

## FOR IMMEDIATE RELEASE

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### **Trederra and Tyre Recycling Solutions Introduce Footwear Outsole Rubber made from Recycled Tires**

**Portsmouth, New Hampshire – August 26th, 2024** – Trederra announces an exclusive supply agreement with Tyre Recycling Solutions (TRS) of Switzerland supporting the production of Trederra™ footwear outsoles made from end-of-life tires.

TRS will supply Trederra with CT-50 rubber powder which is manufactured using the patented TRS Water Pulse® technology, a proprietary and highly specialized water-jet system that pulverizes tire tread into fine powder. This powder is derived from 100% end-of-life tires diverted from landfills and is free from steel and synthetic fibers.

Trederra LLC, a wholly-owned subsidiary of MatMarket LLC, utilizes an Asian-based manufacturing supply chain process to incorporate the rubber powder into its Trederra™ rubber compound for work and performance footwear outsoles.

Trederra™ rubber compounds are used to produce a masterbatch of 67% recycled content that enhances durability without compromising performance or comfort. Integrating directly into an existing supply chain, Trederra™ rubber compounds can be used to create outsoles with over 40% recycled content without sacrificing performance and meeting Restricted Substance List (RSL) requirements.

“The partnership between Trederra and TRS will open a new path for sustainability in the footwear industry,” said Tony Marino, President and CEO of Trederra. “We’re thrilled to collaborate with a company that places sustainability and innovation at the forefront of its mission within the rubber industry. This partnership will allow us to provide a scalable and affordable outsole solution that is accessible to a multitude of brands.”

“Our partnership with Trederra represents a significant step forward in demonstrating the potential of sustainable materials in mainstream industries,” said Sonia Megert, COO of Tyre Recycling Solutions. “By combining our innovative recycling technologies with Trederra’s commitment to quality and innovation, we’re able to create a product that not only diverts waste from landfills but also meets the high performance standards of the footwear market. We are proud to collaborate on this initiative that underscores the importance of circular economy practices in today’s global market”.

#### **About Trederra**

Trederra is a division of MatMarket LLC that provides sustainable material recycled rubber solutions for the footwear market. Trederra rubber material for outsoles is a composition you can count on to maintain or improve the durability of footwear, with the added sustainability impact of keeping tires out of landfills. Trederra helps brands achieve greater sustainability while elevating the durability of their footwear. To learn more, please visit <https://trederra.com>

**About MatMarket LLC**

Founded in 1999, MatMarket, LLC is the parent company and launchpad for innovative products and brands that bring sustainable solutions to the high-performance footwear, glove, and apparel industries. MatMarket is headquartered in Portsmouth, NH, USA and has additional offices in Portland, Oregon; Hong Kong; China; Korea; Singapore; and Vietnam. For more information, please visit:

<https://www.matmarket.com>

**About Tyre Recycling Solutions**

Tyre Recycling Solutions SA (TRS) was founded in 2013 in Switzerland with the aim of enabling sustainable recycling of the materials contained in scrap tires. TRS has developed Swiss proprietary technologies to process scrap tires and deliver output products with significant value-in-use. For more information, please visit: <https://www.trs-ch.com/en>

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