

# Case Study: Recycle, play, repeat

**Matta™**



**Tyrewise**

## LOCATION

Head office: Auckland

Manufacturing: Kapiti Coast

Subsidiaries in Australia, UK, USA

## ROLE

Manufacturer - Innovator

## TYRES RECYCLED

Truck

## WHAT THEY MAKE

Matta™ manufactures safety surfacing products containing a high proportion of recycled truck tyre rubber. Their recycled products are made from up to 95% recycled materials which include end-of-life tyres but also road cones, deflated pool toys and gumboots.

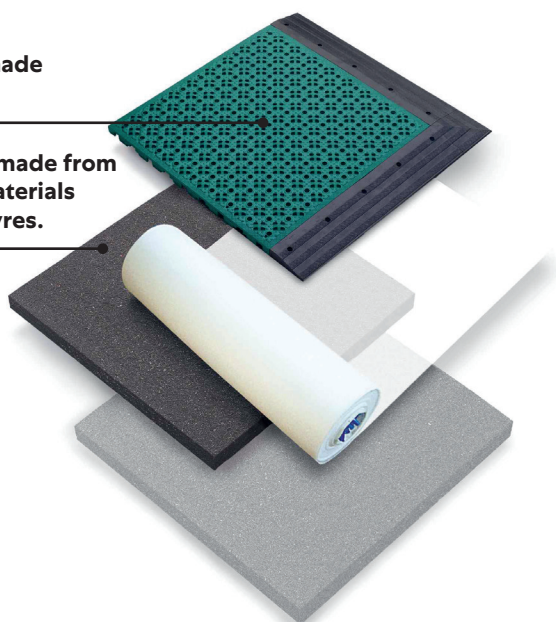


**FIND OUT MORE**

[www.mattaproducts.com](http://www.mattaproducts.com)

Top layer made from PVC

Shock pad made from recycled materials including tyres.



The founder of Matta™, Murray Scott, saw an opportunity to divert waste from landfill and pioneered a whole new manufacturing process and generation of safety surfacing products.

They've turned more than 60 million kg of waste plastic and rubber otherwise destined for landfill into highly durable and safe surfacing products.

## WHY THEY USE TYRES

- Recycling waste materials to create new products minimises the use of virgin materials in production and supports a circular economy.
- The product can be recycled repeatedly
- Using recycled tyre rubber offers a competitive advantage in terms of sustainability and social licence to operate



**“Using recycled tyre rubber not only offers a competitive advantage in terms of sustainability and social licence to operate but means the product can be recycled over and over again.”** **Dylan Matthews, Matta™ Director**



**Tyrewise**

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