specific products or markets where there is existing equity in the brand. For most of our brands, however, once the rebrand transition is complete, we will no longer use the legacy brand logos, colors and messaging in day-to-day operations, marketing and communications. It will take some time to fully transition all of our sub-brands to Revolution at every touch point inside and outside our buildings, but in time we will streamline and create more consistency across the company, which is good for everyone. In addition to marketing collateral like our website and brochures, this also includes our email addresses, employee uniforms, business cards and invoices, and even our building signage, which will all reflect a unified Revolution brand presence going forward.



**sustainable ag**

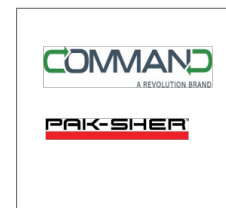
- delta® polytube\*
- greenhouse film
- ground cover film
- bunker cover
- silo & dairy bags
- geomembrane

\* Delta will remain Delta Plastics in our current Delta market as we continue the slower integration of the two brands; for all audiences outside of our market with Delta however, the Delta brand will simply become our polytube product family/brand name




**sustainable commercial**

- plastic sheeting
- vapor barrier
- bin & can liners
- clean-up bags



**sustainable consumer**

- carryout bags
- merchandise
- food prep



**sustainable stretch**

- stretch film



**sustainable materials**

- encore® pcr resin
- pir resin

## How will this impact my position, department, work environment, and customer/vendor relationships?

While the rebrand effort will have an effect on every part of our business, for most individuals and departments the changes felt will be minimal and require little action or effort on your behalf. Marketing has been working closely with all department leads as well as strategic brand ambassadors throughout the year to ensure the transition of logos, collateral, signage and all other elements will be updated in an organized and timely manner and any tools or updated materials you may need will be provided to you. That said, what we will rely on everyone individually for is help in adopting and support the Revolution brand across the company! We know that change is not easy, and many of our longtime employees are accustomed to the legacy brands we're used to, but we hope everyone will see this as an opportunity and an exciting new era for the organization.

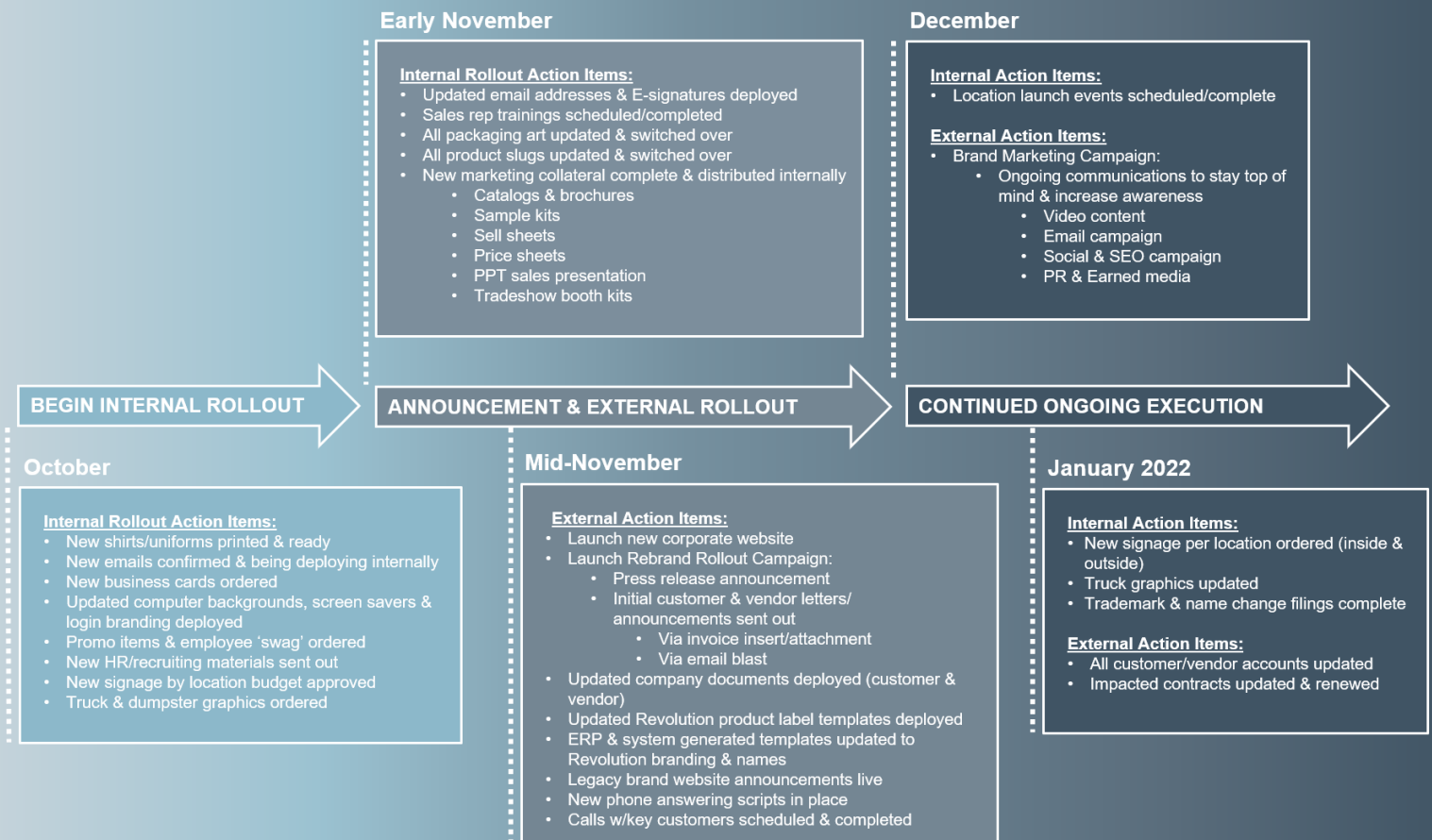
## Do I need take action or do anything as it relates to the rebrand now or in the future?

You do not need to take any immediate steps as it relates to the rebrand, but since we are all stewards of our brand as employees, we encourage you to look around your personal workspace and take note of areas that may reflect legacy branding in terms of logos, colors, etc. If you are able, please update your materials to reflect the Revolution brand (a logo file can be provided by your supervisor or HR), or contact Marketing at [ddowdy@revolutioncompany.com](mailto:ddowdy@revolutioncompany.com) for assistance updating any materials that we may not have been aware exist but need to be rebranded.

## When will the rebrand take place?

More likely than not, you're already seeing signs of the rebrand all around you. We have been working diligently all spring and summer to prepare for the brand launch this fall, and over the next 2-3 months you will begin to see the rollout of many internal items related to the rebrand. Our goal is to announce the rebrand to our external audiences near the end of the calendar year in mid-November, with the goal of fully transitioning to the use of the Revolution brand internally and externally across the business by January 2022. *(Note, there may be some exceptions for parts of the business that necessitate a different timeline, but those impacted will be notified as needed.)*

## Revolution Rebrand Rollout Timeline



Rebranding is a big and very exciting step for our organization, and we hope that all of our employees feel proud and motivated to come together under a unified Revolution brand. Together, we will be able to build our business and provide more sustainable solutions to our customers than we ever could individually, and THAT is what makes Revolution such an amazing company.



# Employee Spotlight

## Welcome to the Team!

Join us in greeting and getting to know two of Revolution's newest team members.



**Dianne Strecker**  
*Customer Care Specialist*

### About me

I was born and raised in North Saint Paul, Mn, and I am the youngest of 6 kids, and I am married to my hubby Dave. I have one daughter (Brittnie), a son in law (Matt), and one grandson (Jace) who is the love of my life! I've been at Polar for 17 years.

### What do you like to do outside of work?

In my free time you can find me searching for the next great rummage sale or at home hanging out with my hubby and our 2 dogs and 2 cats.

### What's one interesting fact or thing people are usually surprised to learn about you?

I have never seen the ocean.

### What do you like most about working for Revolution so far?

I am really enjoying the people that I have had the honor of meeting and working with. I am also super excited for the changes that I see happening daily; I'm looking forward to the future and what it holds for me at Revolution!



**Mike Maccarone**  
*Senior Plant Engineer*

### About me

I married my high school sweetheart, Christina, and we have been married for 31 years this year. We have 2 children. Our daughter Courtney is 27 and is an Elementary School Teacher, and our son Jacob is 22 and he just graduated from Indiana State University with a Bachelor of Science Degree in Electronic Engineering Technology. We have lived in Centerpoint, Indiana for the last 20 years.

### What do you like to do outside of work?

I enjoy fishing, gardening, riding my Harley, playing poker & spending time with family.

### What's one interesting fact or thing people are usually surprised to learn about you?

Most people are surprised to find out how much I like to cook

### What do you like most about working for Revolution so far?

Within our facility, being part of the team is important to me. Like any family dynamics we have our struggles, but we all are part of a team with a common goal of keeping the machines producing to their fullest potential.

# Looping You In

## Safety Around the Clock at Revolution

Here at Revolution Plastics, we take safety seriously. We care about your safety – at home, play and at work. That is why we launched our new ‘We Care’ campaign; we want everyone to know that safety is and will always be a priority to us. We want to ensure that all of our employees are well informed and well protected in all aspects of safety.

In 2019, the company had over 80 recordables. Currently, we have less than 15 recordables. What happened? Our teams and segments started talking to each other not at each other. We hold ourselves and others accountable for what we do and how we do it.

If we see *something* unsafe, we say *something*. We make sure we keep all eyes on our task by **scheduling, partnering, and planning** and by sharing “Lessons Learned” to prevent future incidents. Our strategy for continuous improvement is through daily, weekly, and monthly quarterly communications. Collaboration is our ingredient to our success.



## CELEBRATING SAFETY MILESTONES!



*June 26<sup>th</sup>, 2021* - our Vernon location with 290 employees celebrated 365 recordable free days.



*June 29<sup>th</sup>, 2021* - our Kilgore location with 178 employees celebrated 365 recordable free days.



*August 9<sup>th</sup>, 2021* - our Mesquite location hit a record-breaking milestone of 187 OSHA free days.



*August 11<sup>th</sup>, 2021* - our Stuttgart location is approaching 365 recordable free days.

# Connect. Collaborate. Communicate.

## Launch of Employee Resource Groups

As announced in our *Updates with Sean*, Revolution has launched *Employee Resource Groups (ERGs)*. ERGs are self-directed voluntary groups that offer opportunities to:

- Network internally,
- Attract a diverse employee base,
- Provide the inclusion of ideas and solutions,
- Create opportunities for mentoring & career development.



We are excited our first ERG has begun for Women. Like all our ERGs, everyone is included and has the opportunity to join. Currently we are exploring ways to ensure our entire team has access to meetings and topics that would be reflective across our organization and welcome feedback. We want a place where our teams feel heard and supported.



## UPCOMING EVENT

### *Women: Learning From & Inspiring Each Other*

*"It may in fact be utterly impossible to be successful without helping others to become successful."*

- Maya Angelou

We are thrilled to announce our second group meeting *Learning From & Inspiring Each Other*. Join us as we hear from **three Women at Revolution** that have found their own personal success through courage, focus and mentorship.



Jessica Rogers, Kilgore



Brenda Trevino, Kilgore



Alma Ortega, Vernon

**WHO:** All Revolution employees\*

**WHEN:** Thursday, September 30, 2021 1pm-2pm CST\*\*

**WHERE:** Virtual event - to register:

- Email [info-ERGWomen@revolutioncompany.com](mailto:info-ERGWomen@revolutioncompany.com)
- Reply to Outlook calendar invite if received

*\*Please make arrangements with your manager prior to attending.*

*\*\*This event will be recorded and available to view for those unable to attend live.*

**To learn more or be a part of this group, please contact Cherish Miller at [info-ERGWomen@revolutioncompany.com](mailto:info-ERGWomen@revolutioncompany.com).**



# News

## ***New Acquisition: Welcome Five Points Film to the Revolution Family***



In August, we announced the acquisition of Five Points Film as the newest addition to the Revolution family. Located in Shelbyville, TN, Five Points was founded in 2014 and manufactures cast hand and machine stretch film with a focus on service and innovation and a commitment to quality and integrity. With the Five Points acquisition, Revolution plans to work toward applying our circular approach and recycled content capabilities to the stretch film market, a category with high need for more sustainable solutions. You can read the full press release [HERE](#).

## ***High Honors: PIR Resin Earns Certification by SCS Global Services***



We are proud to announce that as of August 4<sup>th</sup>, 2021, we officially became PIR certified by SCS Global Services. All of our PIR meets a minimum of 95% pre-consumer recycled PE content. This is a huge achievement for our company because as more brands and companies are wanting to purchase certified resin to meet their sustainability goals, this allows us to be well positioned to meet their needs.

## ***Tip of the Hat: Little Rock Team Goes the Extra Mile for Partner Nova Chemicals***



The team at Little Rock recently worked around the clock to install a scale system needed to load PCR into railcars for customer and partner Nova Chemicals. First, the system was planned out and presented to the executive team for approval by Tom Hess and Ernie Elbert. Then, a period of constant communication with vendors was required to keep the project on track. The scale package delivery was delayed until late August, which put the team under pressure for installation in time to load three railcars to fulfill Nova Chemicals' PCR orders. Maintenance pitched in along with the rest of the team to button up all details and troubleshoot the installation. Then Tom, Andrew, Mike and Jermyn worked tirelessly the last

weekend in August to fill the cars just in time for month and fiscal end close. **Great job, team!**

*Team: Kyle Weatherly, Jeff Harral, John Fraser, Jesse Adams, Manuel Martinez, Ernie Elbert, Tom Hess, Andrew Evans, Michael Johnson, Jermyn Nowden*

## 2021 Fiscal Year Congratulations

### 25 years

*Martin R. Ramirez  
Siti A. Rindu  
Mary Wilson  
Robert Vaseur*

### 30 years

*Don Beams*

### 20 years

*Kien H. Truong  
Kevin D. Clark  
Teodora Sanchez  
Dionicia Barba  
Phillip D. Stone  
Carlos Aguilar  
Olivia Gonzalez  
Joel De La Cruz  
Jose Fonseca  
Jesse E. Henry*

### 15 years

*Angelina C. Garcia  
Victor Loyola  
Damar Hutchinson  
Alma Ortega  
Pablo Espinoza  
Bret Steiner  
Martin Najar  
Katherine D. Taylor  
Refugio Villagrana  
Anselmo Jimenez  
Patricio Ruiz  
Laura  
Saffell  
Elizabeth Van Heel*

### 10 years

*Maria G. Enriquez  
Tricia L. Griffith  
Troy M. McCloud  
Deborah A Price  
Corey T. Rudd  
Narcisco Trujillo-beizabal  
Diego Zavala Zuniga  
Steen R. Helms  
Marcus A. Johnson  
Luis Ocampo  
Tracey J. Ostrander  
Tim A. Shambro  
Benny R. Wyles  
Krystal Brookins  
Fernando Magana  
Michael T. Malone  
Mario Talavera  
Francisco Cardenas  
Ramirez J. Ramirez  
Joe D. Sweet  
Grant E. Bradley  
Jose Dominguez  
Cruz M. Mejia  
Francisca D. Amandor  
Eduardo Aragon  
Melvin J. Beasley  
Ramon Estrada*

### 5 years

*Alfred E. Bowman  
Gerald Fabbri  
Anthony Green  
Thomas Hess  
Gumercino Martinez  
Enrique Montalvo  
Bryan Olbrias  
Mathew Paradee  
James Saffell  
Kevin Templeton  
Dustin L. Daugherty  
Ceasar Emerson  
Krystal N. Gibson  
Mark T. King  
Manuel Magana  
Equent Robinson  
Kimberly A. Rogers  
Reyna Sanchez  
Justin Sanders  
Christopher Wet  
Victor L. Williams  
Marla Bates  
Logan A. Holbert  
Bradley E. Holbrook  
Stephen M. Kramb  
Jeremy W. Plagenza  
Joseph Tharp  
Robert D. Weber  
Gary K. Johnson  
Arturo Avila  
Johnnie Barnes  
Jimmy L. Douglas  
Jose Flores  
Jessica Jones  
Charles D. Mcname  
Cristobal Moreno  
Gabriela Villalba  
John R. Volk  
Evelia Alfaro  
Gabriela Amaro  
Bret A. Dague  
Esteban Garcia  
Nancy Herera  
Mathew B. Lindsey  
Denton P. Murphy  
Roland Ruiz  
Tanner J. Smith  
Brian Wakelee  
Phillip D. Collins  
Barbara Harden  
Jeffrey C. Harral  
Randal K. Weatherly*

## Celebrating Revolution Anniversaries!

Congratulations to all of our employees who will and have achieved major career milestones in the 2021 fiscal year.

We applaud your efforts and value your commitment to our company and our culture.

*(And remember, you earn Anniversary Kudos points as well!)*