



THE ASSOCIATION FOR
SUSTAINABLE MANUFACTURING[®]
Remanufacturing | MRO | Refurbishing

MERA President Discusses Remanufacturing on “Through the Noise” Podcast

SOUTHFIELD, MICH. USA – Mar. 6, 2020 – John Chalifoux, president of MERA – The Association for Sustainable Manufacturing, was interviewed by Ernesto Gluecksmann in the latest edition of his podcast, Through the Noise.

In the podcast, John shares MERA’s messaging and branding efforts to elevate the perception of remanufactured goods in the marketplace. Their conversation also highlights the benefits of remanufacturing and similar forms of sustainable manufacturing, and how they fit in the circular economy.

[Click here](#) to listen to the podcast online.

[Click here](#) to listen to the podcast on iTunes

About Through the Noise:

[Through the Noise](#) is a light and entertaining podcast that explores “the business of communicating” through conversations with executive directors, CEOs, communications directors, entrepreneurs, and other professionals who deal with the management – technical or creative – process of communications. Ernesto helps guests feel at ease while cutting “through the noise” to empower them to share the meaningful information they have to offer.

About MERA – The Association for Sustainable Manufacturing:

[MERA, The Association for Sustainable Manufacturing](#), is a member-based network of manufacturers, suppliers, universities, and professional services firms that promotes the economic, environmental, and product performance benefits of remanufacturing and similar forms of sustainable manufacturing.

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