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Turning Waste Tires into Tiles: A Breakthrough in Recycled Rubber Flooring

INDIO, CA – August 1, 2011 – A revolutionary and environmentally friendly flooring solution promises to remove thousands of tires from landfills across the U.S. Swisstrax, Inc., a manufacturer of interlocking tiles – based in Indio, Ca – has *broken the code* to creating it's flooring product line using 100% recycled materials, including recycled rubber tires.

"We have been working with CalRecycle, waste tire vendors, a rubber compounding company Lehigh Technologies and plastics recycler ACI Plastics over the past several years in an effort to find the right materials and perfect compounds" says Randy Nelson, President of Swisstrax, who directed the research project.

The new tile is the first injection-molded, anti-fatigue modular tile made with recycled rubber tires anywhere in the world. These soft interlocking tiles are made with special, Swiss-designed molds created for this new material, and all tiles are produced here in the USA.

Swisstrax is member of the United States Green Building Council (USGBC) and its new line of interlocking tiles made with recycled rubber materials is LEED Points qualified. "We are proud to offer a product that is of the same quality and design as our current tiles but in a future-thinking, earth-friendly material utilizing U.S. waste tires, and helping to keep them out of our landfills" says Mr. Nelson about why his company is changing lanes and going GREEN.

The new anti-fatigue recycled rubber tiles will be displayed at this year's SEMA Show in Las Vegas.

ABOUT SWISSTRAX CORPORATION Swisstrax, Inc. offers a practical and modern alternative to standard concrete and epoxy garage flooring. Randy Nelson, President, directed the development of this revolutionary garage flooring product line in Switzerland over 19 years ago. Randy brought the product back to the USA four years ago and has centrally based his garage flooring manufacturing and distribution center in California since.

Since manufacturing began in the United States, Swisstrax has been chosen by MINI Cooper dealerships nationwide as their car display flooring of choice and is the official event flooring supplier to the Barrett Jackson Car Auctions. Swisstrax also supplies their modular, interlocking flooring to AVIS, The SPEED Channel, Carroll Shelby Official Licensed Merchandise, US Armed Forces, Ferrari, Grand Am, American Le Mans, Ford Motor Company and Ford Racing and most recently Snap-On. These are just some of the clients to take advantage of the distinctive look of the Swisstrax modular flooring line.

