



Colorado's 2015 Waste Tire Conference: Markets, Materials, and More

Molded Products – Marketplace Strategy and Testing

Presented by:

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RUBBER  **inc.**

Molded Products – Marketplace Strategy and Testing

- Who is Rubberosion
- Challenges developing a new product
- Identifying clients needs
- Testing the product
- Benefits to product testing
 - Market development
 - Quality Control
 - Manufacturing Requirements
- Partnerships
- The end goal

RUBBER MAT inc.

What we do

- Manufacturer of recycled rubber products
- Specializes in permeable drainage materials
- Erosion and sediment control / Construction
- Traditional Products
 - Swing Mats
 - Playground Borders
- Custom Rubber Molding
- Prototypes



RUBBERMESH inc.

Stormwater Inlet Protection

Preventing sediment from entering the Stormwater system and eventually entering streams, rivers, and lakes.



Inlet Protection

Molded rubber mats made
from recycled waste tires

Allows water to drain while
trapping or re-directing
sediment



Benefits to Recycled Rubber Products

- Weight
- Permeability
- Durability
- Re-Usable
- Easy Installation
- Made from Recycled Material (Waste Tires)



Challenges Developing a New Product

- R&D of the product
- Identifying the Market
- Identifying customer needs
- Government Approvals
- Product testing
- Marketing / Distribution
- Cost competitive compared to traditional products



New Product Challenges

Wow! That is a cool product made from recycled tires, but how much will it pollute the environment?
Won't oil run out and contaminate our water!?!?



Identifying Customer Needs

Quality, Engineering, Specifications

- Consumers and end users are constantly looking for better products that have the following attributes:
 - Cost Competitive
 - Durability / Increased Life
 - Effectiveness
 - Government specifications
 - Environmentally Friendly

Material and Product Testing

The Importance



Material and Product Testing

The Importance

- Verifies that your product works for the application.
- Provides credibility.
- Provides information for the manufacturing process.
- Material Size, flow rates, compression, etc.
- Minimizes liability.
- Allows entrance to the marketplace.
- Testing may be required for certain industries.
- Allows engineers and architects to incorporate or specify your product.
- Quality Control



Quality Control & Manufacturing

Testing provides essential information for quality control of the product

- Establishes the baseline information or the building blocks for the product
- Strengths and limitations of the product
- Identifies key performance information

Testing provides key information for the manufacturing Process

- What kind of equipment is needed to manufacture a product
- Provides a road map for the manufacturing line
- Identifies ultimate production rates and capabilities



How to Find a Testing Partner

Industry Associations

Industry Tradeshows & Conferences

Universities

Government or Public Agencies

Engineering Firms

Industry Manufacturers / Vendors / Suppliers

Key Partnerships

Processors and End Users

Must understand each others capabilities

A dynamic relationship

Strong relationship = Success

Government and Industry

Continued outreach

Waste Tire Program & Funding

Communication



Market Development Fund

- **A valuable tool for the industry and the state**
- **A continuing need for the fund**
- **Identifying more uses for the fund**
- **Continued alliance between CDPHE & industry**

The End Goal

- To create and manufacture high valued end use products from waste tires
- Have the tools and resources available such as funding and outreach to assist in the development of these products
- Establish key partnerships for continued growth and support to ultimately make a sustainable industry



Thank you!
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