



FOR IMMEDIATE RELEASE

## TIMBERLAND TIRES TO BE HIGHLIGHTED AT INSTITUTE FOR SCRAP RECYCLING INDUSTRIES 2016 ANNUAL CONVENTION AND EXPOSITION

**TRAVERSE CITY, Mich., April 5, 2016** – Timberland Tires will be highlighted at the Institute for Scrap Recycling Industries (ISRI) 2016 Annual Convention and Exposition next week at the Mandalay Bay Resort & Casino in Las Vegas, NV. Timberland Tire's recycling partner, Liberty Tire Recycling's Vice President of Sales & Marketing Steve Bigelow, will present the first-of-its-kind tire brand in a session spotlighting tire market creation and innovation on April 6, 2016 from 8:30 am – 9:45 am.

"We're excited about the opportunity to speak about our partnership with Omni United and Timberland on this innovative approach to closing the loop between tires and their end-of-life," said Steve Bigelow, Vice President of Sales & Marketing for Liberty Tire Recycling.

In this workshop, participants will hear from leaders in the industry who are pushing the boundaries of the scrap tire market; from developing new markets for crumb rubber to mixing crumb rubber with plastic, this workshop will show what is possible and how companies can take advantage of these advances for their operations.

"This type of cross industry partnership between Timberland, Omni United and Liberty Tire Recycling is an innovative approach to business in and of itself. We are learning a lot by just working together on this project," said GS Sareen, CEO of Omni United.

The ISRI Annual Convention and Exposition is known as the years' best opportunity to network with consumers, processors, buyers, and providers within the scrap recycling industry.

Timberland Tires is a collaboration between Singapore-based tire designer and manufacturer Omni United and global lifestyle brand Timberland. Timberland Tires is the first tire brand purposely designed and created for a second life – when the tread wears out, the tire lives on, one day recycled into Timberland® shoes. It's also the first tire brand ever developed in partnership with a leading global lifestyle brand. To bring the tire-to-shoe continuum to life, Omni United and Liberty Tire Recycling have established an industry-first tire return/chain of custody process, to ensure the tires go directly to dedicated North American recycling facilities to begin their path toward a second life as part of a Timberland® product.

The ISRI Convention and Exposition runs Saturday, April 2, 2016 through Thursday, April 7, 2016. For more information on Timberland Tires please visit [www.timberlandtires.com](http://www.timberlandtires.com). For more information on Liberty Tire Recycling please visit [www.libertytire.com](http://www.libertytire.com).

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### **About Omni United**

*Omni United (S) Pte. Ltd is a tire designer and manufacturer. The company offers a complete range of passenger car, SUV, truck, bus and farms tires marketed under its own four brand names: Radar, Goodride, RoadLux and Corsa. Singapore-headquartered Omni United was founded in 2003 by entrepreneur G.S. Sareen. As a reliable business partner with innovative products, unparalleled customer service and logistics solutions, Omni United plays an important role in supplying value-for-money products to consumers in more than 80 countries worldwide. Omni United's flagship brand Radar Tires was declared*

Carbon Neutral in 2013. In the United States, the company does business as Omni United USA and currently has products sold in more than 1,000 retail outlets nationwide. Further information on Omni United is available by calling 1-855-906-6646, by emailing [info@omni-united.com](mailto:info@omni-united.com) and online at [www.omni-united.com](http://www.omni-united.com).

### **About Liberty Tire Recycling**

*Liberty Tire Recycling is the premier provider of tire recycling services in North America. By recycling more than 140 million tires annually, Liberty Tire reclaims more than 1.5 billion pounds of rubber for innovative, eco-friendly products. The recycled rubber produced by Liberty Tire is used as crumb rubber and industrial feedstock for molded products; as tire-derived fuel for industrial kilns, mills and power plants; and as rubber mulch for landscaping and playgrounds. The company maintains a North American network of over two dozen processing plants, and provides comprehensive tire collection services for our customers. Liberty Tire Recycling is headquartered in Pittsburgh, Pa. For more information, please visit [www.libertytire.com](http://www.libertytire.com).*

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