

Recircle Awards 2021: Debut Winners Revealed for the Inaugural Awards

Crewe, United Kingdom, 15th of March 2021 Valebridge Media Services (VMS), the Crewe, UK and Madrid, Spain-based media services agency, has announced the

all corners of the globe. David Wilson, Managing Director of Valebridge Media Services and publisher of *Retreading Business*, commented; "We were delighted



Valerie Shulman

winners of the inaugural Recircle Awards 2021, the globally-facing industry awards event recognising sustainable innovation, production processes, management and services within the tyre retreading and recycling sectors. In total, over 9,000 votes were cast across the 18 awards categories that were open to the public vote, with significant engagement in the voting process being received from

to see such a high level of international participation in this first edition of the Recircle Awards, and we'd like to thank the readers of *Retreading Business* and *Tyre & Rubber Recycling* for helping to make this project into a such a globally inclusive event." Additionally, VMS announced the winners of two Lifetime Achievement Awards for the tyre retreading and tyre recycling

industries respectively, selected by a voting committee managed by the respective editors of *Retreading Business* and *Tyre & Rubber Recycling*.

Winner of the Lifetime Achievement Award for the Tyre Retreading Sector was Hans-Jürgen Drechsler, the former Technical Director of BIPAVER, whilst the equivalent award for the Tyre Recycling Sector was awarded to Valerie Shulman, General Secretary of ETRA.

"We would like to offer our heartfelt congratulations to all our winners and nominees," said David Wilson. "We were particularly pleased to note that the twenty award winners hail from five different continents,

thereby emphasising and validating the global nature of the Recircle Awards. The excellence of all our award nominees has helped illustrate the vital and significant way in which the tyre retreading and recycling industries contribute towards the Circular Economy. "We would also like to express our gratitude to our main sponsors Autopromotec, Trophy Sponsors Marangoni, Silver Collaborators Kal Tire and Bronze Collaborators Kraiburg, Tech, Salvadori and Vival for their generous support of this event," he added. "We look forward to engaging with the market once again later this year, when we launch the Second Edition of the annual Recircle Awards for 2022."

The winners of the 2021 Recircle Awards were as follows;

- Best Tread Rubber Supplier
- Best Tyre Recycling Industry Supplier
- Best Retreading Equipment & Accessory Supplier
- Best Casing & Tyre Disposal Services Provider
- Best Tyre Derived Recycled Product
- Best Retreading Industry Innovation
- Best Tyre Recycling Innovation
- Retread Industry Fleet Award
- Best Publicity Campaign
- Employee of the Year
- Business Innovation Award
- Best Tyre Retreader
- Best Tyre Recycler
- Best Company Director
- Spirit of Retreading Award
- Tyre Pyrolysis Award
- Tyre Repair Award
- Business Breakthrough Award

- VIPAL RUBBER
- ECO GREEN EQUIPMENT
- VIPAL MACHINERY
- TIRECORE INTL
- CEVE CINTEMAC
- VIPAL RUBBER
- PYRUM INNOVATIONS
- GIRTEKA LOGISTICS
- SIGNUS ECOVALOR
- LEO LINKESCH (Marangoni)
- SEGINUS
- MARANGONI
- TYRECYCLE
- DARIO ANDREANI (Insamar)
- KAYEL TYRE RETREAD
- SCANDINAVIAN ENVIRO SYSTEMS
- TECH
- FORNAX