



Scan Underlay®
Upcycled Product



Carsten Andersen, CEO, Scan Underlay

OLD TYRES IN MAKEOVER FOR NEW PURPOSES

At Genan in Viborg, Denmark, the wheels keep turning – even long after they have left the road. Because at Genan’s factories around the world, end-of-life tyres are recycled for a second life and end up as a sustainable resource – sparing the environment thousands of kilos of CO2 emission every single day.

Tyres consist of rubber, steel and textile; and once processed at Genan, these fine materials are used in new shapes, sizes and colours in many different contexts throughout the world. Volume-wise, rubber is by far the largest resource generated from the tyres – processed into granulates and powder and applied for artificial football pitches, playgrounds, running tracks, asphalt, new tyres, dumbbells – or even in flooring underlay to reduce foot-step noise.

One of Genan’s industrial clients is a Danish company called Scan Underlay, located in Galten near

Aarhus. At Scan Underlay, rubber powder from Genan is used for the production of acoustical membranes – a product series in which flooring underlay for noise reduction is just one of the patented products on the market.

Teaming up with Aarhus Municipality in a Climate Partnership, and boasting a range of products that can be used over and over again, Scan Underlay does indeed contribute to furthering climate change mitigation. And for a company with such great focus on sustainability, cooperating with Genan is merely common sense.



Janus N. Nielsen
Sales Manager, Genan



ABOUT SCAN UNDERLAY

- 🌿 Founded in 2015 by inventor Carsten Andersen
- 🌿 Produces 500,000 m² of underlay yearly
- 🌿 Has patented products on the market
- 🌿 Cooperates with Aarhus Municipality in a Climate Partnership
- 🌿 Is a family-owned business

ABOUT GENAN

- 🌿 Can recycle up to 400,000 tonnes of tyres a year
- 🌿 Can spare the climate up to 280,000 tonnes of CO₂ a year
- 🌿 Has 6 plants worldwide and more than 300 employees in total
- 🌿 Has 23 different rubber products on the market

"It is paramount to us that our products are sustainable, and we sharply focus on the environment without compromising on neither quality nor price. This is what we promise our customers at Scan Underlay. It is thus very important for us to have a supplier like Genan, delivering the best quality on the market and fully living up to our standards. In this way, we can ensure that our products meet the expectations of our customers," says Carsten Andersen, CEO and founder of Scan Underlay.

"Furthermore, during the COVID-19 pandemic, it has been highly important that our primary raw material has been both easily accessible and from Denmark. We have not had to deal with neither delays nor restrictions, and we have thus been able to navigate around the crisis in relation to both supplies and deliveries. Yet another upside for both us and our customers." Carsten Andersen elaborates and concludes: "Considering the potential, car tyres are a neglected area. There are plenty of ways to re-use them!"

Scan Underlay exports globally and takes part in constructions and projects all of Denmark. The increasing customer base counts several Danish hospitals, Lighthouse in Aarhus and Copenhagen Airport, just to name a few; and for the next many years, Carsten Andersen foresees continued, significant growth for the company which current-

ly manufactures around 500,000 m² of underlay annually.

"Quality is the keyword for our products at Genan. We only recycle tyres which are approved in compliance with current European rules; and in this way, we can guarantee our customers the very best quality – every time. It is a sustainable resource, and in addition, it is not a resource we are likely to run out of in the foreseeable future." says Janus Nørgaard Nielsen, Genan's Sales Manager for Scandinavia, Eastern Europe and the Baltics. He continues: "Quality and availability are both crucial parameters for our customers. Especially for our industrial customers who use the rubber granulate and powder in their own products – and who have a responsibility to-wards their own customers."

"In my opinion, Scan Underlay is an amazing example of an innovative way to use our products. The fact that a worn-down car tyre can get a new, useful purpose in places like Danish hospitals says a lot about the vast possibilities of today. Society is facing a growing problem with end-of-life tyres, which are in many countries incinerated or left to degrade in landfill sites. It is thus important that even more companies discover the potential of recycled rubber in order for it to re-enter the world for new purposes in new, innovative solutions. We must all work together for a sustainable future," concludes Janus Nørgaard Nielsen.