

A stack of books is shown against a light beige, textured background. The books have various covers: a wood-grain pattern on the left, a teal cover in the middle, and dark blue covers on the right. The text 'Neular Re-brand' is overlaid in white, bold, italicized font at the bottom left.

Neular Re-brand

What we did?

PlastRex was a great little company, selling and producing recycled plastic wood-replacement materials. A very competitive market and the evolving views of consumers demanded a new approach. The trouble with wood is that people love it and for people to consider replacing it you either have to be a lot cheaper or you have to offer something that wood does not.

NEULAR is a new revolutionary building material that is 100% recycled and 100% recyclable. The focus of our work was to create a brand platform to enable us to talk about the new building material and concentrate on its strengths, and not comparing ourselves to wood.

Going through countless iterations we created a new brand system, a story, a website, a new product family structure as well as strategic plans for the near future, trade show booths and other sales materials.



Environmentally friendly lifestyle!



neular

There's more to shaping a better future than a green logo.

Natural is beautiful, we all agree on that. But beauty comes from imperfection – farm smells, muddy boots, violent storms, buckled trees. A true environmentally harmonious future doesn't care for zealous words or good intentions, only conclusive actions. Neular doesn't have to pretend to be green, it just is. In a post-environmentalist world a product like ours will forge our cities and infrastructures; it won't need to shout about how environmentally-friendly it is, because that will be the convention – a forgotten consideration. Soiled plastic garbage is the human race's organic waste, a natural byproduct of modern life – there could be nothing more natural that to use it wisely. Neular is the fossil of tomorrow, today.

Neular takes a no-nonsense approach to our environmental responsibilities.

Why this category?



NEULAR is a new revolutionary building material that is 100% recycled and 100% recyclable. We recycle plastic household waste and turn it into a variety of products you can use to build decking, fences, walls, almost anything you can imagine.

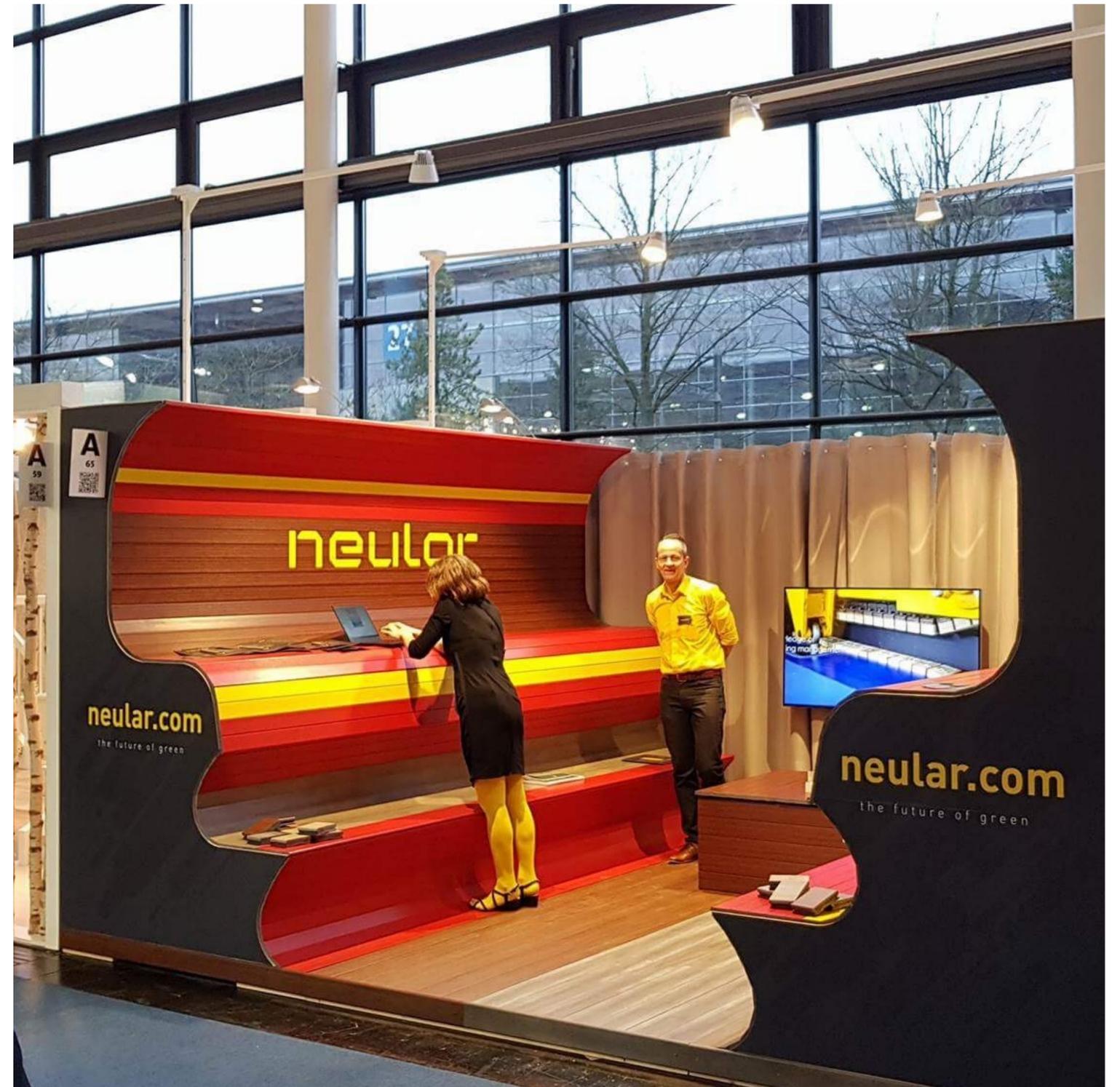
Our unique process uses less natural resources and the result is 100% recycled and 100% recyclable product range that is almost maintenance free, incredibly nature friendly and has characteristics and possibilities like no other.

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Method & Process

The new brand was created in an iterative design process with design sessions in-house and field testing and feedback gathering at trade shows and client meetings. Every iteration being an improvement from the last one and a preparation for the next.

To that end, we continue to use very agile and technically simple tools to enable us to change quickly and cheaply.



What changed?

Neular is a revolutionary new building material that is 100% recycled and 100% recyclable.

Find out more about our story and products.
Or just [contact us](#) and we'll be happy to explain everything.

In brief

Neular is a revolutionary new material. We recycle raw food packaging waste and turn it into a variety of products you can use to build decking, fences, walls and almost anything you can imagine.

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Both, inside our company and among our clients, we have managed to start a mental shift away from "we are an alternative to wood" mentality towards being proud of our strengths. We know that this product in its element, is unbeatable and we will not give up until everyone knows it.

We know that the future will not be green - it will be brown and with a slight odour of garbage to it - the sooner we accept that the sooner we can move over our mental barriers and start producing products that actually tackle the challenges while improving our lives at the same time.

We know that we are at the beginning of a long journey and we can't change the world on our own, but that is the beauty of change, it has to start somewhere and the best place to start is yourself.