



## **Thomas Boehme, CEO at Genan Inc. joins the Tire Recycling Foundation Board of Directors**

*Foundation led by the U.S. Tire Manufacturers Association (USTMA) and the Tire Industry Association (TIA) names CEO at Genan Inc., Thomas Boehme, to lead tyre circularity and sustainability efforts*

WASHINGTON – November 15, 2024 – Genan Inc. today announced Thomas Boehme, CEO, has joined the Board of Directors of The Tire Recycling Foundation. Thomas Boehme brings a wealth of expertise in high-tech tire recycling and sustainable solutions, and he will contribute valuable insights from Genan's position as the world's largest mechanical recycler of end-of-life tires. With his experience in circular resource management, he will help drive impactful initiatives within the Foundation.

The Tire Recycling Foundation, led by the U.S. Tire Manufacturers Association (USTMA) and the Tire Industry Association (TIA), is committed to securing funding and allocating grants for research, education, intervention and demonstration projects targeting critical gaps within the tire recycling supply chain across the United States. The incoming Board consists of 15 global industry leaders with deep knowledge and diverse expertise in the manufacturing, recycling and transportation industries.

*"Joining the Board of the Tire Recycling Foundation is an honor," said Thomas Boehme, CEO of Genan Inc. "This Foundation marks a powerful step forward in achieving a fully circular model for end-of-life tires in the US. I look forward to collaborating with fellow Board members to advance sustainable practices and technologies that address our industry's most pressing challenges."*

With the goal of achieving 100% circularity for end-of-life tires, the Tire Recycling Foundation has made significant progress in advancing tire recycling technologies. A primary focus for the Board is to accelerate the adoption of emerging end-of-life tire market technologies like rubber-modified asphalt (RMA), which provides enhanced performance, economic efficiency and environmental sustainability. *"By fostering innovation and supporting new technologies like RMA, the Foundation is paving the way for more sustainable infrastructure and reduced waste," Boehme added.*

The Tire Recycling Foundation is committed to building partnerships and fostering innovation across the tire recycling supply chain, working closely with key stakeholders to expand tire recycling markets and enhance sustainable end-of-life tire management practices.

### **About The Tire Recycling Foundation**

The Tire Recycling Foundation is a broad-based whole value chain initiative, led by the U.S. Tire Manufacturers Association (USTMA) and the Tire Industry Association (TIA), committed to securing funding and allocating grants for research, education, intervention and demonstration projects targeting critical gaps within the tire recycling supply chain across the United States.



**About Genan Inc.**

Genan Inc. is part of the Genan Group, the world's largest and most advanced mechanical tire recycling company. At Genan, sustainability is at the heart of everything we do. By reclaiming valuable resources from millions of end-of-life tires, we address a critical global challenge. With six state-of-the-art recycling plants across four countries, Genan has an annual processing capacity of over 400,000 MT of tires. Genan is dedicated to optimizing production and technology to ensure that all our facilities operate with maximum environmental efficiency, minimizing energy use and environmental impact.

For more information on the Tire Recycling Foundation, visit: <https://tirerecyclingfoundation.org/>.

For more information on end-of-life tires recycling and management, visit: Tire Recycling | USTMA ([ustires.org](http://ustires.org))

For more information on Genan, visit [www.genan.us](http://www.genan.us)