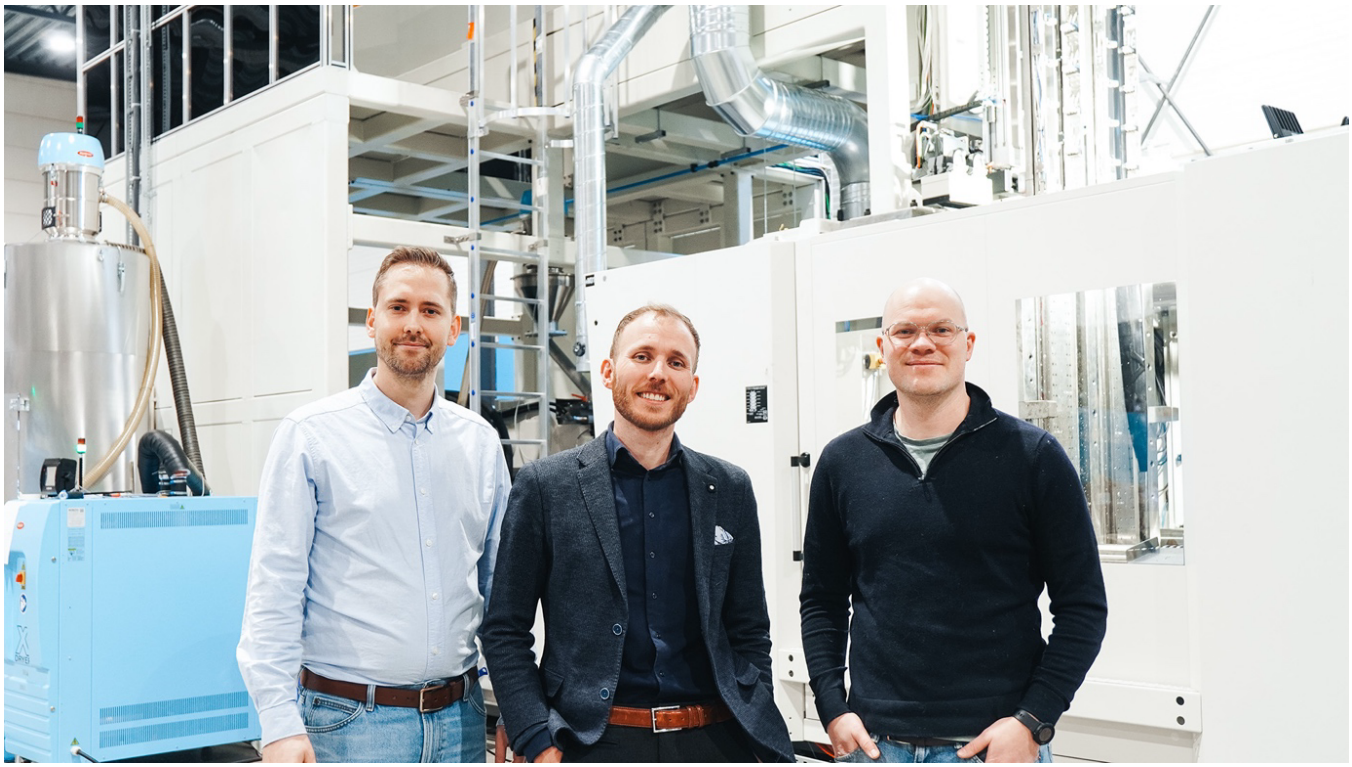
Ramping Up Production: reTyre's Fully Automated, Sustainable Tyre Factory in Full Swing

Norwegian innovation is transforming the global tyre industry with automated, sustainable production



reTyre founders, from left to right: Alexander Gjendem Gjørven (COO & Co-founder), Paul Magne Amundsen (CEO & Founder), and Sigmund Andenes (CTO & Co-founder)

Ski, Norway – March 2025 – A revolution in tyre manufacturing is underway in Ski, just south of Oslo. reTyre has completed the world's first **injection moulding tyre factory**, a facility that is now in full-scale production and redefining the industry's approach to sustainability and efficiency.

Unlike conventional tyre manufacturing, which relies on sprawling facilities, labor-intensive vulcanisation, and outdated machinery, reTyre's innovative process uses **fully automated injection moulding**, unlocking the potential for **new, sustainable, and reusable materials** in tyre production.

This breakthrough significantly reduces CO2 emissions while dramatically lowering production costs, making high-performance sustainable tyres a competitive alternative to conventional options.

A New Era for Tyre Manufacturing

Since the idea was conceived in 2022, the company has gone through many steps to verify the revolutionary technology that uses automated injection moulding instead of manual vulcanisation – which has been the industry's standardized solution for the last hundred years.

"Everyone in the company has really put in a great effort to get the technology up and running. First, we conducted feasibility studies together with SINTEF. Then we developed prototypes and studied how we could use many different materials to make tyres. We then verified the technology through laboratory tests and the sustainability through life cycle analyses (LCA). Alongside this, we developed solutions and patents to automate production, and connected with skilled suppliers," says **Paul Magne Amundsen, CEO of reTyre**.

A Global Shift Towards Sustainable Manufacturing

Tyres have long been a major contributor to **microplastic pollution and environmental waste**, with millions ending up in landfills or burned each year. “Every year, billions of tyres are burned, and less than 1% of them are reused. Now, a market for sustainable tyres has been created, and we intend to take a dominant position in it.” Paul continues.

reTyre’s pioneering approach eliminates many of the harmful byproducts of traditional tyre manufacturing, offering a **high-performance, eco-friendly alternative** without compromising on quality or durability.

“We have developed a solution that reduces CO2 emissions by up to 82%,” says Amundsen. “Additionally, the technology dramatically reduces production costs. This makes it possible to compete globally with a sustainable alternative without compromising on performance or price."

“Our technology allows us to work with a diverse range of unique materials—something we, as chemists, find incredibly exciting,” says Sigmund Andenes, Chief Technical Officer and reTyre co-founder. “Independent testing has shown that our tyres not only match but surpass market leaders in the mass segment, delivering lower rolling resistance, lighter weight, and greater puncture resistance!”

Merging Cutting-Edge Technologies for a Sustainable Future

reTyre's technology isn't just a sustainability breakthrough—it's a manufacturing revolution. By bringing **the best from automation, material science, and precision engineering into one seamless process,** reTyre has created a fully scalable production system that can adapt to multiple markets and tyre categories. Originally developed for niche bicycle tyre products, this technology now lays the foundation for the next generation of sustainable mobility solutions.

"**We're not just changing the way tyres are made—we're redefining what's possible in the industry**," says Amundsen. "Our technology challenges the status quo**, proving that sustainability, performance, and cost-efficiency can go hand in hand**. The response from global players confirms that the industry is ready for change."

Scalable Innovation for a Changing Market

reTyre's production facility in Norway is designed for **efficiency, flexibility, and scalability**, with the capability to rapidly increase output as demand grows. Looking ahead, the company is already preparing to **expand production to multiple continents**, establishing micro-factories that will bring sustainable tyre manufacturing closer to key markets.

"Our micro-factory model allows us to scale production efficiently and locally, reducing logistics emissions and increasing responsiveness to market needs," explains **Alexander Gjendem Gjørven, COO of reTyre**. "This is how we drive real impact—by making sustainable solutions competitive on a global scale."

A Vision for the Future

Beyond bicycle tyres, reTyre's technology is set to **expand into new segments**, including **motorcycle and mobility tyres** in the coming years. With a strong focus on research, development, and material innovation, the company is committed to leading the transformation of the tyre industry towards a **more sustainable future**.

“The world can no longer afford outdated manufacturing methods that harm the planet,” says Amundsen. “We are proving that it’s possible to **combine sustainability, performance, and cost-efficiency**—and this is only the beginning.”

ABOUT RETYRE

reTyre is a Norwegian tyre manufacturer revolutionizing the industry with the world's first automated injection moulding process for tyre production. By eliminating traditional manual vulcanisation and integrating sustainable materials, reTyre significantly reduces environmental impact while maintaining high-performance and cost-efficiency. Verified with third-party-approved Life Cycle Assessments (LCA), which confirm that reTyre drastically reduces CO2 emissions across all products compared to conventional rubber tyres. The company is currently ramping up global production, with micro-factories planned across three continents by 2026.

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