



Liberty Tire Recycling hires SVP, Marketing, Sales

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Liberty Tire Recycling, the premier provider of tire recycling services in the United States, announced the appointment of Kurt Meyer as senior vice president of sales and marketing, according to the [company](#).

Meyer brings nearly 30 years of extensive marketing and sales experience to Pittsburgh, Pa.-based Liberty Tire Recycling. Prior to joining the company, he worked at Waste Management for the last 10 years in various management and senior leadership roles.

He most recently held the title of VP of sales at Waste Management, and has also served in management and senior executive roles within Service Corporation International, Energetic Solutions Inc., Imperial Chemical Industries Ltd. and Laidlaw Waste Systems Inc.

Meyer will oversee the planning, development and implementation of company-wide sales and marketing initiatives.

Liberty Tire Recycling is a provider of tire recycling services in North America, reclaiming about 1.5 billion pounds of rubber for innovative, eco-friendly products. The company maintains a nationwide network of processing plants, and comprehensive door-to-door collection services.

Meyer told DailyVista that [Liberty Tire Recycling](#) has grown dramatically over the past several years as an organization to include more than 20 production facilities across the nation.

“Much of this has been accomplished through acquisition,” he said. “While growth is exciting, it can also present challenges, especially when new acquisitions may have operated with different standards and practices or different approaches to everything from safety and service to marketing and advertising.”

Because of this, Liberty Tire Recycling has created One Liberty, a company-wide initiative designed to ensure that Liberty Tire Recycling maintains the highest standards and the best practices across all of its operations.

“I will be working closely with new acquisitions to make sure all of Liberty Tire’s facilities are consistent in their marketing and advertising messaging, and to ensure that we are speaking with one, clear, consistent voice about the company and our offerings,” Meyer said.

He’ll also be responsible for working on creating an expanded and focused sales organization that supports the company’s brand and direction. He said that the company

looks forward to providing value-added solutions through its sales organization to many companies looking to enhance their sustainability quotient going forward.

“Liberty Tire Recycling’s advertising and marketing efforts are business-to-business focused,” Meyers said. “We currently advertise in a variety of trade publications in the following industries: highway/turnpike/street construction and road paving; parks and recreation; stadium and athletic fields; landscaping and tire/rubber recycling.”

Our source said that recycled rubber can be transformed into a variety of smart, sustainable, eco-friendly products in the marketplace, adding that most of the recycled rubber produced by Liberty Tire is used as an additive to make rubberized asphalt, as crumb rubber that can be used in places such as athletic fields, and as rubber mulch in landscaping and playground applications.

“Because of these product offerings, Liberty Tire’s key audiences include: roadway/highway construction industry, like highway engineers, consultants and contractors; local, state and federal governments and departments of transportation; purchase decision-makers for parks and recreation facilities; purchase decision-makers for stadiums and athletic fields and landscape architects and contractors,” he said.

Meyers added that as environmental sustainability grows, he feels Liberty Tire Recycling is strategically positioned to assist companies in maximizing recycled content in their final product, helping to meet the growing demand for recycled content in many consumer and industrial applications.

“My vision is that Liberty Tire Recycling will become the brand synonymous with recycled rubber content in many applications – those we provide for today and some we haven’t even considered as we move into the future,” he said. “We expect the future to be bright as innovation opens up new possibilities for our products.”

Meyers confirmed that Pittsburgh-based Elias/Savion Advertising has served as its full-service advertising, public relations and interactive agency.

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