

# Michelin and Bridgestone see potential for demand for up to 1 million tons of recovered carbon black in 2030

**In a joint appeal, leading tire manufacturers Michelin and Bridgestone believe that there is the potential for an annual total market of up to 1 million tons of recovered carbon black by 2030 (<https://rcbrubber.com>). The appeal was made last week at the Smithers Recovered Carbon Black Conference in Berlin, which Enviro attended and where the company's chairman, Alf Blomqvist, was one of the speakers.**

Both Michelin and Bridgestone have set a goal that by 2050, their tires will consist of 100 percent sustainable materials. At their appearance in Berlin, both companies stated that the capacity to produce recovered carbon black that meets manufacturer specifications is small compared to the total carbon black market. They also stated that the specifications for current recovered carbon black make its use as a replacement for all types of virgin carbon black impossible. At the same time, however, they believed that continued development of recycling technology could lead to a drastic increase in demand for recovered carbon black as well as to an annual total market for recovered carbon black of up to 1 million tons in 2030.



*Enviro's chairman Alf Blomqvist (second from the left) at Smithers Recovered Carbon Black Conference in Berlin.*

The conference in Berlin devoted a great deal of attention to the issue of how the tire industry is to achieve increased sustainability; the speakers included Alf Blomqvist, Chairman of the Board of Enviro. Blomqvist's speech touched on matters including Enviro's role in the transition, and the company's view of what would be required for the tire industry to achieve increased circularity.

"The industry is beginning to realize that increased circularity is a must, and that the technology Enviro has developed will be crucial for the transition. Michelin's and Bridgestone's assessment of future needs for recovered carbon black is clear evidence of this," Alf Blomqvist said.

Scandinavian Enviro Systems contributes to enhanced environmental and economic sustainability using a patented technology for the recovery of valuable raw materials from scrapped and end-of-life products, including tyres. The production of new tyres using carbon black recovered with Enviro's technology reduces carbon dioxide emissions by up to 93 per cent compared with the use of virgin carbon black. Enviro has its head office in Gothenburg and a plant for the recycling of end-of-life tyres in Åsensbruk. The largest owner is the French tyre manufacturer Michelin. Enviro was founded in 2001 and is listed on Nasdaq First North Growth Market.

**For further information, please contact:**

Thomas Sörensson, CEO Enviro, +46 (0)735-10 53 43, [thomas.sorensson@envirosystems.se](mailto:thomas.sorensson@envirosystems.se)

Alf Blomqvist, Chairman of the Board Enviro, +46 (0)733-14 97 00, [alf@blomqvistunlimited.com](mailto:alf@blomqvistunlimited.com)

Mangold Fondkommission AB is Enviro's Certified Adviser on Nasdaq First North Growth Market Stockholm.

*N.B. The English text is an in-house translation of the original Swedish text. Should there be any disparities between the Swedish and the English text, the Swedish text shall prevail.*

**Scandinavian Enviro Systems AB**

Frihamnen 16B, SE-417 70 Gothenburg

[info@envirosystems.se](mailto:info@envirosystems.se)

[envirosystems.se/](http://envirosystems.se/)