

Promote your brand and generate more business

The Bureau of International Recycling (BIR) is the only global recycling industry association, bringing together 700 recycling companies and 38 national federations from 67 countries.

The BIR's official Membership Directory is a vital reference tool exclusively available to members to enable them to find new suppliers and customers around the world. A company profile in the directory is free as one of your membership benefits.

Printed in A4 format and mailed out to all members, the BIR Membership Directory is the perfect opportunity to showcase your services and products to prospective new partners and customers.

Maximise your presence and increase business with one of our promotional packages.

The official BIR Membership Directory includes:

- ✓ Profiles of all members in each country. Each profile contains the names, job titles and email addresses of key decision-makers, along with details of the company's activity areas (e.g. trader, processor, broker, consumer, manufacturer, etc.), commodities and materials, and industry accreditations
- ✓ Complete A-Z list of all member companies
- ✓ A-Z list of senior contacts at member companies
- ✓ Members listed by BIR Commodity Division & Committee (e.g. non-ferrous metals, ferrous metals, paper, textiles, stainless steel and special alloys, plastics, etc.)
- ✓ Profiles of member federations, including contact details of senior individuals and affiliated status
- ✓ Key information about the BIR, its divisions and committees
- ✓ Advertisers' Index



Pages from 2021/2022 edition

5 ways the Membership Directory can help your business

- 1** A higher profile, more awareness and more key industry contacts take notice of your organisation/company which improves your opportunity to speak to your customers and make more quality contacts throughout the year.
- 2** Your profile and standing within the industry is enhanced, helping you to elevate your brand above your competitors'.
- 3** The directory is the perfect place to draw your customers' attention to the products and services you are promoting or launching.
- 4** The directory is a 'must keep' publication that plays a key marketing role throughout the whole year, and is used as a sourcing guide and research tool by multiple decision makers.
- 5** Advertising in the directory supports other marketing activity to provide an integrated campaign and multiple touch points for your potential clients.



For more information call Ben Nelmes today on **+44 (0)20 7841 5962** or email **ben.nelmes@klarents.com**

Special advertising packages

	Prices until end May	Prices after May
Gold Package <ul style="list-style-type: none"> One full page advert ¹ Premium Spotlight profile package, including: <ul style="list-style-type: none"> A logo, colourwash background and 350 character description with your Member Company profile ² A colour logo with your company name in the A-Z of Member Companies list ³ A colour logo with all selected divisions and committees within the A-Z of Member Companies by Divisions/Committees list ⁴ 	€1,729	€1,854
Silver Package <ul style="list-style-type: none"> One half page advert A Spotlight profile package (includes a logo, colourwash background and 350 character description with your Member Company profile) ² 	€1,045	€1,117
Bronze Package <ul style="list-style-type: none"> One quarter page advert A colour logo with your Member Company profile 	€759	€814

¹



²



³



⁴



Visuals are for reference only – designs are subject to change

See page 5 for display advertising specifications

**ADVERTISING COPY DEADLINE:
WEDNESDAY 6 JULY 2022**



For more information call Ben Nelmes
today on **+44 (0)20 7841 5962** or email
ben.nelmes@klarents.com

Display advertising

Guaranteed positions

	Prices until end May	Prices after May
Outside back cover	€2,530	€2,706
Inside front cover	€1,958	€2,096
Inside back cover	€1,837	€1,964
Third page vertical advert on the same spread as your member profile ¹	€919	€985

Run of paper

	Prices until end May	Prices after May
Full page ² 15% extra for specified position	€1,502	€1,606
Half page ³	€957	€1,023
Quarter page ⁴	€638	€682

1



2



3



4



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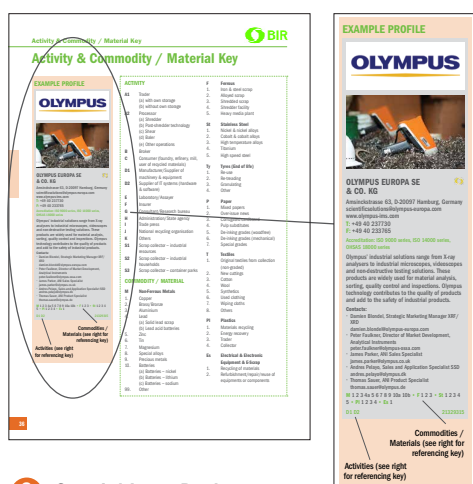
For more information call Ben Nelmes today on **+44 (0)20 7841 5962** or email **ben.nelmes@klarents.com**

Enhanced member listing packages

	Prices until end May	Prices after May
Exclusive Key Profile Package ONLY 1 AVAILABLE <ul style="list-style-type: none"> Your Member Company profile used as the example listing on the Activity & Commodity / Material Key page at the beginning of the member profiles section 1 Premium Spotlight profile package (see below for details) 2 3 	€1,100	€1,177
Premium Spotlight Profile Package <ul style="list-style-type: none"> Spotlight Profile Package 2 Colour logo with your company name in the A-Z of Member Companies list and a colour logo with all selected divisions and committees within the A-Z of Member Companies by Divisions/Committees list 3 	€550	€589
Product Highlight Profile Package <ul style="list-style-type: none"> A product image, colour logo and colourwash background, plus a 350 character company description in bolded text with your Member Company profile 4 	€490	€524
Special Logo Pack <ul style="list-style-type: none"> Colour logo with all key listings (Member Company profile; A-Z of Member Companies; A-Z of Member Companies by Divisions/Committees) 3 	€435	€468
Spotlight Profile Package <ul style="list-style-type: none"> Colour logo and colourwash background, plus a 350 character company description in bolded text with your Member Company profile 2 	€325	€347

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1 Exclusive Key Profile Package **ONLY 1 AVAILABLE**



Activity & Commodity / Material Key

EXAMPLE PROFILE

OLYMPUS

OLYMPUS EUROPA SE & CO. KG

Ammerlaanweg 13, D-20097 Hamburg, Germany
www.olympus-uk.com
T: +49 40 237700
F: +49 40 237705

Activities (see right for referencing key)

Commodities / Materials (see right for referencing key)

€1,100 / €1,177

2 Spotlight Profile Package



Member Companies - Malaysia / Netherlands

DEACERO

DEACERO SAPI DE CV

Av. Lazaro Cardenas 2333 OFE,
Garza Garcia N.L. 66269, Mexico
www.deacero.com
T: +52 81 8368 1168 / 1177
F: +52 81 8368 1178

Providing the world with products and solutions to build, protect and contribute to the sustainable development of the present and future. Deacero is a long products steel producer and the largest scrap recycler in Mexico, with recycling & shredding facilities in Mexico and USA. Present in international scrap markets (ferrous & non-ferrous).

Contacts:
- Laura Cobas Diaz
laura@deacero.com
- Rodolfo Fernandez
rodolfo@deacero.com
- Humberto Garza
hgarza@deacero.com

M 1 2 3 • F 1 3 4
A10 A10 C 21377827

€325 / €347

3 Special Logo Pack



OMNISOURCE CORPORATION

ONE STOP RECYCLING LTD

USA

UK

onesteel

ORMEISAN METAL SANAYI VE INSAAT TIC.LTD.STI

CHINA

TURKEY

€435 / €468

4 Product Highlight Profile Package



IRELAND ALLOYS LTD

Wendstone Road, Hamilton ML3 0HP, UK
stuart.drogin@irelandalloys.co.uk
www.irelandalloys.co.uk
T: +44 1698 822401
F: +44 1698 822408

Accreditation: ISO 9001:2015, ISO 14001:2015, AGS/QAC, Queens Award Winner for Technological Achievement

Contacts:
- George Boyd, Trader
george.boyd@irelandalloys.co.uk
- Ivan Carter, Trading Manager
ivan.carter@irelandalloys.co.uk
- Rossie Hill, Business Development Manager
rossie@irelandalloys.co.uk
- Tina Liu, Trader
tina.liu@irelandalloys.co.uk
- Liane Smith, Trader
liane.smith@irelandalloys.co.uk

M 6 • F 2 • S 1 2 3 4 5
A10 A20 A20 A20 E 21377296

€490 / €524

Advertising specifications



Please send your artwork files to Millie Daltrey:

millie.daltrey@klarents.com

For any production queries, please call +44 (0)20 7841 5961

**ADVERTISING COPY
DEADLINE:
WEDNESDAY 6 JULY 2022**

➔ DISPLAY ADVERT DIMENSIONS & SPECIFICATIONS:

3MM BLEED

FULL PAGE

210mm wide x 297mm deep

We do not specify type area but recommend that you avoid placing text or important graphics within 12mm of the page edge.

If you are bleeding the advertisement, please add 3mm all round and add crop marks only (no registration or bleed marks).

THIRD PAGE

56mm wide x 250mm deep

No bleed

QUARTER PAGE

89mm wide x 134mm deep

No bleed

HALF PAGE

186mm wide x 134mm deep

No bleed

For half, third and quarter page adverts, please set your page size to the appropriate dimensions and do not include any crop marks.

IMPORTANT: SPOT COLOURS



Please check that all spot colours used in your artwork – including those contained within eps files, such as company logos – have been correctly converted to CMYK process colours BEFORE creating your PDF. This will include Pantone CMYK spot colours and any unusual inks that April have been used. If this is not done correctly, the colours on the final printed page April not appear as expected. If you are in any doubt, please contact our production team who will be happy to help.

➔ LOGO / PRODUCT PICTURE / QR CODE SPECIFICATIONS:

Applicable for enhanced profile bookings, product category sponsorship bookings and floor plan sponsorship bookings.

Logos

Preferred file formats: EPS, AI, PDF
Other accepted file formats: JPG, TIF
Minimum width: 60mm
Minimum resolution: 300dpi

Product Images

File formats: JPG, TIF
Minimum width: 80mm
Minimum resolution: 300dpi

QR Codes

Please send the full URL / Text / Phone Number / SMS to the email above. We will then generate a QR code in the required format.

IMPORTANT INFORMATION ABOUT YOUR ARTWORK:

PRESS-READY ARTWORK

Artwork should be supplied as a press-optimised / high-resolution PDF file. All images should be CMYK at 300dpi and all fonts should be embedded and subset below 100%. We recommend converting large / headline text to curves / outlines. If your artwork contains transparencies, these should be flattened before creating the PDF to avoid unpredictable results.

Whilst we of course endeavour to check all artwork before going to print, we cannot guarantee predictable results from incorrectly processed PDF files. If you have any questions about PDF creation or for any reason need to supply your artwork in a different format, please contact our production department before sending.

If your design packages offer the option, please supply PDF/X compliant files.

SENDING YOUR FILE TO US

Creative / artwork can be sent via email to the address at the top of this page (please contact us if your file is over 15MB). Where time permits, please send a full colour proof by post along with your artwork.

IF YOU REQUIRE ASSISTANCE CREATING YOUR ADVERTISEMENT

Klarents Media Ltd can offer assistance with typesetting and basic layout. Our standard production fee is £60 per hour. Please contact the production department if you would like to discuss our services and they will be happy to help.

IF YOU ARE UNSURE WHAT YOU NEED TO SUPPLY, OR CAN'T FIND THE SPECIFICATIONS FOR YOUR BOOKING, PLEASE GET IN TOUCH WITH THE PRODUCTION DEPARTMENT ON +44 (0) 20 7841 5961