

Recircle Awards 2023: Vipal Named as Official Trophy Sponsor



- The Brazilian tread rubber, tyre repair and retread technology group becomes major supporter of the 2023 Recircle Awards

CREWE, UNITED KINGDOM, 9th of February 2023 – [Valebridge Media Services](#) (VMS), the international media services agency with offices in Crewe (United Kingdom), Madrid (Spain) and Kuala Lumpur (Malaysia), are pleased to announce that [Vipal Rubber](#) has been named as the Official Trophy Sponsor for the 2023 [Recircle Awards](#), the globally-facing industry awards event recognising sustainable innovation, production processes, management and services within the tyre retreading and recycling industries.

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In announcing his company's decision to support the Recircle Awards, Vipal Rubber's International Business Director Leandro Rigon commented; "The whole concept of tyre retreading is about preventing tyres from being disposed of early in life and giving them multiple lives, instead of generating a premature waste. It also prevents the production of a whole new tyre to replace one that is still in a condition to give much of its potential.

"Whenever a tyre is retreaded, the use of natural resources allocated to produce a new unit is reduced to a third or even less according to several studies. For us at Vipal, this is a massive contribution to the world's circular economy, and we believe that the Recircle Awards is a strong vehicle to promote and recognise such a great activity, that still has much room to expand and contribute to our planet. Raising awareness for this activity is definitely a great step for taking good care of our home."

As Trophy Sponsor Vipal Rubber will receive a number of key promotional benefits provided by VMS and the Awards Official Media Partners, [Retreading Business](#) and [Tyre & Rubber Recycling](#), the globally recognised business journals for the tyre retreading and recycling sectors. These include video, emailing, website and social media benefits, key coverage in the Post-Awards Supplement to be published by the Media Partners, press release support, and a video podcast on *Retreading Business's* popular *Retreadcast*.

The Awards themselves, produced by Spanish design specialists Neusus Upcycling, feature a twisted column of black crumb rubber derived from end-of-life tyres, supported by a base manufactured from recycled copper, and are in keeping with the sustainability goals of the Recircle Awards concept.

"Vipal Rubber has been a major supporter of the Recircle Awards since the event's launch in 2020, and we are delighted that the company has decided to become Trophy Sponsors of the 2023 awards," said David Wilson, Managing Director of Valebridge Media Services. "The support of major players like Vipal and our other partner / collaborators from within the tyre retreading and recycling industries, is of vital importance in underlining the key contribution made by the tyre industry to the Circular Economy, and will continue to help cement the position of the Recircle Awards as the leading industry awards event for our sector."

The 2023 Recircle Awards will be officially launched on Wednesday 8 March, 2023 at [Tyrexpo Asia](#) in Singapore. The winners will be announced during [Futurmotive](#) - Expo & Talks, the new event devoted to energy and ecology transition and new business models for the automotive industry, to be held from 16-18 November, 2023 in Bologna, Italy.

Vipal Rubber is a multiple winner of the awards, having won the Best Tread Rubber Supplier, Best Retread Industry Innovation and Best Retread Equipment & Accessory Supplier Awards in 2021 as well as the Best Retreading Accessory and Consumables Supplier Award in 2022.

About The Recircle Awards:

The Recircle Awards is an industry awards event recognising excellence and innovation within the tyre retreading and recycling sectors in terms of sustainability and contribution to the Circular Economy. Now in its third year, the Recircle Awards attracted over 7,000 votes from around the world in its inaugural year, with winners hailing from five continents. In 2022, live awards ceremonies were held at Autopromotec and The Tire Cologne, Europe's two largest industry exhibitions for the tyre industry.

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.

About Vipal Rubber:

Vipal Rubber is one of the largest tyre retreading companies in the world. With 13 distribution centres spread across strategic points of the globe, it is present in over 90 countries and in all continents. It is the leader in Latin America, with over 250 authorised retreaders and is the only company with a complete line of products for retreading and repairing all types of tyres. Additionally, Vipal offers products to the industry and manufactures machinery for retreading commercial, agricultural and OTR tyres.

In order to serve the market, Vipal has a substantial structure made up of 4 manufacturing plants representing a production area of more than 183,000m²; an installed capacity of more than 19,000 tons per month; and 2,500 employees.

Over 49 years, Vipal has combined experience with technical knowledge. It has a Corporate University and one of the most robust Research and Technology Centres in the world in the segment, housing 13 laboratories. All that structure allows Vipal to provide excellent products that are benchmarks for quality around the world.

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