

**New York State
Environmental Investment Program
Capital Project Summary
Rubbersidewalks, Inc.**

Project Background

In 2001, Rubbersidewalks, Inc. (RSI) introduced interlocking modular 100% recycled tire rubber pavement systems in California. Company management marketed the product, while product fabrication was outsourced to local molding manufacturers on an OEM basis. While the business was centered in California, product demand from the east coast continued to grow. Fulfilling sales on the east coast required shipping product from California; however, due to high freight costs, sales were minimal. To eliminate these costs, RSI required an east coast manufacturing partner, which it found in RubberForm Recycled Products, LLC in Lockport, NY.

Project Description

This project involved the fabrication of production molds and material handling equipment to manufacture the recycled tire rubber pavement at RubberForm Recycled Products, as well as make a sufficient investment in marketing to grow an east coast customer base. An existing hydraulic press was modified and a multiple cavity mold was built. RSI invested heavily in marketing to build a sales force on the east coast and in the Southeast United States.

Project Results

The project implementation was off to a slow start due to customer delays and winter weather, but orders commenced in earnest in 2008. RSI has since filled orders in Indiana, New Jersey, New York, Virginia, Massachusetts and Washington, DC. The company currently uses over 182 tons per year of recycled crumb rubber, generating sales in excess of \$50,000, from the Lockport facility. In addition, RSI is anticipating several large orders that have been specified in city contracts including Washington, DC and New York City, which will require 412 tons of crumb rubber or 68,750 waste tires, as well as represent sales in excess of \$712,500.

This project has helped RSI enter the east coast market, as well as and deliver product to the east coast and Southeast at freight costs that customers can tolerate. The fabrication of its product at a New York-based plant has provided an economic benefit to the region by supporting local industry. The crumb rubber used to make this value-added product is completely derived from 100% recycled New York tires.

Contractor: Niagara County IDA
County: Niagara
ESD Region: Western Region
ESD Contact: 518/292-5340

NYS EIP Investment: \$53,650
Contractor Match: \$67,323
Total: \$120,973
Completion Date: November, 2008