



10th Tire Recycling Conference TRF Update

Dick Gust, TRF Board President, CEO, TIA

Stephanie Mull, Executive Director, Tire Recycling Foundation

Who We Are

The Tire Recycling Foundation is a broad-based whole value chain initiative, led by the U.S. Tire Manufacturers Association and the Tire Industry Association, committed to securing funding and allocating grants for research, education, intervention and demonstration projects targeting critical gaps within the tire recycling supply chain across the United States.

TRF Mission



To identify, support, and promote economically viable and environmentally sustainable solutions for recycling tires by convening stakeholders, facilitating fundraising for innovation, supporting R&D, identifying best practices, and providing education and technical assistance as needed across the U.S.

Board of Directors



TRF Staff



Stephanie Mull
Executive Director



Ashley Walker
Operations Coordinator

Bringing the Value Chain Together



3 Year Goals and Strategic Priorities



Goal #1

Establish a unified and engaging public presence by becoming the trusted voice for tire recycling.

To build a unified and engaging public presence, the Foundation will position itself as the trusted voice for tire recycling with industry, policymakers, and the public. Over the next three years, it will emphasize transparency and collaboration across the value chain, creating consistent opportunities for recyclers, manufacturers, and end users to engage. By sharing best practices, showcasing innovation, and promoting thought leadership, the Foundation will serve as the sector's central hub for communication and education. Through proactive outreach and credible knowledge resources, it will shape the tire recycling narrative, strengthen market confidence, and expand recognition of the industry's economic, environmental, and social value.

Strategies:

- Collaboration and stakeholder engagement
- Knowledge sharing and capacity building
- Thought leadership and visibility
- Innovation and digital tools

Goal #2

Position the Foundation as the trusted enabler of tire recycling science and policy.

To position the Foundation as the trusted leader in tire recycling science and policy, it will expand its role as the central hub for knowledge and research. Over the next three years, it will identify research gaps, fund studies that address technical and policy barriers, and connect global resources to advance market development. By creating a centralized repository of best practices and terminology, the Foundation will ensure consistent, credible, and accessible information. This will strengthen its ability to lead with evidence-based insights, shape policy discussions, and build the scientific foundation for industry growth.

Strategies:

- Research and knowledge development
- Knowledge management and standardization
- Communication and dissemination

Goal #3

Maximize material recovery by increasing the percentage of tires recycled profitably.

To maximize material recovery, the Foundation will work to increase the share of tires recycled profitably and sustainably. Over the next three years, it will unite stakeholders to address barriers in key markets—from eco-design and pyrolysis to molded goods and new applications. By promoting education, reframing the value of recycled rubber, and building consensus on a clear hierarchy of uses, the Foundation will strengthen both the economic and environmental case for tire recycling. These efforts will position recycled materials as essential inputs for new markets and drive wider adoption across industries.

Strategies:

- Market development and innovation
- Communications and advocacy
- Governance and alignment

Goal #4

Establish the Foundation as a sustainably resourced organization.

Over the next three years, the Foundation will align funding, governance, and leadership with long-term growth. It will strengthen board representation, broaden stakeholder participation, and diversify revenue to support its mission. By building partnerships, pursuing innovative funding models, and articulating clear value, the Foundation will secure a stable financial base to expand impact across the tire recycling ecosystem.

Strategies:

- Fundraising and resource development: build revenue streams, diversify funding, and ensure long-term sustainability
- Governance and leadership: strengthen board composition, oversight, and governance practices
- Organizational capacity and partnerships: build internal capacity and external alliances to deliver on the mission

Tire Recycling Foundation Technical Advisory Committee Members

Committee Chairperson – Dick Gust

TDA Team

- Monte Niemi, CEO, TDA Manufacturing
- Dr. Hany El Naggar, Professor, Dalhousie University
- Dr. Dana Humphrey, Professor, University of Maine

Molded & Extruded Goods Team

- Eric Davis, CEO, PreTred
- Mark Kinkelaar, CCO/CTO, Prism Worldwide

RMA Team

- Dr. Bill Buttlar, Professor, University of Missouri
- Dr. Heather Dylla, VP of Sustainability and Innovation, Construction Partners
- Dr. Red Clark, CEO, Asphalt Plus
- Doug Carlson, Vice President Asphalt Products, Liberty Tire Recycling

Pyrolysis Team

- Tony Wibbeler, CEO, Bolder Industries
- Fabrizio Zichichi, Managing Partner, Phibro rCB

Regulatory/Safety/Chemical Team

- Howard Colvin, Consultant, Colvin Consultants, 6PPD
- Brian Gaboriau, Unit Leader, Solid Waste Admin and Waste Tire Compliance Unit, CDPHE, State Tire Regulator
- Dan Figola, Director of Engineering & Environmental Strategy, ADS Pipe
- Brad Rump, Senior Director Technical & Standards, USTMA
- Marcela Castano, Sustainability Technical Leader, Bridgestone
- Robert Radulescu, Executive Fellow Truck Research, Michelin
- John Sheerin, Senior Director End of Life Tire Programs, USTMA

TAC Function and Objectives



Assessment of Industry Issues

- Evaluate all current industry concerns related to environmental, social and economic factors
- Identify research gaps and obstacles to market development



Agenda for Research and Education

- Outline comprehensive agenda for research, education and intervention to address these issues
- Review and recommend funding for research projects that align with the research agenda



Stakeholder Needs

- Agenda and funding recommendations designed to meet needs of the stakeholder community, ensuring no bias or influence from any one party or stakeholder

2026 TAC Objectives



2026 Project Commitments



Education and Awareness

Louisiana RMA Demonstration Project

- Produce a Louisiana state spec for dry process RMA



Collaboration

Conduct 5 State ELT pain point interviews (VT, LA, MD, MA, & NM)

- Strengthen partnerships between TRF, state agencies, and industry stakeholders, fostering alignment on policy, technical and market-development strategies and goals



Research & Knowledge Hub

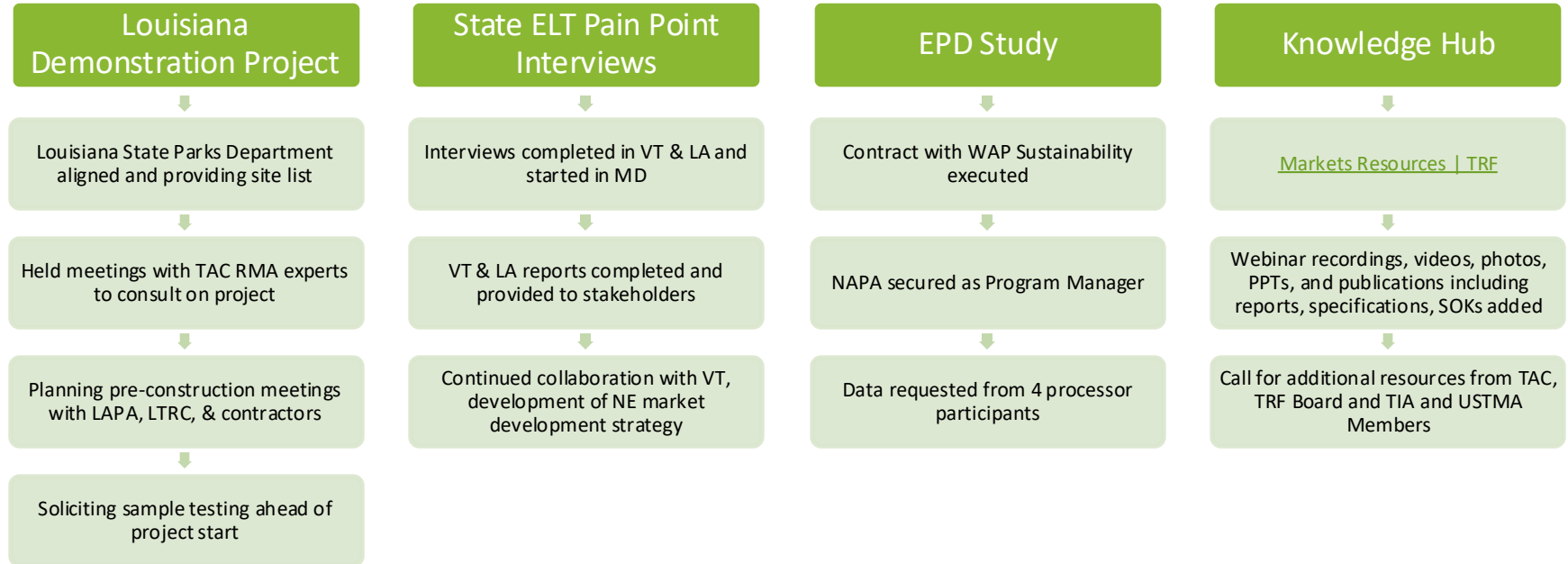
National Average EPD Study for Crumb Rubber

- Provide DOTs, municipalities, and project owners with credible, transparent lifecycle data on crumb rubber, enabling informed material selection and sustainability benchmarking.

Develop Knowledge Hub on TRF website

- Establish a single, trusted source of truth for independently verified information on tire recycling technologies and end markets.

Progress against 2026 Commitments



Additional Collaborations and Impacts



We need to keep the momentum

