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New Trophy Design Revealed for Recircle Awards 2022



- New design manufactured from End-of-Life Tyres
- Trophies designed and manufactured by Neusus Upcycling
- New Awards for Industry Achievement and Rubberised Asphalt

CREWE, UNITED KINGDOM, 14th of March 2022 – [Valebridge Media Services](#), the Crewe, UK and Madrid, Spain-based media services agency, have revealed a striking new trophy design for the 2022 [Recircle Awards](#), the globally-facing awards event recognising sustainable innovation, production processes, management and services within the tyre retreading and recycling industries.

Designed and produced by Spanish design and upcycling specialists Neusus Upcycling, the new trophies have been manufactured from moulded crumb rubber derived from end-of-life tyres, in keeping with the sustainability goals of the Recircle Awards concept.

The stylish new trophies retain the pentagonal concept of the original trophy design, symbolising the five pillars of the waste hierarchy – prevention, reuse, recycle, recovery and disposal, as well as the visually impactful silver grey plaque featuring the distinctive turquoise swirl of the Recircle Awards logo. The main body of the trophy features a twisted



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column of black crumb rubber supported by a base manufactured from recycled copper, in order to guarantee optimum balance.

David Wilson, VMS Managing Director, explained the thought processes behind the new design; “Although we loved the design of the trophies designed for the inaugural Recircle Awards, we felt that they should be manufactured from more sustainable materials, and so we started looking for a recycler that could design and manufacture new trophies fashioned out of crumb rubber.

“Neusus Upcycling were they ideal partners for this. Their range of ELT-derived moulded rubber figures – especially their chess sets – is well established, and we have been delighted by their support in helping us create such an attractive new trophy design. Our thanks are due to Ivan Izquierdo and Nicolas Gonzalez for their valued input.”

Iván Izquierdo Lopez, a Director at Neusus Upcycling who is behind the delivery and manufacturing of the Recircle Awards trophies added, “We are delighted to be partnering with the Recircle Awards to create their trophies for the 2022 Event. Whilst we are excited to be helping to promote the circular economy within the tyre sector, it’s also a great opportunity for Neusus Upcycling to illustrate our molded products made from ELTs.”

The new trophies will be featured during the virtual awards ceremony on April 25th, 2022 and will be presented in person to the winners at Awards Ceremonies to be held on May 24th following the Global Retreading Conference at the Tire Cologne in Germany, and on May 26th, following the Future of Retreading and Recycling Conference at Autopromotec in Bologna, Italy.



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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.

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