



## Supertrash

Explosive and disruptive, this visual identity by [SEACHANGE](#) positions a waste management business as an exciting twenty-first-century innovator.

Collecting for landfill is the main revenue stream for many waste services, so recycling has not been incentivized. Supertrash challenges this by diverting waste from landfills using circular solutions, from simple things such as composting and ensuring waste is sorted correctly to transforming glass bottles into high-end pendants. Seachange was tasked with developing a bold new visual identity that would go against the grain, capture Supertrash's vision, and stand out from traditional waste management companies. A striking assembly of fluorescent pink, an explosive graphic device, and super-hero-inspired typography are disruptive in the truest sense, conveying an energy and youthfulness across machinery, uniforms, and campaigns. Turning Trash Around and the theme of repurposing are beautifully expressed by an iconic globe logo and the use of over-print details.

