

Press Release: reTyre Showcases the World's First Carbon-Neutral Tyre at Kind & Jugend After Making Waves in the Cycling Industry

August 22, 2024 – Oslo, Norway – reTyre, a pioneering Norwegian company, has successfully launched the world's first carbon-neutral tyre made from 100% reclaimed materials when the cycling industry met at Eurobike in July. This innovative product has made significant waves in the cycling industry, showcasing reTyre's cutting-edge manufacturing technology and commitment to reducing emissions. The tyre marks a monumental step towards sustainable tyre production and has been met with great success worldwide.

This concept tyre was launched to demonstrate reTyre's unique manufacturing capabilities and to showcase what is possible using innovative materials and cross-industry knowledge. This and other groundbreaking concepts are just the beginning of the endless possibilities that reTyre is exploring in the realm of sustainable tyre manufacturing while prepping for mass production this autumn. Visitors of our [booth C-021 at Hall 10.2 at Kind + Jugend](#) will discover some of the exciting new concepts we've been working on—there are more than a few surprises in store.



A Revolution in Sustainable Tyre Manufacturing

The carbon-neutral tyre by reTyre incorporates several unique materials, each chosen for its ability to minimise environmental impact:

- **Algae in the Tread:** Sourced from algae blooms to restore aquatic ecosystems, preventing eutrophication and methane release.
- **Recycled Para-Aramid in the Beads and Puncture Protection:** Utilised from used body armour in a closed-loop recycling process, incorporating renewable carbon and reducing waste.
- **Post-Consumer Recyclate (PCR):** Sourced from local waste streams with a low CO₂-equivalent (Kg CO₂-eq).
- **Recycled Fish Nets for the Casing:** Collected from the ocean, reducing emissions by 49% and energy use by 15%.



The Path to Carbon Neutrality

Friedemann Ohse, who is leading the Carbon-Neutral Tyre Project at reTyre, elaborates on the meticulous process behind achieving carbon neutrality: "The product carbon footprint of this tyre is based on our third-party verified LCA, including the end-of-life, which is how we measure all our products. Our production and transportation processes are optimised to be close to zero emissions. End-of-life is reduced to almost zero due to the recycling of the tyres. The algae used in the tyre has a negative CO₂-equivalent, balancing any remaining emissions to achieve a net-zero impact. In this way, we have a carbon-neutral product without using any of the well-known shortcuts, such as carbon quotas, subsidies or other non-product related contributions."

A Global Effort

reTyre collaborates with suppliers globally to source materials responsibly. Algae are harvested from lakes and oceans worldwide, supported by the UN Ecosystem Restoration Programme.

Unique Materials and Manufacturing Possibilities

reTyre offers a 100% sustainable product portfolio, providing brands with a range of sustainable tyres without compromising quality. By using bio-based and 100% renewable materials never used in pneumatic tyres before, reTyre significantly reduces emissions and produces fully reusable tyres. This approach reduces GHG emissions by up to 82% compared to conventional tyres, as documented in a [third-party verified, cradle-to-cradle LCA](#).

Friedemann O. continues: "This carbon-neutral tyre is at a concept stage, and it is a result of continuous innovation that shows what our unique manufacturing is capable of."

Sustainable Mobility Solutions for the Next Generation

In addition to our groundbreaking carbon-neutral tyre, reTyre is excited to showcase our top-of-the-line tyre solutions for prams, strollers, joggers, kids' bikes, and trailers at Kind + Jugend 2024. These products are designed with the future in mind, ensuring the highest standards of safety and performance while dramatically reducing environmental impact. As part of reTyre's commitment to sustainability, all our tyres for the kids' mobility segment are fully reusable and made from bio-based, renewable materials.

reTyre's entire product range is sustainable and built around the principle of reusability, a unique offering in the tyre manufacturing industry. This ensures that every component of our tyres can be fully recycled and repurposed, fostering a closed-loop circular economy.

By mass-producing these sustainable tyres, reTyre is setting a new benchmark in the industry for both quality and eco-friendliness. Our innovations are tailored to meet the needs of specific user segments, offering products that are not only safe and durable, but also environmentally responsible. We believe that the best way to protect future generations is to start with their very first wheels.



Opening the first sustainable tyre factory in Ski, Norway

The first of many sustainable tyre factories is located in Ski, Norway. This facility is set to revolutionise the tyre manufacturing industry by integrating advanced technologies and automated production processes to significantly reduce greenhouse gas emissions. The factory will produce 100% reusable tyres with an 82% reduction in CO2 emissions compared to conventional tyres. Supported by investments from the EU and major venture capital firms like Statkraft, Europe's largest producer of renewable energy, and MP Pension, a leading venture capital firm, this factory embodies reTyre's commitment to sustainability and innovation, paving the way for a greener future in tyre manufacturing.

About reTyre

Founded in 2015 by visionary chemical engineers, reTyre specialises in developing and designing innovative, sustainable tyres and production technology. Initially pioneering a modular tyre system now used by clients in over 30 countries, reTyre shifted to mass-producing sustainable tyres in 2022, backed by major green innovation funds, including Statkraft, Europe's largest provider of renewable energy.

For more information about reTyre, please visit www.retyre.eco, and for the Press Photo Kit visit [here](#).

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Relevant Links:

<https://info.retyre.eco/pr-press-photos-kit>

<https://www.retyre.eco/sustainable-tyre-solutions-for-the-next-generation-retyre-at-kind-jugend-2024/>

<https://www.retyre.eco/sustainable-tyres/>

<https://www.retyre.eco/life-cycle-assessment/>

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