

CASE STUDY

**SUSTAINABILITY:
GRASS IS
GREENER WITH
PACIFIC RUBBER**

OVERVIEW

Andrew Christie and engineers Stuart Monteith and Owen Young of [Pacific Rubber](#) spoke with Nadine Chalmers-Ross from Breakfast on 2 October about the innovative and sustainable process for recycling used tyres.

Pacific Rubber sources old tyres from across the North Island and strips and shreds them in the Takanini-based Auckland factory to be used as a rubber crumb and buffing product.

The rubber crumbs are used in playgrounds and with synthetic grass in playing fields, making the field available for use year-round. St Peter's College in Auckland has a Pacific Rubber turf in place, created with 80,000 used tyres that would have otherwise been sent to landfill.

Pacific Rubber sees great future potential for their product and is excited about the possibility of improving New Zealand's transport with rubberised roads.

THE RESULTS

Pacific Rubber's Breakfast interview was one of the more notable results of the campaign.

Pacific Rubber also featured on the front page of the Business Section of the [New Zealand Herald](#) in August in 'Rise in synthetic pitches boost local firm'.



BUSINESS

Rise in synthetic pitches boosts local firm

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(2 minutes to read)



Pacific Rubber converts waste tyres into rubber crumbs to make all-weather sports grounds used by hockey players such as New Zealand Olympic rep Samantha Harrison. Photo / APN

NZ Herald



The increasing popularity of synthetic sports fields is fuelling the growth of an Auckland recycling firm.

Takanini-based Pacific Rubber converts waste tyres into rubber "crumbs" - a key ingredient of all-weather sports grounds.

The company says it has enjoyed annual sales growth of 500 per cent in the past three years.