

Case Study: Our place, our problem

Treadlite



Tyrewise

LOCATION

Head office: Cambridge, Waikato

Collection depots:

Napier, Taranaki, Wellington

Expansion into South Island in 2023

ROLE

Transporter | Processor | Manufacturer - Innovator

TYRES RECYCLED

Passenger | Truck | OTR

WHAT THEY DO

Treadlite is one of Aotearoa New Zealand's largest transporters and processors of end-of-life tyres, using the processed rubber to make innovative new products.



Treadlite believes in “our place, our problem” – their vision is keeping end-of-life tyres out of landfill so they can have a high-value second life.

From their base in Cambridge the team recycles 1.3 million end-of-life tyres per year and have plans to triple that figure.

Treadlite uses end-of-life tyres to make granulated rubber for use in a variety of applications in New Zealand and Australia. These range from artificial sports fields and equestrian arenas to playground matting. Treadlite is also working together with a group of companies to introduce the use of rubber in roading in New Zealand.

“The industry will benefit from the added support that Tyrewise will provide to help develop future products made from granulated tyres so we can catch up to what is being done overseas.”

Richard Upperton,
Lead of Plant Operations and Engineering



**“Using New Zealand’s end-of-life
tyres to create value-added
products and employment,
particularly in the regions where
they are needed, is what we’re
all about.” Brad Pierce, Treadlite CEO**



info@tyrewise.co.nz | www.tyrewise.co.nz | 0800 897 394

Tyrewise