



**RATIONAL
RESOURCE**
A WASTE RENEWAL COMPANY

Press Release

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For Immediate Release

Rational Energies Rebrands as Rational Resource, Unveils New Product Strategy and Expansion Plans

Plymouth, MN. Rational Resource, formerly Rational Energies, has rebranded the company to better reflect its product offering and business model.

Rational Energies was formed in 2007 to convert plastic waste into its petrochemical constituents. With falling global oil prices, the company evolved its technology and business model to focus exclusively on converting used motor oil (UMO) into base oils, used in the manufacture of industrial lubricants.

“We’re no longer in the traditional energy business,” states Rational Resource CEO Ed Driscoll. “Rational now serves as a resource that extends the life and value of used motor oil. While the big refiners tap a finite natural resource, crude oil, to create base oils, we draw upon a supply stream of UMO while taking a toxic contaminant out of the waste stream.”

Rational Resource is in the process of expanding its operational and executive teams, and is expanding the capacity of its Plymouth, MN plant to generate 12 million gallons per year of UMO processing. The expansion is expected to be completed by the first quarter of 2022. Another plant in Texas will follow in 2023, and two additional manufacturing locations are currently being negotiated.

“Creating value from waste has always been our mission,” concluded Mr. Driscoll. “We’re excited by this next step in our evolution and bringing consistent, high-quality products to our customers.”

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