

## PRESS RELEASE

# Final Four Recircle Award Categories Revealed for 2022



- Four New Awards Categories Open to Public Vote
- Business Breakthrough and Best Casing & Tyre Disposal Services Awards Make a Return
- New Awards for Industry Achievement and Rubberised Asphalt

CREWE, UNITED KINGDOM, 19<sup>th</sup> of January 2022 – [Valebridge Media Services](#) the organisers of the 2022 [Recircle Awards](#), the globally-facing industry awards event for the tyre retreading and recycling sectors, have revealed the final four award categories for the 2022 event, all of which will be open to the public vote.

The four new categories and their respective nominees are as follows:

### Business Breakthrough Award

Now in its second year, the Business Breakthrough Award aims to recognise a significant impact in terms of new market entry or growth by a company active within the tyre retreading or recycling sector. The nominees are:



## PRESS RELEASE

- Ecolomondo (Canada)
- Kartindo Rubber (Indonesia)
- Tyromer (Canada)
- UK Rubber (United Kingdom)
- VM Rubber (Italy)

### Rubberised Asphalt Award

This is a newly conceived award specially designed to recognise particularly noteworthy contributions to rubberised asphalt sector. The nominees are:

- Calrecycle (USA)
- Pearl Global Ltd (Australia)
- Silent Rubber Pavements (Spain)
- Tarmac (United Kingdom)
- Tinna Rubber (India)

### Best Casing & Tyre Disposal Services Provider

Back due to popular demand, this award recognises exceptional service from tyre collection, tyre disposal or casing supply companies. The nominees are:

- Kargro Banden (Netherlands)
- Kurz Karkassenhandel (Germany)
- Tire Core Intl Ltd (USA)
- TRS (United Kingdom)
- Vellco (United Kingdom)

### Industry Achievement Award

This award has been introduced to recognise the importance of a specific achievement within the tyre retreading or recycling industry in 2021. The nominees are:

- Kal Tire (Canada) - for the completion of the OTR tyre recycling facility in Chile
- Kayel Retreads (Malaysia) - for becoming the first South-East Asian company to achieve ECE 109 Certification
- Mobivia / Black Star (France) - for their passenger tyre retreading project in Béthune
- Tire Industry Association (USA) - for the Centenary of the Association and 100 years of service to the tyre industry
- Vaculug (United Kingdom) - for their A-rated retread



## PRESS RELEASE

David Wilson, Managing Director of Valebridge Media Services, commented; “We are delighted to be able to announce our final four award categories for the 2022 Recircle Awards. As always, our aim is to be able to offer an inclusive experience for the whole of the tyre retreading and recycling industry and to provide a balanced selection of awards that recognise excellence across the whole of the industry.”

VMS has also confirmed that the voting process is now open for all 18 of the Recircle Awards categories that are subject to the public vote. Members of the public can vote for their preferred nominees by casting their vote via the [Recircle Awards website](#). Voting is restricted to one vote per person per award category.

The voting process will close at the end of March 18, 2022, and the winners of the Recircle Awards will be announced on April 25<sup>th</sup>, 2022.



@therecircleawards



@TheRecircleAwards



## PRESS RELEASE

### About Valebridge Media Services:

*Valebridge Media Services is an innovative British communication agency specialised in the automotive industry. Featuring specific departments for communication and PR, production and video editing, graphic design, 3D, events, design and on-line programming, the agency offers comprehensive solutions for companies of the automotive industry. Valebridge Media Services, founded in 2017 with offices in Crewe (United Kingdom), Madrid (Spain) and Kuala Lumpur (Malaysia), provides creative solutions to more than 20 important companies from the automotive industry internationally.*

*The company operates as part of a wider publishing group specialising in business-to-business publications for the tyre and automotive sector, including Retreading Business, Tyre & Rubber Recycling, Commercial Tyre Business, The Tyreman and Truck & Bus News.*

### Valebridge Media Services Media Contact:

Richard Wilson

International Account Manager

[richard.wilson@valebridgemediaservices.com](mailto:richard.wilson@valebridgemediaservices.com)

Telephone: +34 697 940 164