

Liberty Tire Recycling: Partners In Circularity



Liberty
TIRE RECYCLING



Innovating Partnerships

1

We have heard about innovations in technology and equipment.

2

We have heard about innovations in language and communications.

3

Now, let's talk about what innovations need to happen in partnerships.



“A bad attitude is like a flat tire. You can't go anywhere until you change it.”

But First, What Hasn't Changed

The number of tires is large and growing.

Our recovered waste stream is larger than plastic, glass, and aluminum.



Tires are still difficult to deconstruct and recycled.

No “silver bullet”.

Partnerships Today

- **State Regulations:** a focus on passive regulation with many small actors
- **Investments Needed:** few making the investments to increase capacity
- **Manufacturer Commitment:** investments needed to match sustainability commitments
- **Slow End-Market Growth:** growth in crumb stubbornly slow
- **Increasing Number of Tires:** size of passenger tires increasing and EVs increasing flow





Evolving Partnerships

Original Model:

Only three things mattered...

- **Service:** can you pick them up on time?
- **Disposal:** can you make them go away?
- **Price:** can you do it as cheaply as possible?

Emerging Model:

Three stakeholders driving change...

- **Investors:** demanding more attention to sustainability
- **Corporate Leaders:** using ESG to differentiate themselves and produce better returns
- **Public:** increase demand on sustainability and more price tolerance

Accelerating Partnerships

Developed Markets

- Sports Fields
- Play Surfaces
- Lawn & Garden
- Molded Goods

Growth Markets

- Agricultural Markets
- Roofing Tiles

Biggest Opportunity

- Infrastructure
- Transportation
- Public Works

Case Study

Railroad Ties

- 23M+ ties each year
- 200+ pounds
- 20-30 year life expectancy
- Made with virgin material
- Heavily treated with chemicals

Questions?

Andrew Meurer
President & Chief
Commercial Officer
Liberty Tire Recycling
ameurer@libertytire.com

