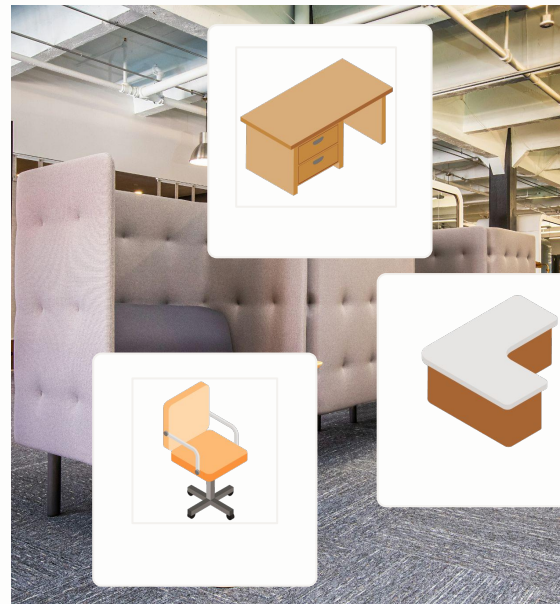




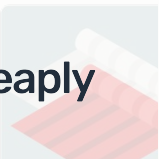
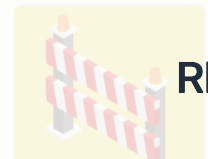
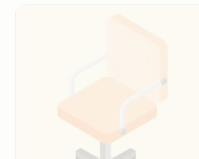
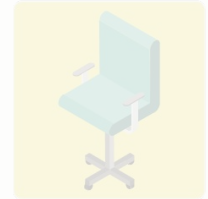
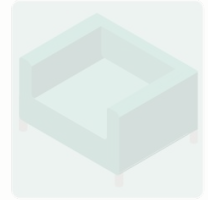
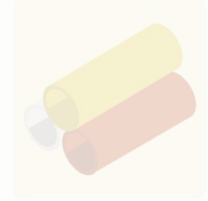
Michigan Materials Marketplace Roundtable

Take Your Seat at the (Repurposed, Reused, and Refurbished) Table: Furniture Circularity for Organizational Moves, Adds, and Changes



Today's agenda

- ✓ Intro to Rheaply and the Michigan Materials Marketplace
- ✓ Rheaply on the state of furniture circularity
- ✓ EGLE Welcome
- ✓ Speaker Presentations:
 - Paddy Hobohm, SPACE, Inc
 - Kris Jolley, MSU Surplus Store & Recycling
- ✓ Breakout Sessions and Q/A



Rheaply

Today's speakers



Matt Flechter

Recycling Market Development Specialist
EGLE



Kris Jolley

Reuse and Recycling Manager
MSU Surplus Store



Daniel Kietzer

Head of Sustainability
Rheaply

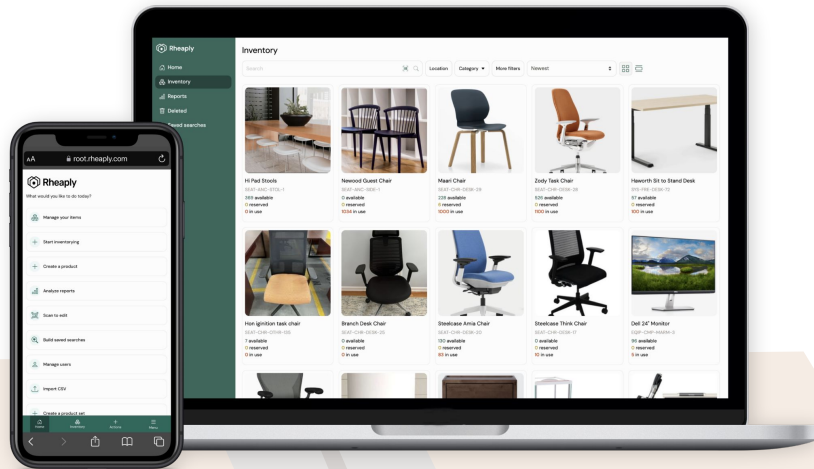


Paddy Hobohm

President
SPACE, Inc.

Hi, we're Rheaply

Since 2016, Rheaply has been on a mission to build a connected community with transformative technology and services where every workplace resource finds its next use.



Connected Community

Rheaply has **over 3,500** ecosystem partners across North America representing all sides of the circular economy, including leading manufacturers, enterprise companies, nonprofits, small businesses, and more.



Transformative Technology

Rheaply's platform manages over **\$25 million** in asset value at any given time. In 2024 alone, customers saved over **\$14 million** by optimizing asset management and reuse.

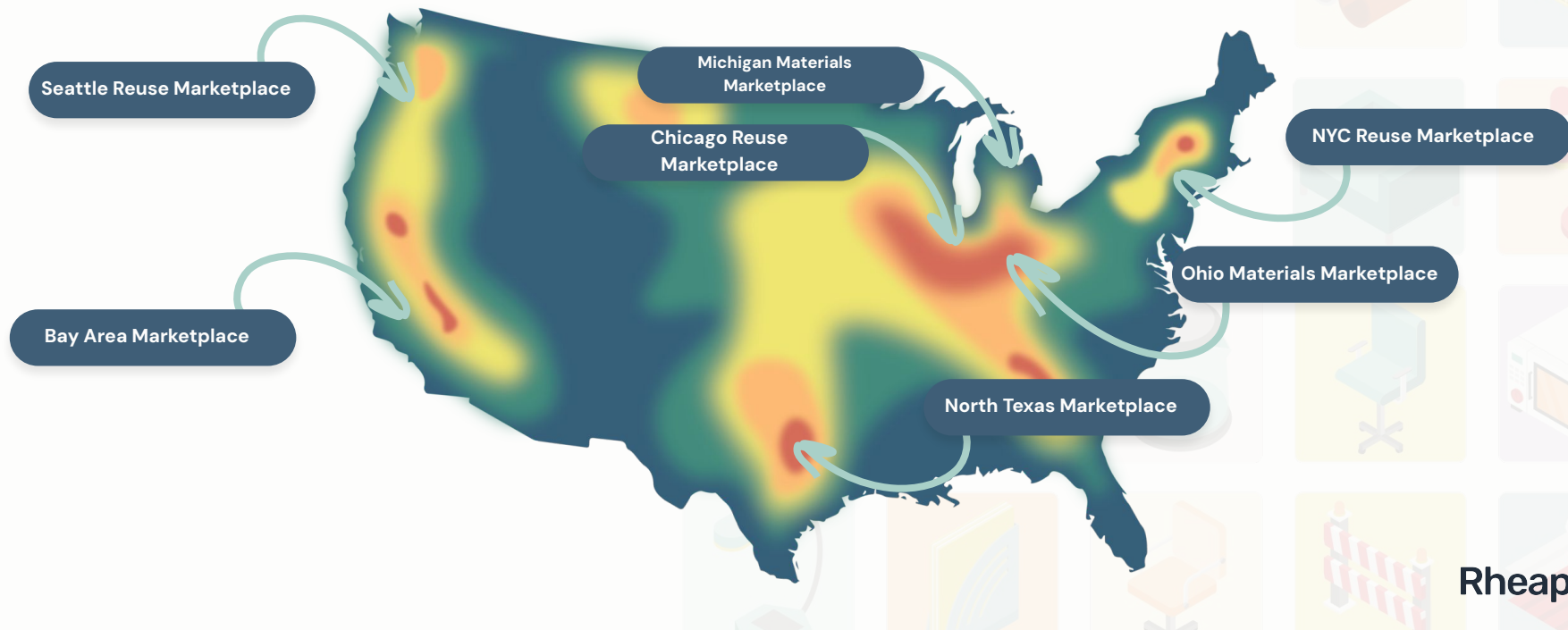


Thought Leaders in Circularity

The Rheaply team is stacked with circular economy **subject matter experts**, allowing us to build circularity strategies and programs that solve operational challenges and enhance overall sustainability.

A Connected, Circular Community

Powered by Rheaply's Reuse Marketplace platform, our network of 3,500+ businesses and organizations span North America and represent all sides of the circular economy, including leading manufacturers, enterprise companies, nonprofits, small businesses, and circular economy entrepreneurs.



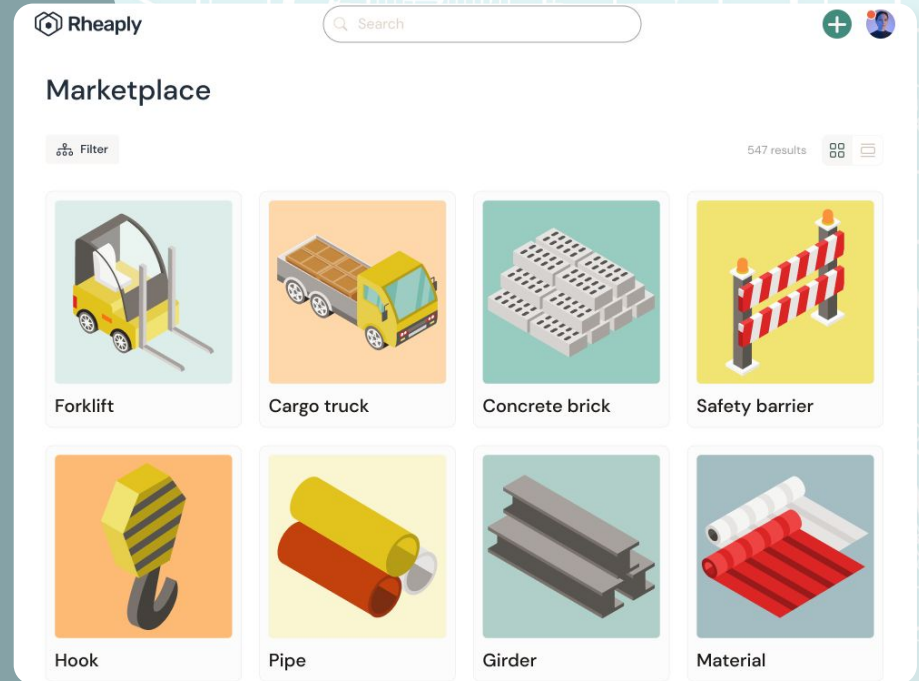
Michigan Materials Marketplace

The Michigan Materials Marketplace connects businesses and organizations to develop and scale new reuse and recycling market opportunities.



Who should join?

- ✓ Michigan businesses of all sizes
- ✓ Manufacturers
- ✓ Circular entrepreneurs
- ✓ Nonprofits
- ✓ Schools and universities
- ✓ Local governments



A connected marketplace for professionals

- ✓ **Source, sell, or donate** surplus, by-product, or otherwise under-utilized materials
- ✓ **Connect with other businesses** and create new local, sustainable supply chain connections
- ✓ **Leverage data-driven insights** to embed circularity into your operations and decision making processes



Get connected

- ✓ Get set up on the platform
- ✓ Chat with our team
- ✓ Share with your network
- ✓ Post your first listings
- ✓ Move materials!

Join the **Michigan Materials Marketplace** today!



NEXTCYCLE
MICHIGAN



Rheaply

The commercial furniture industry has a waste problem



Workstations



Desks



Tables



Cabinets



Chairs

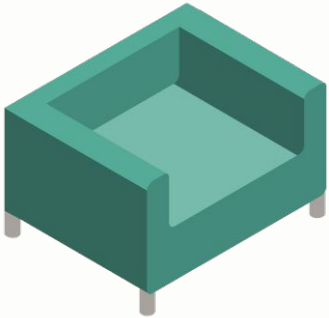
9.7M tons

Out of 12.1M tons of furniture and furnishings manufactured (80.1%) goes to landfill



Source: EPA

Workplace resources represent *a lot* of carbon



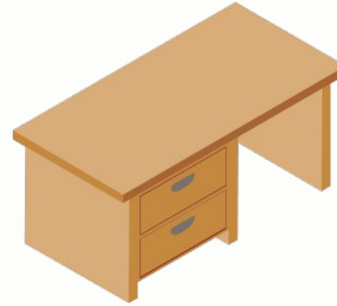
45 kg CO₂e

2x its weight



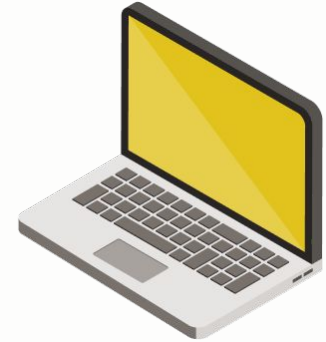
70 kg CO₂e

3x its weight



30 kg CO₂e

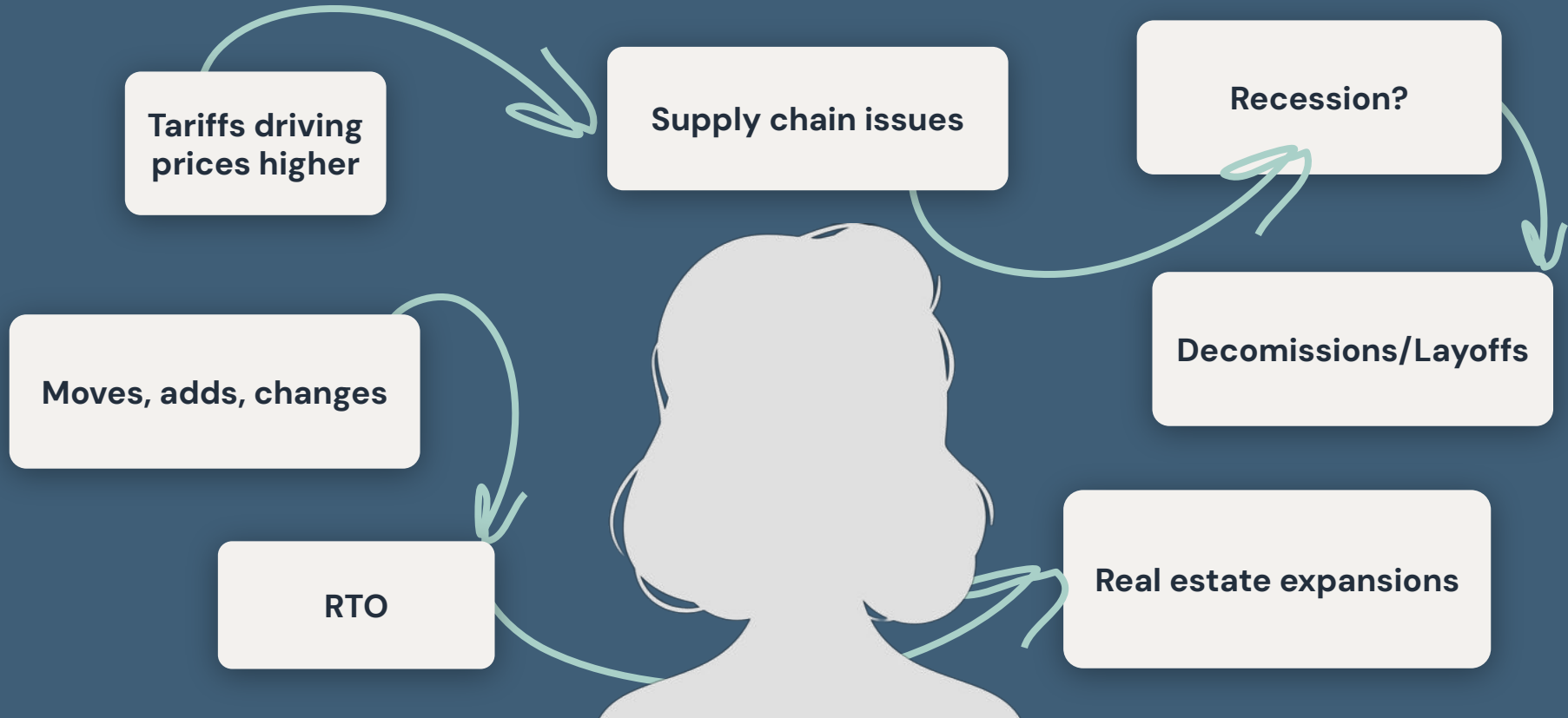
2x its weight



150 kg CO₂e

100x its weight

The landscape for commercial office furniture is rapidly changing



What is blocking furniture circularity at scale?

Buying second life is not straightforward

- ✓ No digital records
- ✓ Hard to do at scale
- ✓ Challenges with carbon savings

Infrastructure challenges

- ✓ Fuzzy recycling end markets
- ✓ Logistics issues
- ✓ Timing & planning

Design and material composition

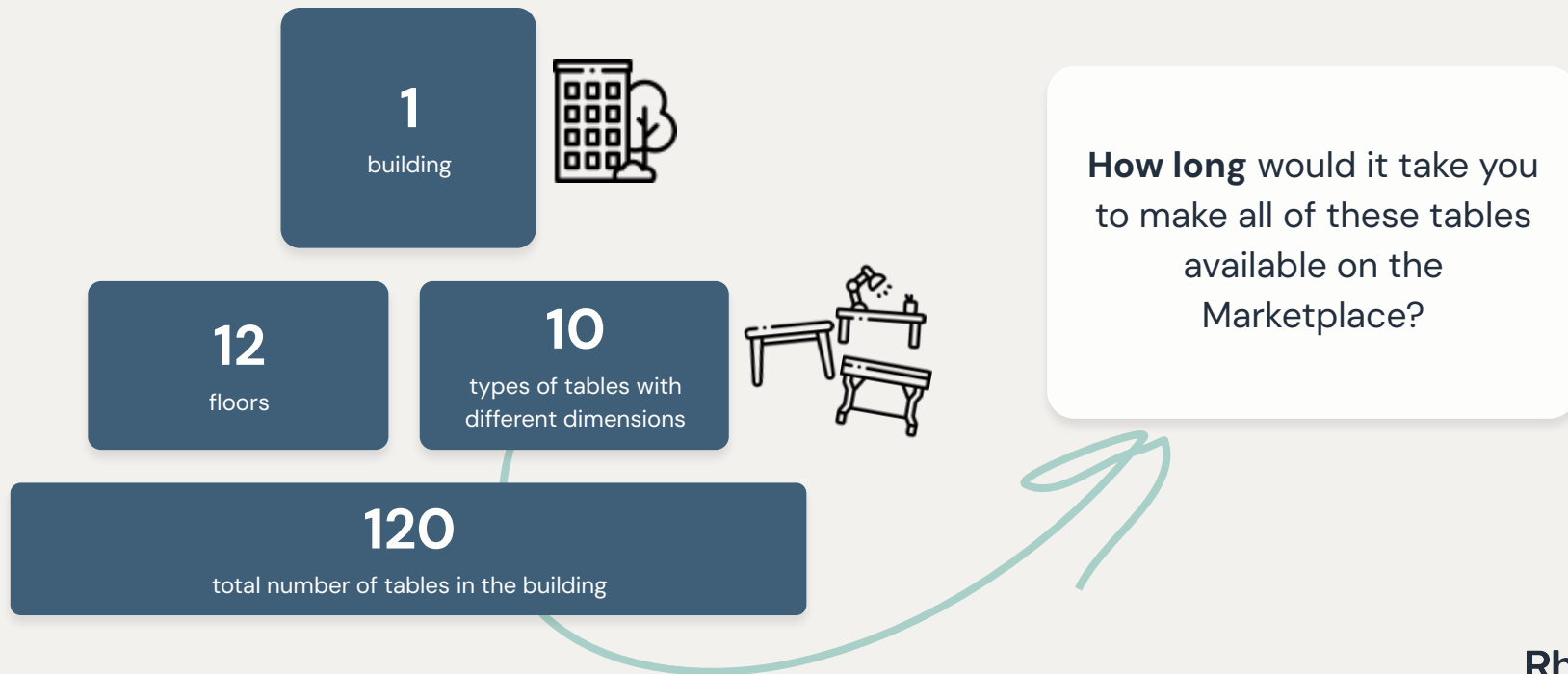
- ✓ Data challenges
- ✓ Toxic materials
- ✓ Not typically designed with next life in mind

Circular business models

- ✓ Limited takeback services
- ✓ Limited Furniture as a Service
- ✓ Resale ambiguity



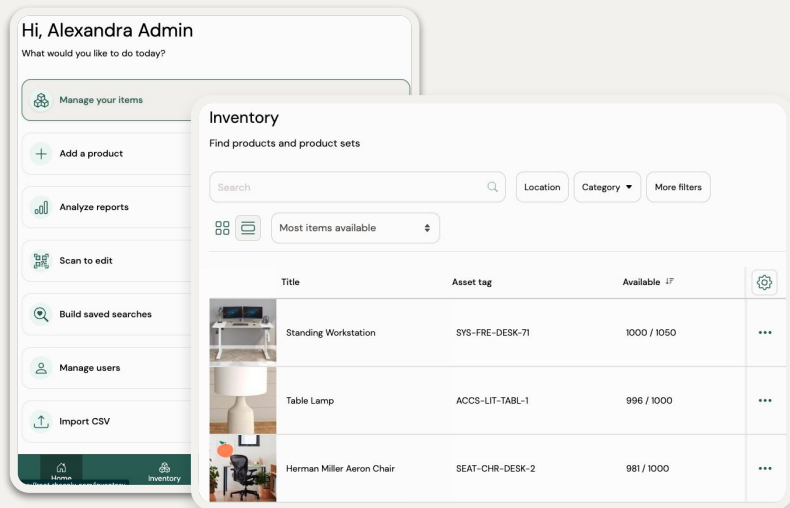
Ad hoc processes take a lot of **time**



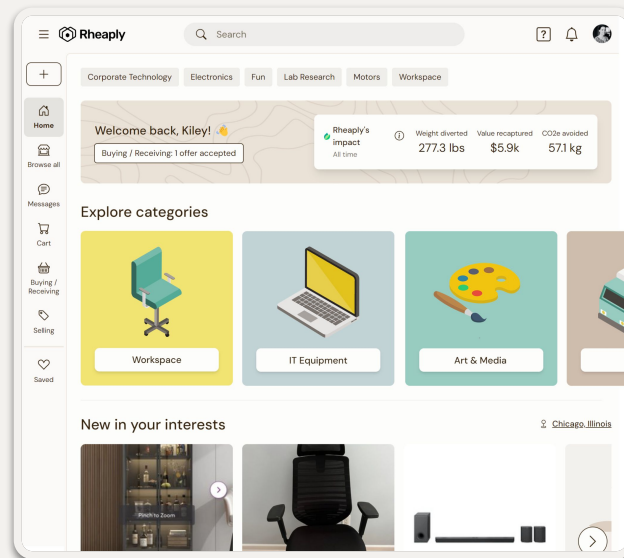
Digitized inventory leads to democratized demand



Warehouse managers, facilities managers, plant managers



Workspace designers, occupancy planners, donation partners



Best practices for naming your listings



Color inclusion

Include manufacturer-specified color

Use closest primary or secondary color

Include specific wood tone



Standard dimensions

Use **[Width]** x **[Depth]** x **[Height]**

Applies to tables, surfaces, shelving, storage

Use your region's standard measurement units



Things to avoid

ALL CAPS

Excessive special characters

Misleading claims

Keyword stuffing

Best practices for naming your listings

Examples



Desk – Rove Concepts – Arlo – White & Brass – 63" x 31" x 29.5"



Lounge Chair – Steelcase – Millbrae Contract – Cream



Storage Rack – ULINE – Wire Shelving – Chrome – 60" x 18" x 72"



Task Chair – Haworth – Very – Juniper

(Note: Rheaply is not affiliated with or sponsored by the brands listed above.)

Before



Stool

Used – Good
54 available
Building 14

After



Counter Stool – Blu Dot – Chip – Blue

54 available
10 reserved pending
14 reserved
6 in use

Transforming Michigan's furniture ecosystem through connection

The Michigan Materials Marketplace represents a pathway to **reduce furniture and office waste landfill and raw material extraction** by transforming the way businesses connect to use, reuse, repair, recycle and design out waste.



Examples of immediate next steps

Pick *one room* to inventory on the Marketplace

Choose one room or floor and inventory each item using the standard format. It's a quick win that shows how naming improves organization and creates clarity.

Share the Marketplace with your team

Invite your team to Rheaply or start an **import-ready spreadsheet** with key naming fields and have your team log reuse-ready assets. Bonus: add photos!

Add reuse to your procurement process

Before buying new FF&E, remind your team to check what's on the Marketplace. Even a sticky note that says "Check reuse first!" helps shift behavior.



Get our template 👉

go.rheaply.com/reuse-spreadsheet



MICHIGAN DEPARTMENT OF
ENVIRONMENT, GREAT LAKES, AND ENERGY



Setting the Stage

Matt Flechter

Recycling Market Development Specialist

Materials Management Division, EGLE

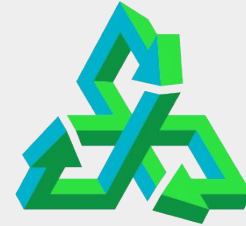
Recycling In Michigan

Michigan has a long history of recycling
And environmental protection
And manufacturing.

EGLE works to deploy about \$15M/year
directly to businesses and communities to
grow the recycling system.

Economic Benefits to tripling recycling, reuse,
and recovery in Michigan.





NEXTCYCLE MICHIGAN

Accelerating a Circular Economy
through Partnership and Innovation.

124 Accelerator Teams selected to date
receiving technical support, coaching,
and guidance on best practices.

Growing partner network and
resources ... including resources like
the Michigan Materials Marketplace!

Guests Speaker Slides



Surplus Store and Recycling

managing waste as a resource

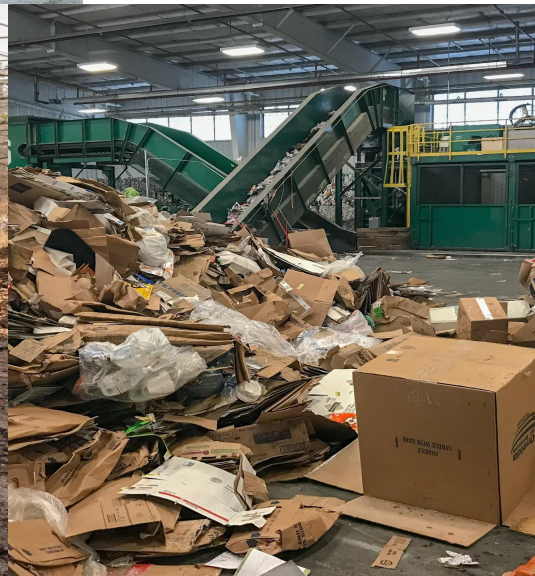


Mission:

To manage MSU's waste as a resource through an integrated system of reuse, recycling, collaboration, innovation, and education.

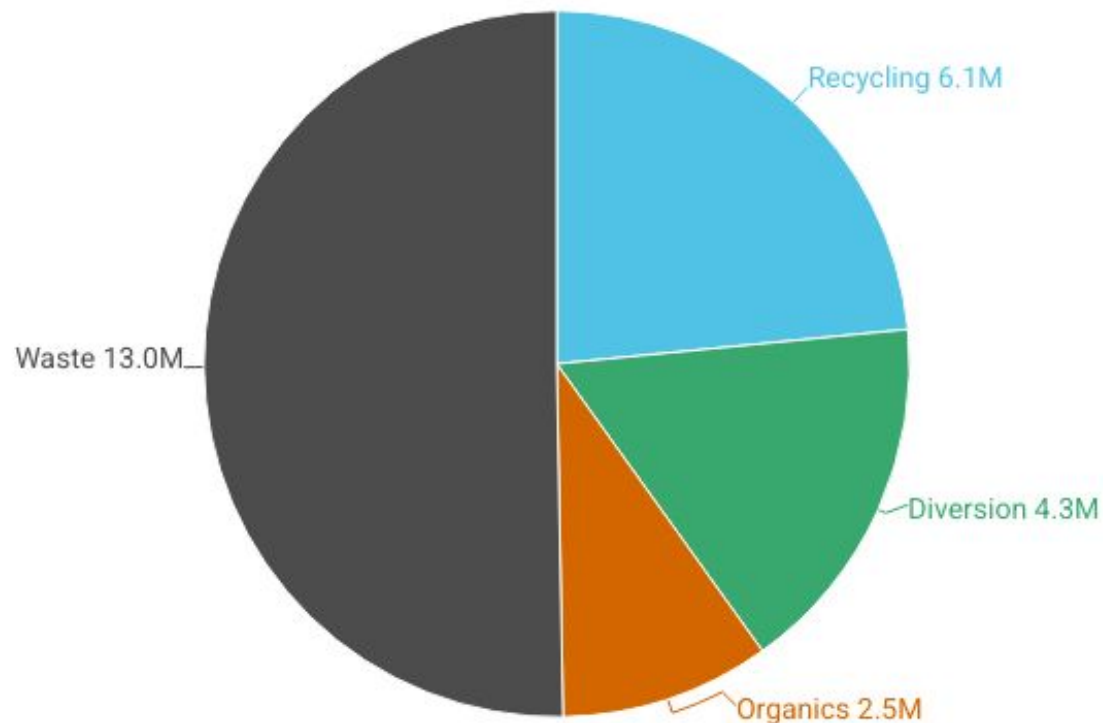
Zero Waste Hierarchy





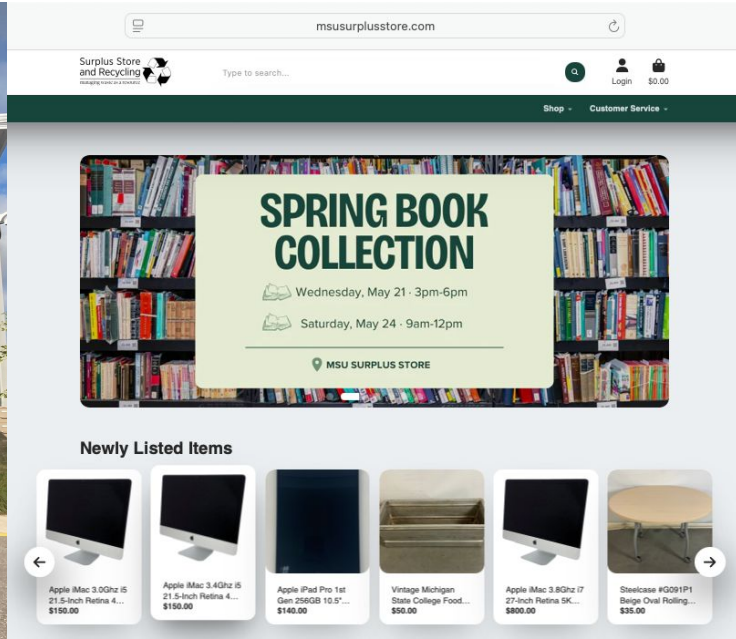
Pounds of Material Processed

May 2024 - April 2025









amazon

ebay

Etsy



Surplus Sales Over Past 12 Months

264,748 Total Items Sold

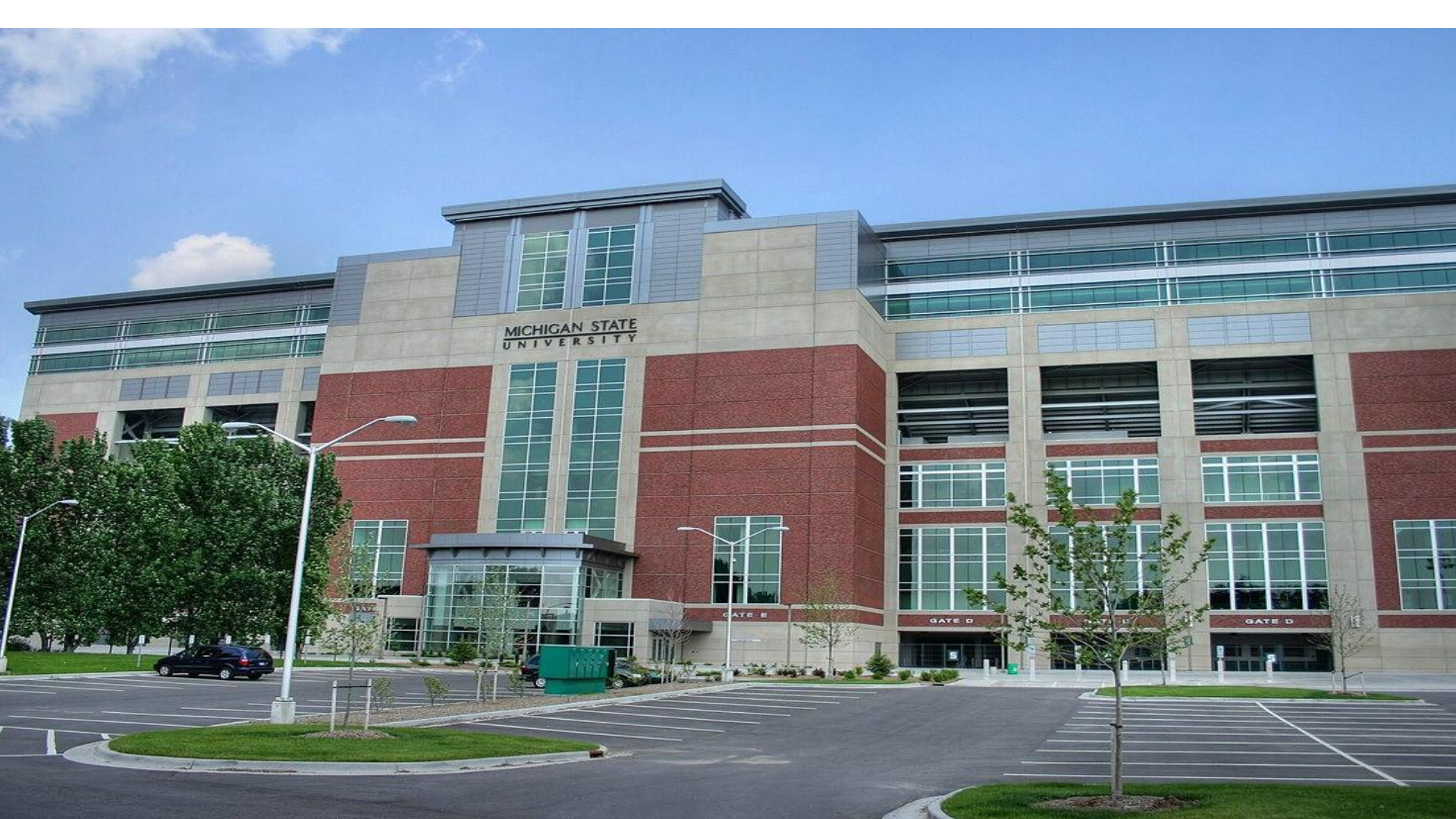
\$4M in Sales

\$2.1M Returned to Departments

Furniture Sales

5,628 Items

\$259,000 in Sales



MICHIGAN STATE
UNIVERSITY

GATE E

GATE D

GATE C

Stadium Tower Renovation

Collected

51 Box Trucks of Furniture – 157,000 Pounds

14 Box Trucks of Office Supplies/Smalls – 34,280 Pounds

3 Box Truck Loads of Security Carts – 11,865 Pounds

21 Roll-offs of Scrap Metal – 121,580 Pounds

19 Roll-offs of Trash/Demo Waste – 131,660 Pounds

Office Suite Furniture

698 Items

\$27,748 in Sales

Athletics

424 Items

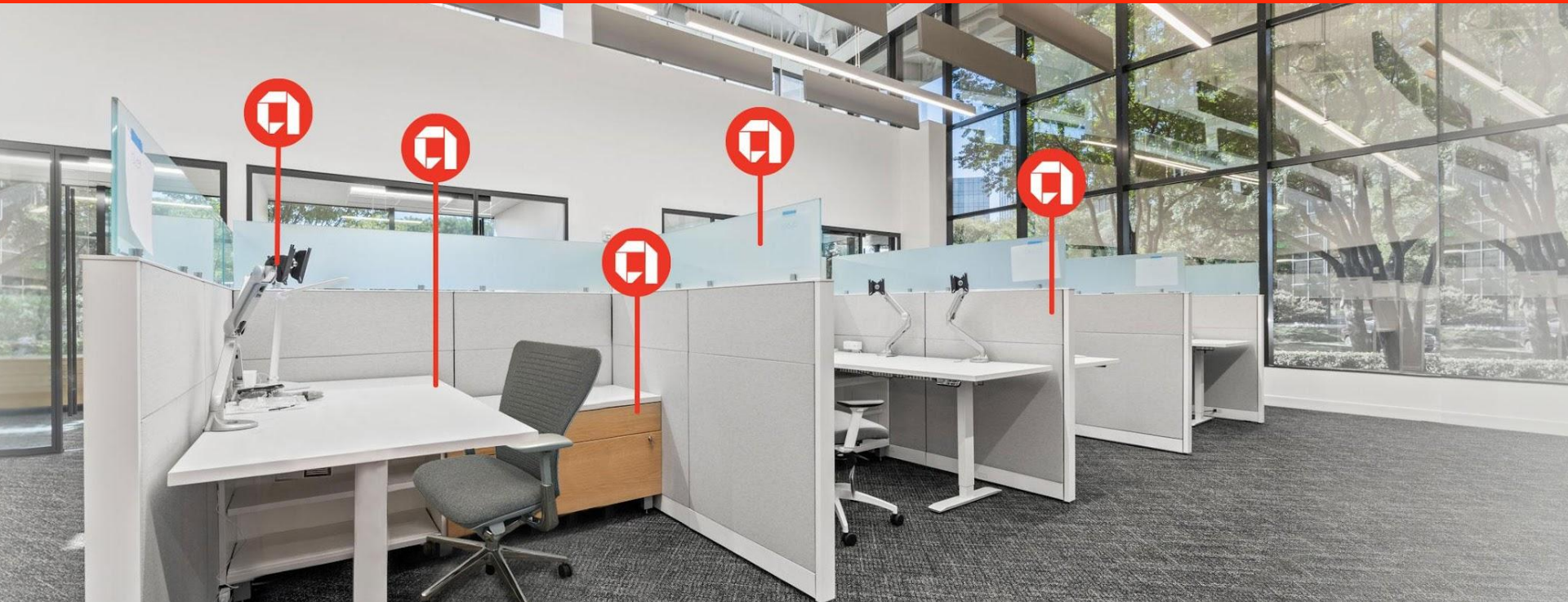
\$63,962 in Sales



Furniture Circularity in Action: Smart Transitions for Modern Workspaces

May 28, 2025

Presented by Paddy Hobohm | President, SPACE Inc.



What is SPACE anew™?

SPACE anew is our future-forward solution for repurposing high-quality office furniture during M.A.C.s (Moves, Adds, and Changes).



M.A.C.s Generate Waste And Opportunity

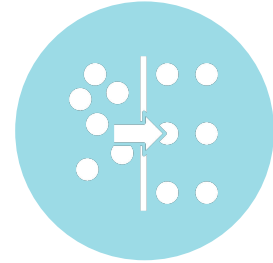
Organizational transitions
often lead to rushed decisions
and mass disposal



17 million+ tons of
furniture waste are
landfilled annually
in the U.S. ([EPA,
2018](#))



**Valuable materials
discarded** due to
poor planning or lack
of reuse
infrastructure



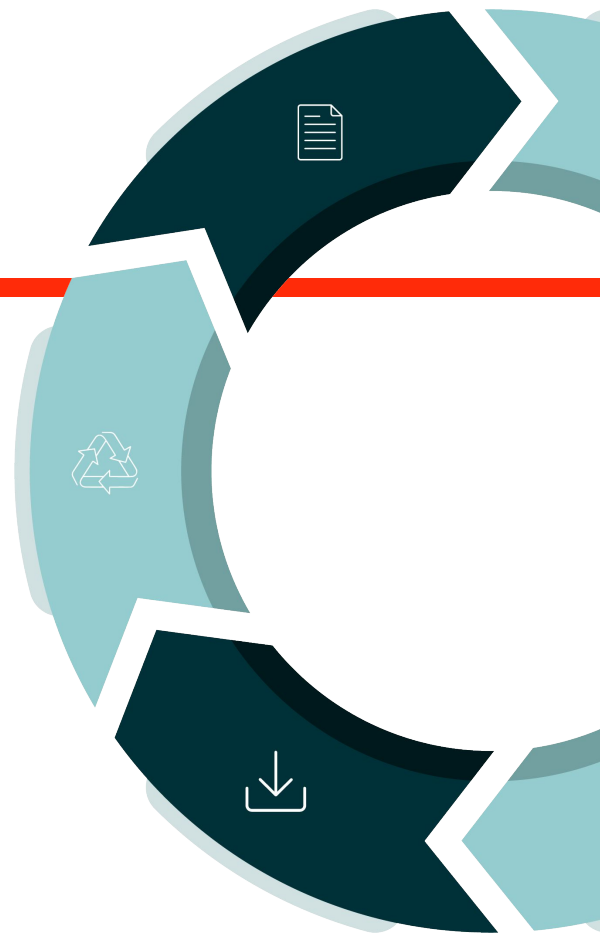
**SPACE anew
flips the script** by
turning chaos into
curated reuse

Our Process

Clean, Coordinated, Circular

SPACE anew's streamlined process reduces burden on your team:

1. Conduct a professional onsite audit of assets
2. Categorize and evaluate items for remanufacture, reuse, or exchange
3. Refabricate with modern finishes in our Michigan-based facility
4. Match to layout and design intent
5. Deliver a high-performance space that's sustainable by design



CASE STUDY

Tip O'Neill Federal Project

SPACE anew supported the GSA in consolidating five buildings into one

Location:

Washington, DC

Result:

48% cost savings vs
new furniture procurement

Impact:

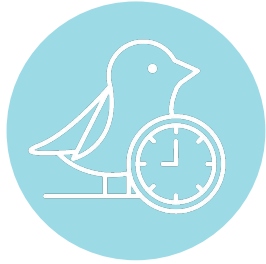
7-figure federal savings
and massive landfill diversion

Circularity success at the
scale of federal government



Embedding Reuse Into M.A.C. Planning (Plain-Speak Edition)

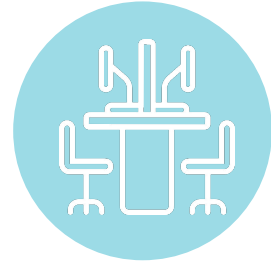
To make reuse work, timing matters:



Start early: Look at what you already have before designing new



Loop in everyone: Bring facilities, designers, and sustainability to the same table



Plan with the end in mind: Know where the old stuff will go before you order new



Who Needs to Be at the Table And Why

Facilities Managers: Know the inventory and daily realities

Sustainability Officers: Drive ESG alignment

Procurement: Control purchasing behavior

Real Estate/Workplace Strategy: Plan transitions

Dealers & Movers: Can make or break a reuse plan

Collaboration is the bridge between intention and execution

Where It Breaks Down And What It Costs Us

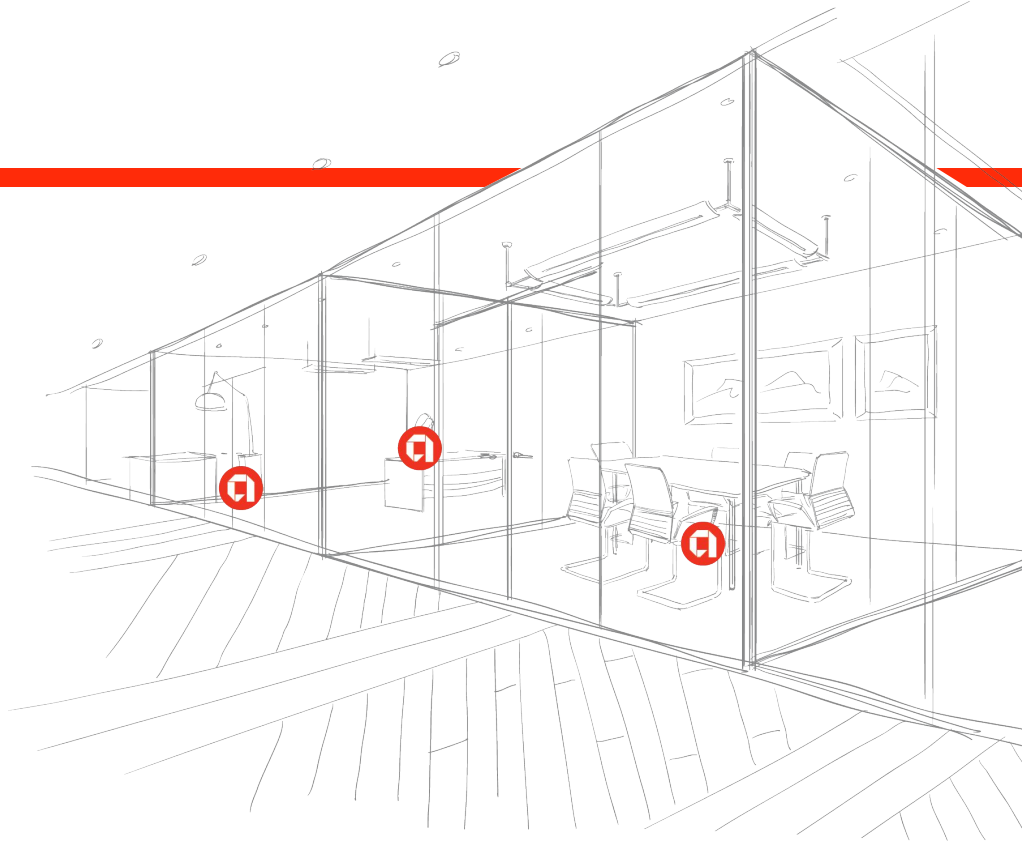
- **“Just toss it”** thinking under deadline pressure
- **No inventory visibility** = missed reuse opportunities
- **Poor coordination** = rushed buying, extra storage, or waste hauling

Result: Loss of time, money, and ESG credibility



Closing the Gaps With Smart Tools

- SPACE anew + platforms like Rheaply = **GAME-CHANGER**
- Asset tracking and evaluation
- Credit-based reuse through our Exchange Bank
- Transparent reporting and metrics
- Better decisions, earlier in the process



Remanufacturing

The Future of Circular Furniture

- Think of it as **“bespoke reuse”**
- Matches the **speed and style** of modern work environments
- **Keeps materials in the loop** without compromising quality
- **Adds polish**, not landfill waste



Design Integrity Meets Circular Strategy

SPACE anew transforms outdated assets into showpieces:

- Harmonized finishes
- Cohesive layouts
- Branded experiences
- Employees can't tell it was remanufactured — and that's the point



Best Practices

From Forward-Looking Organizations

- **Bake reuse** into RFPs and project specs
- **Use performance-based metrics** in vendor contracts
- **Centralize inventory** data across departments
- **Assign a circularity lead** on large projects



Michigan Needs Infrastructure And Leadership

- **Our region lacks** major furniture recyclers
- **Transportation gaps** and storage barriers persist
- We must act like a **regional supply chain** — not isolated orgs
- **Circularity** = jobs, savings, sustainability



Final Thought

We've Built the Smarter Mousetrap

- SPACE anew is more than a reuse partner — **we're a strategic advantage**
- **Designed for speed**, precision, and ESG alignment
- **Trusted by** federal, state, and corporate clients
- **Let's make furniture circularity** the new standard for M.A.C.s in Michigan and beyond



NATIONAL REACH



EXPERTISE



EXPERIENCE

Questions



Paddy Hobohm
President

SPACE, Inc.
3142 Vantage Point Dr. | Midland, MI 48642
phobohm@spaceinc.net

Cell: 989-205-0283 | Office: 989 835-5151 Ext. 2203
www.spaceinc.net



Breakout Discussion



Q/A Time!

Breakout Theme #1:

Space Planning During Organizational Transition

- **How does your organization approach space optimization during consolidations, renovations, or hybrid transitions?**
- Who owns the MAC (moves, adds, changes) process at your organization — and how are sustainability priorities incorporated or overlooked?
- What challenges have you faced coordinating across real estate, sustainability, and facilities teams during space transitions?
- **Do you embed end-of-life planning for assets (furniture, electronics, fixtures) into your initial design and programming stages?**
- How do you handle decision-making under time pressure during moves or closures—particularly when disposal seems “easier” than reuse?

Q/A Time!

Breakout Theme #2:

Circular Strategies for Surplus Materials

- **What happens to surplus assets in your organization today? How formalized or ad hoc is that process?**
- **What categories of materials are most feasible for reuse internally – and which consistently end up in storage or landfill?**
- What has enabled your organization (or others you admire) to successfully implement reuse, donation, or resale workflows for furniture?
- What tools or systems (digital or analog) do you use to make reuse visible and actionable across departments or sites?

Q/A Time!

Breakout Theme #3:

End-Market Development & Regional Collaboration

- **What end-markets for reused furniture or materials does your organization rely on – or wish existed?**
- **How could Michigan institutions better coordinate to pool supply and demand for surplus materials across organizations?**
- What's the biggest gap preventing broader reuse adoption: storage, transportation, resale markets, policy, or cultural buy-in?
- How might public-private partnerships or shared logistics help accelerate market access for reused goods?
- What incentives – regulatory, financial, reputational – would make it more appealing for your organization to prioritize reuse consistently?

Thank you!

