

North Carolina



BUSINESS LEADERS

Use Recycled Content



Pilot Mountain, N.C. — Surry County



PRODUCTS

Sports floors, acoustical underlayment and multi-purpose flooring products



MARKET

48 states and Canada



DIVERSION

More than 45,000 tons recycled per year

BUSINESS STORY

RUBBERlogix is the flooring product sales branch of New River Tire Recycling. Established in 2007, New River Tire Recycling is a family-owned-and-operated business in Pilot Mountain that shreds and recycles car, truck and airplane tires. In 2018, New River received a N.C. Recycling Business Development Grant to double the company's throughput of crumb rubber. It manufactures high-quality sports floors, acoustical underlayment and transportation anti-friction mats along with many other multi-purpose rubber flooring products. Because it uses the crumb rubber from the tires that are recycled at its facility to make flooring, New River Tire effectively diverts more than 45,000 tons of valuable resources from the landfill each year.

PROCESS

New River Tire Recycling makes rubber flooring products from crumb rubber. Crumb rubber is made from tires that have been shredded, ground into a powder, and had the nylon cord and steel wires removed. The crumb is processed into flooring through a proprietary process using a binder and pressure. The rubber is made into rolls, mats and interlocking floor tiles. New River Tire Recycling also makes acoustic underlayment as a sound and impact barrier for all types of flooring.



IMPACTS

- New River Tire has invested approximately eight million dollars over the past six years in its 115,000-square-foot facility and the processing equipment housed there.
- Its 42 employees recycle 45,000 tons of crumb rubber annually.

WHERE TO BUY

Products can be purchased wholesale direct by calling 276-733-4898 or visiting www.rubberflooring4u.com.



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