

# **Innovations in Recycled Tire Rubber Product Molding**

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**Bill Robbins, President & Founder  
RubberForm Recycled Products, LLC**

**RubberForm.com**

# Innovations

**What have you seen that are the latest  
Innovations that use Recycled Tire Rubber in  
molded products?**

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Innovations that use Recycled Tire Rubber in  
molded products?**

**I've not seen any in years....**

# **Innovation Defined**

***The process of translating an idea or invention into a good or service that creates value or for which customers will pay.***

***To be called an innovation, an idea must be repeatable at an economical cost and must satisfy a specific need.***

# **Innovation Defined**

***In business, innovation often results when ideas are applied by the company in order to further satisfy the needs and expectations of the customers.***

***Innovation is synonymous with risk-taking and organizations that create revolutionary products or technologies take on the greatest risk because they create new markets.***

# Innovation

- ***Risk-taking***
- ***Create Revolutionary Products***
- ***Create Technologies that take on that Risk***
- ***Create New Markets***

# Innovation

# THINK...

**Innovation**

**THINK...**

**Outside the Tire**



**Innovation**

**THINK...**

**What will your Scrap Tire  
Product Innovation be?**

# Innovation

- ***My Opinion:***  
**If Product Innovation utilizing recycled tire rubber is going to happen, something needs to change for our industry.**
- **Change needs to happen by all of you!**

# Innovation

- **R&D and product development has to be done.**
- **Who will pay for this R&D and product development?**
- **State tire funds & Federal funds are needed for R&D and new product development studies.**
- **Who should perform?**
- **All of us need to develop new uses for recycled tire rubber.**

# Innovation

- **I can't stress this enough, R&D as well as product development studies need to be done by the states that have tire recycling programs.**
- **What states now have R&D programs?**
- **University and secondary school Involvement**
- **Private Sector – Industrial Applications**

# Innovation

- **What's needed?**
- **Process used to Manufacturer?**
- **Do not copy what's out there now, not good...**
- **Costing? Needs to be cost-effective to compete.**
- **Foreign Competition and Subsidies.**
- **ITC – DOC – Customs need to investigate.**

# Innovation - Summary

- **Research what's needed, not me-too products,...  
be Innovative and create New Markets.**
- **Develop high-value niche products, both commercial and  
consumer based**
- **Go after new markets/solutions/product lines**
- **Price it right and make a profit**
- **Work with Professionals/Consultants/Business Leaders**
- **Do it right for our Industry**

# Contact Info

**Bill Robbins**

**RubberForm Recycled Products**

**75 Michigan Street**

**Lockport, New York 14094 USA**

**716-478-0404 x302**

**Bill@RubberForm.com**

**RubberForm.com**