

# TRINITY Industries International announces the launch of RENEW, a sustainability-first housewares brand, making the most of upcycled materials.

**February 20, 2024, Carson, California** — TRINITY Industries International announces the launch of a new sustainability-first initiative brand, RENEW, entirely committed to the creative reuse of reclaimed materials as the best way to conserve natural resources on the planet we all love.

RENEW's first collection of housewares will debut at The Inspired Home Show in Chicago, Illinois, March 17 - 19, 2024. The collection is designed and crafted at RENEW's first sustainability design studio and workshop in North Texas known as The Chop Shop. This line focuses on design-forward, artisan-crafted housewares made of 100% reclaimed bamboo chopsticks an everyday utensil that typically travels an average of 5,600 miles and serves its single-use purpose for a quick 20-minute meal. Or as long as it takes to eat a California roll at lunch, somewhere in the USA. With a design ethos of 90% sustainability and 10% fun, RENEW designs and crafts cool, innovative, upcycled products for every space in the home, from recycled bamboo minimalist sleek coffee tables to covetable kitchenware and a clever bamboo pet crate that moonlights as a handsome side table.

As TRINITY CEO Cze-Chao Tam, says, "Sustainability is at the core of the TRINITY business model, and while we make a significant impact with our eco-friendly products, RENEW represents an opportunity for TRINITY to explore and innovate at the level of our environmental ambitions. We are committed to being passionate environmental stewards and meaningfully taking the lead on initiatives to positively impact the planet. With RENEW by TRINITY, there is a huge opportunity to create real impact at scale."

And this is exactly what consumers want now. Sustainable products are in high demand, especially among Generation Z and Millennials, the generations now shifting the mores of the marketplace towards sustainability, transparency, technology, and circular innovation. RENEW housewares represent a pragmatic, scalable and striking, "waste" to "resource" solution, to help accelerate the industry's movement towards greater transparency and positive environmental impact.

The World Economic Forum forecasts the sustainable, circular economy to be a \$4.5 trillion industry by 2030. "RENEW presents an opportunity to launch an ambitious sustainability project, working within the established foundation and high business ethics of TRINITY Industries." says Carolyn Clark, Chief Marketing Officer. "One of the challenges that we as manufacturers have to solve is waste. Our goal at RENEW is to put the planet first. The inspiration is: make it out of reclaimed materials, make it well-designed and crafted to last."

The RENEW booth will feature stylish home offerings such as the **Gather + Graze Serving Board Duo** for easy entertaining, the **All Day, Everyday Coaster Set** for the ideal

housewarming gift, and the **Welcome Home Shoe Bench**, a design-centric place to park your family's footwear for the evening. RENEW provides an opportunity for conscious consumers to feel good about what they buy.

### **Find RENEW by TRINITY at The Inspired Home Show**

TRINITY Booth # 7150

Location: North Hall



Party Serving Set



Coffee Table



Grazing Duo

### **About The Inspired Home Show**

Formerly the International Home + Housewares Show, The Inspired Home Show is North America's largest housewares trade show. Every year, home and housewares professionals from more than 120 countries converge in Chicago to discover new housewares products and industry trends, meet in person with teams from top retail and manufacturer brands, and gain the insights, leads and exposure to launch a successful year. The Show is owned and operated by the International Housewares Association (IHA), which has a rich history within the housewares industry dating back more than 85 years.

### **About RENEW by TRINITY**

RENEW is a company of innovative designers and passionate makers who believe in taking on the status quo with positive energy and innovation. As a sustainability-first brand, we're ready to revitalize the houseware industry, set new standards for sustainability, and renew mountains of discarded materials otherwise headed to landfill. We take upcycling seriously, and we have fun doing it by making new, cool and covetable things for your home.

Launched by TRINITY in North Texas in 2024, we set out to transform housewares manufacturing with RENEW, a brand committed entirely to the creative reuse of reclaimed materials as the best way to conserve natural resources on the planet we all love.

Our approach to upcycling reduces energy usage, air pollution, water waste and avoids CO2 greenhouse gas emissions. That means we don't harvest from forests, we don't cut down trees, and we don't waste natural resources. Rooted in quality craftsmanship and mindful manufacturing, RENEW is made in the USA to minimize our carbon footprint while creating jobs

in our communities. RENEW manufactures with food-safe, non-toxic, and formaldehyde-free materials; we're on a mission to reinvent the housewares business and do no harm to people or the planet. We strive to set a new standard and scale for sustainability with planet-first, artisan-crafted, American-made products for your home. *Good as new... but so much better.*

### **About The Chop Shop**

At The Chop Shop, RENEW's recycled bamboo design studio and workshop in North Texas, we're ready to RENEW our impact on the planet by mindfully manufacturing recycled chopsticks into timeless, well-crafted designs for your home. Because creating good products and good jobs out of mountains of disposable materials feels good too.

### **About TRINITY Industries International**

TRINITY is a leading player in the storage, organization, and home solutions space. Their innovation with intent approach results in striking designs, endless versatility, and quality craftsmanship for each TRINITY product. Their attention to detail and desire to meet the consumer's needs ensure they provide practical yet stylish everyday storage and home solutions. They consistently strive to create products that improve the lives of those they touch. Learn more at [trinityii.com](http://trinityii.com).

### **Our Commitment to Sustainability**

Around the globe, 1.5 billion single-use chopsticks are tossed out each week and sent directly to landfill. That's 5.4 trillion chopsticks per year. With all this great, raw material going to waste, we thought it best to give these 100% bamboo chopsticks a new, well-designed life at RENEW. What can we do with 5.4 trillion bamboo chopsticks? The possibilities are limitless and pretty exciting.

Learn more about how you can make a positive environmental impact and RENEW our homes by visiting [renewbytrinity.com](http://renewbytrinity.com).

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