A rooftop lounge area with a red sofa and two red armchairs arranged around a low coffee table. The floor is covered in a checkered pattern of grey and red tiles. In the background, a city skyline is visible at dusk, with several tall buildings illuminated from within. A small tree in a planter is on the right side of the rooftop.

Molded Rubber Surfacing Solutions
Professional
Magazine

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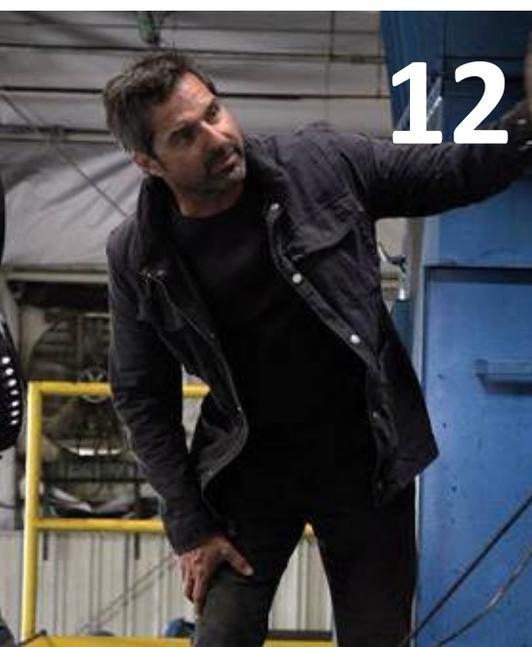
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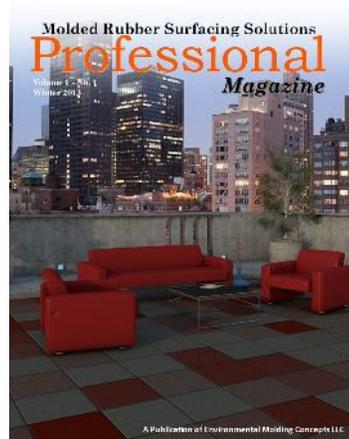
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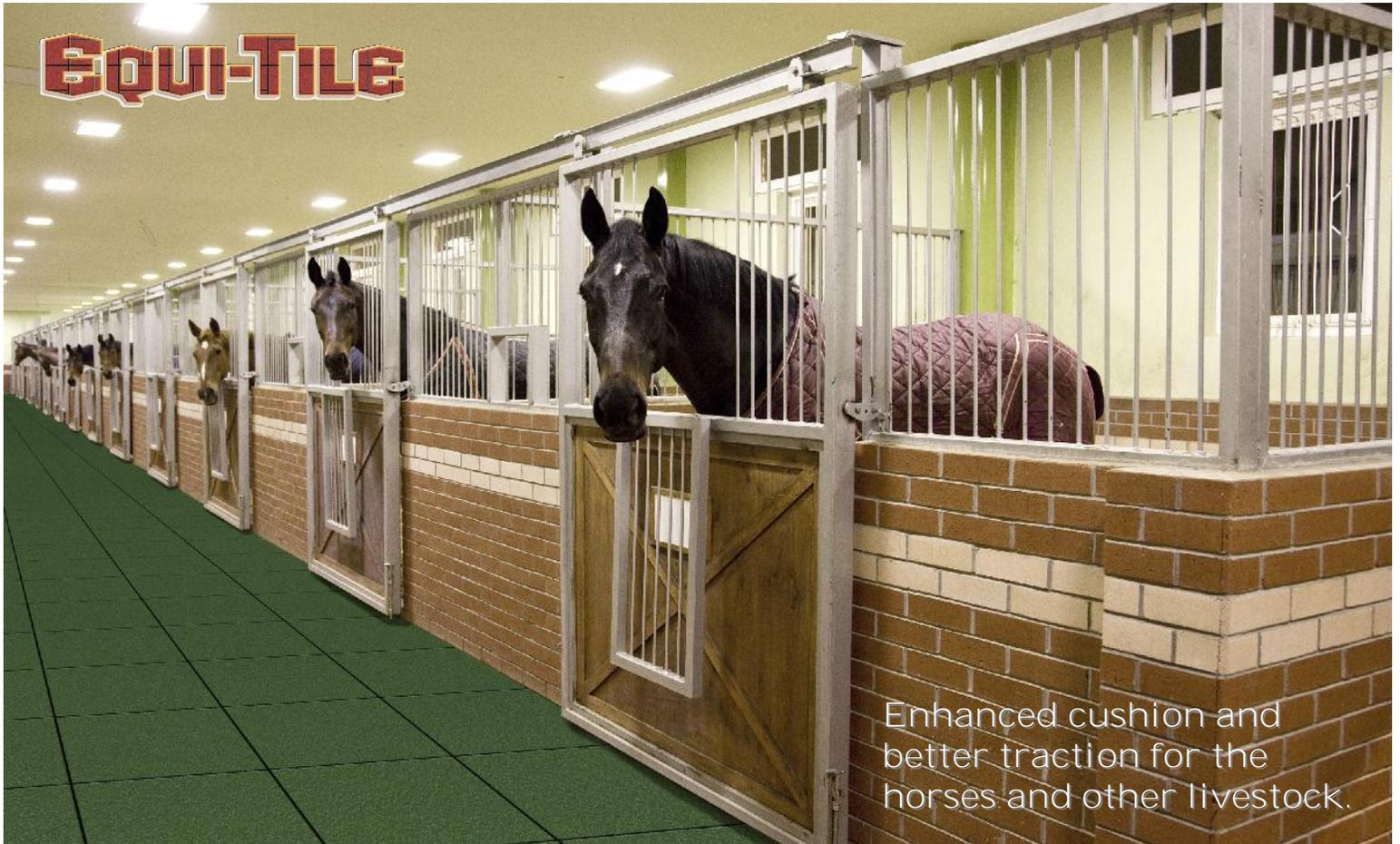
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It's The Economy Stupid

Nobody has any money, how do you stay ahead of the competition

By Ron Loyd



AS THE economy continues to struggle, municipalities, private business and everyday people are feeling the squeeze. That's a fact that just about everyone from local and state government to private business owners to the do it yourselfer are painfully aware of.

We have seen huge "stimulus" spending from the federal government, tax increases in many state and local governments, rising cost to just about everything we buy (except our homes), and not much has changed in the past four years with our economy. So what do we need to do under the circumstances to make sure our business survive and grow? Well I for one have resorted to shameful self promotion (see new magazine titled "Molded Rubber Surfacing Solutions, Professional Magazine") to ensure our

But now that the economy stinks and has for so long it smells like the Tacoma waterfront, it's going to take a lot of effort and a well organized and executed plan to continue to grow your business.

company brand stays in front of our customers and reaches new audiences.

When the economy is strong and people are spending money like it grows on trees you pretty much just have to make sure you don't: A) run out of material, B) blatantly offend your top customers, unless your competition has A) run out of material, or C) run out of material. But now that the economy stinks and has for so long it smells like the Tacoma waterfront, it's going to take a lot of effort and a well organized and executed plan to continue to grow your business. We have been fortunate at EMC in that we have continued to grow our business as this econ-

omy has stalled and sputtered and limped along. We are very grateful for the wonderful customers that have graciously given their support to our brand and hopefully we will be able to continue to add value to their business and keep their support.

However, we are not sitting idly by waiting for the return of the glory days.

And this brings me to the point of this story, what can you do in these tough economic times to give yourself the best chance at surviving this economy and possibly even growing your business? **Innovate**. One simply word that has unlimited applications. You don't have to create something that is totally new to be innovative. Nope. You just have to **do** something that's different than what you normally do.

What type of innovation can you expect from EMC? Well, hopefully you have noticed the new website. If you haven't I encourage you to go to www.emcmolding.com and have a look. We have made a lot of changes designed to make the website more user friendly, more informative and more professional.

We have also changed our collateral materials to reflect a simpler, more focused message by product that we think will generate intrigue and solicit a response from the reader: contact us to learn more.

Finally, we did it. We opened a new plant in a dismal economy with no real upside projected in the near future. Yup, we're going to employ up to 40 people (already have 10 working) to make our product more cost effectively available to our current and *future* customer located in the Eastern half of the United States and Canada. You can read more about the new plant on page seven of this magazine.

Whatever you do now is the time to develop a plan that includes some innovation. We are in for a long and bumpy ride and there is no better time than now to really focus on your business.



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Are Recycled Rubber Safety Tiles Right For Your Playground Surfacing?

With so many choices of surfacing for playgrounds and so many different manufactures of similar products how do you choose the best surfacing for your playground? It really comes down to what is going to best meet the needs of the kids who are going to use the playground.

All surfaces are not made equal. Each category of surfacing has its own unique merits and shortfalls and varying manufacturers within each category add different strengths and weakness to the equation. So picking the right material includes not only picking the right category of surfacing but also picking the right manufacturer and installer to place the material.

Lets start with the different categories of surfacing: Rubber, wood, sand/gravel, synthetic turf, other.

Wood, or Engineered Wood

Fiber, is by far the most common surfacing used in public playgrounds. It provides a very inexpensive means to meet the fall requirements in force in the public arena, is readily available throughout the country and comes in so many different architectural choices (only one) that it is very easy to specify.

Sand is still somewhat commonly used in public parks as it is very inexpensive and readily available and doesn't require any special skills to install. Although gravel can qualify to meet the requirements of state and municipal codes, it is rarely used these days.

Synthetic turf with appropriate shock attenuation pads underneath is growing somewhat in popularity as municipalities seek ways to reduce maintenance cost while providing safe play areas.

Rubber has long been the pre-

ferred choice for designers that want to create unique, creative and attractive play surfaces and has maintained a steady presence over the past decade with the acceptance of both recycled rubber tile and loose rubber surfacing materials in addition to the most popular poured in place rubber surfacing systems.

So what can you expect to hear from buyers of surfacing systems? Buyers of surfacing systems range from the uninformed to expert. Each project has its own special set of circumstances and the buyer often has preconceived ideas about the merits or pitfalls of a particular type of surfacing. It's important to understand the specific needs of the project before recommending surfacing options. For example, if a playground site is going to be "sparsely" maintained lean towards a surfacing product that doesn't require a lot of maintenance. If the design re-

quires intricate patterns and shapes and colors, lean towards a surfacing that can accommodate those design characteristics.

Where do recycled rubber tiles fit into the equation? Products like Kid Kushion Playground Safety Tiles, by EMC, offer a broad range of benefits for a higher up front cost than the more common engineered wood fiber and are often comparably priced over the life expectancy of the product due to its low maintenance cost and long term performance.

Rubber tiles also have a broad range of design capabilities that can be achieved by mixing different colors or having custom colors produced to meet the specific needs of the project. While there are definitely limits to design capability versus poured rubber surfacing, designers can often meet their requirements with tile

at a lower budget than poured rubber surfacing.

Now that you have successfully convinced the buyer that rubber tiles are the best solution, how do you choose a manufacturer to fill your order? Look for a manufacturer that has a solid track record of performance. Recycled rubber is available in many sizes and differences between crumb rubber and buffings has an impact on the characteristics of the molded tile.

A good manufacturer will have strict guidelines on sourcing its raw materials to ensure a consistency in the performance of its product. EMC, for example, only sources its raw material from BAS Recycling and strictly adheres to its quality control guidelines for size and shape tolerances of the rubber used to make Kid Kushion. This has resulted in a strong track record of performance dating back to the mid 1990's.

TYPES OF SURFACING

Recycled Rubber Tiles

Pros

- Environmentally friendly, made from recycled content
- Low Maintenance, only requires routine cleaning and inspection to check for damage and vandalism
- Attractive, come in a variety of colors to create varying designs
- Factory made for consistent quality and performance
- Modular Design for easy installation and ADA compliance

Cons

- Moderate price point





- Limited to shapes , sizes and colors available
- Potential for shrinkage due to temperature variations at time of installation

Poured In Place Rubber

Pros

- Environmentally friendly, made from recycled content
- Low Maintenance, only requires routine cleaning and inspection to check for damage and vandalism
- Virtually unlimited design capabilities
- Highly accessible for ADA compliance

Cons

- High price point
- Requires highly skilled labor for installation
- Varying performance due to variables at time of installation
- Lower density than tile / less durability

Loose Rubber

Pros

- Environmentally friendly, made from recycled content
- Lower price point than rubber tiles
- Highly durable, doesn't break down over time
- Very low maintenance, only requires occasional raking to ensure proper depth is maintained
- Easy to install

Cons

- Can become contaminated with hidden hazards due to site vandalism
- Limited design capabilities
- Not appropriate for toddler age play areas due to potential choking hazards of the individual rubber pieces

Engineered Wood Fiber

Pros

- Very inexpensive
- Readily available
- Easy to install

Cons

- High maintenance to ensure proper depth is maintained to achieve safety requirements
- Biodegradable, breaks down over time
- Requires annual replenishment
- Virtually no design variability
- Limited ADA accessibility
- Can become contaminated with hidden hazards due to site vandalism

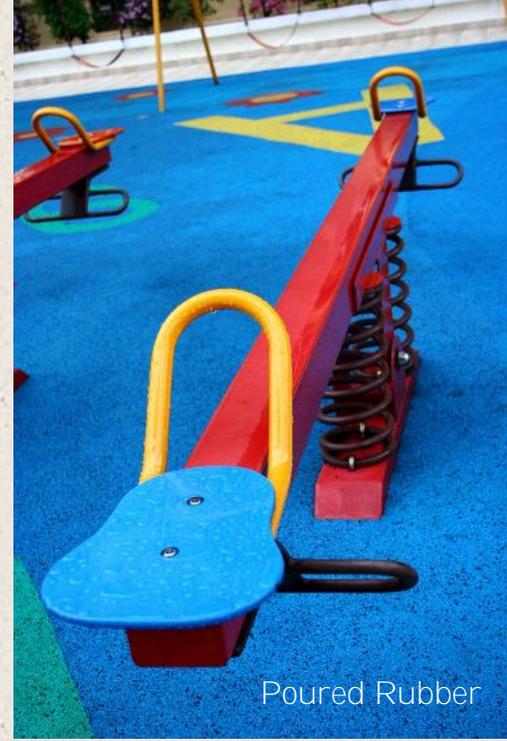
Sand / Gravel

Pros

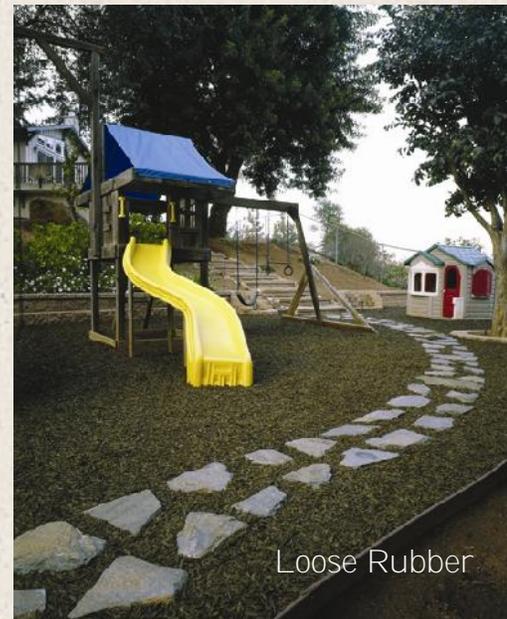
- Very inexpensive
- Readily available
- Easy to install

Cons

- High maintenance to ensure proper depth is maintained to achieve safety requirements
- Requires annual replenishment
- Zero design variability
- No ADA accessibility
- Can become contaminated with hidden hazards due to site vandalism



Poured Rubber



Loose Rubber



Sand



Profile Of A Successful Installation: Glen Paul School, Eureka California

There are ways to take advantage of existing government subsidies to solve problems at your public playground. Learn how this school did just that.

BY RON LOYD

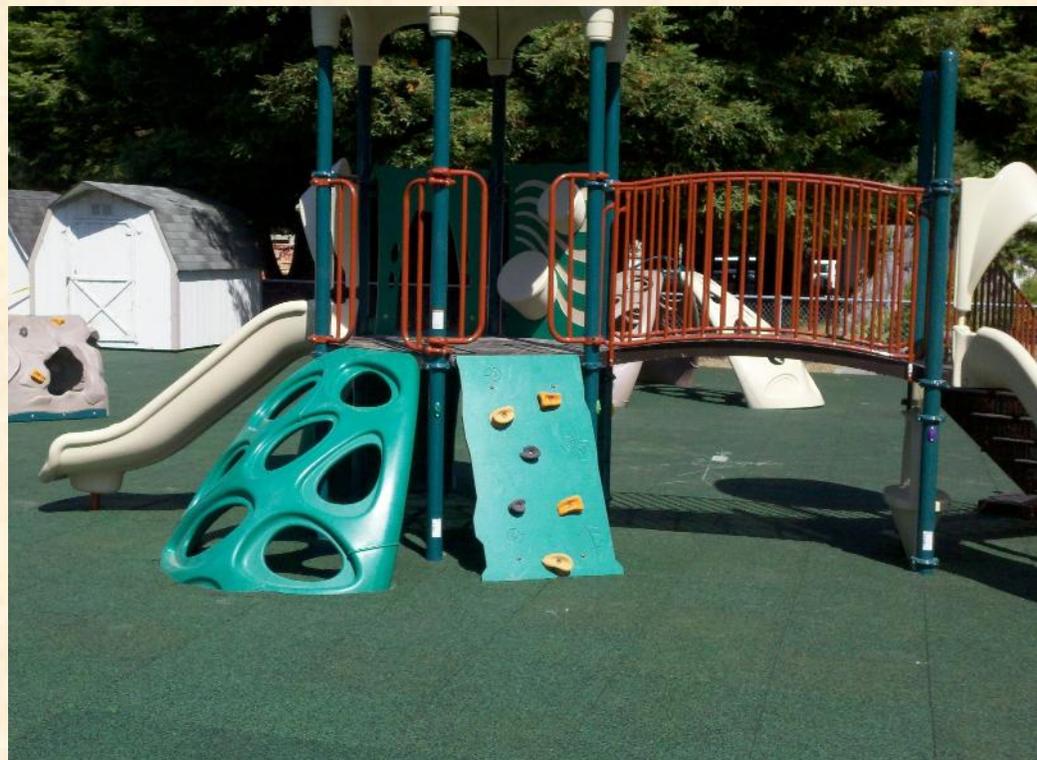
The Glen Paul School sits in a clearing among redwood trees in Humboldt County, CA. This special education school serves 125 students in grades K-12. Before the playgrounds were resurfaced, they would flood during the rainy season making them unusable for days on end. After rain, "wood chips would float on top of puddles", stated Tess Ives, Principal at Glen Paul School. "Teachers would have to check the playground for new mushroom growth before letting the kids out. Not a great situation for children with severe disabilities."

In 2011, the front playground for preschool and early primary school children was upgraded with Kid Kushion Playground Safety Surfacing. The 3.5" tiles made from recycled tires replaced the wood chips. Better drainage was also installed for the 9,223 square foot play area. In 2012, the larger back playground for older primary and secondary school children was

upgraded with the same Kid Kushion Tiles. After the installation, students can go out to play right after the rain stops. "The tiles have made a big difference", stated Ives. "The new play surface has also improved accessibility for our students with wheel chairs and walkers. It's perfect for our situation." This was all made possible with a grant from CalRecycle. The grant enabled the Glen Paul School to recover \$5.00 per PTE (passenger tire equivalent)

of the cost to install the recycled rubber surfacing. Schools have been using TDP grant funding to upgrade their playgrounds, running tracks and artificial turf fields with recycled tire content products throughout California. Applying for the grants is easy, its done online and the main requirement is that the qualifying products must be made from recycled tires collected in the state of California. This program helps to keep these waste tires out of California's landfills and puts them to use in eco-friendly ways that benefits the community.

To learn more about these grants visit CalRecycle on the web at www.calrecycle.ca.gov.





TV host Don Wildman, of the Travel Channel's "Off Limits" during the filming of the episode:

"Atop the World's Largest Domed Stadium, Entertaining with Water, Fire and Ice & Crushing Concrete Roadways"

Aired June 11, 2012

EMC And Sister Company BAS Recycling Featured on TV's "Off Limits"

Did you ever wonder how reality TV shows picked their subjects? Learn here how EMC and its sister company BAS Recycling Inc wound up on TV for the second time in 2012.

Don Wildman ventures and sometimes trespasses through unexplored areas where not many people have dared to go before. Off Limits, the Travel Channel series, features "untold stories and secrets" of America's most iconic cities. In Season 2's Episode "A top the World's Largest Domed Stadium, Entertaining with Water, Fire and Ice & Crushing Concrete Roadways", Wildman visits BAS Recycling and EMC to learn what happens to old tires when they reach the end of their life.

With more than 300 million waste tires generated annually in the United States, it's no wonder Wildman found this to be a compelling storyline. BAS

is California's largest tire recycling facility processing nearly 15% of all the waste tires generated in Southern California every year. Sister company EMC designs, manufactures and delivers a wide range of Innovative surfacing and molded products of the highest quality, all made from recycled crumb rubber created through BAS' recycling process. The combined efforts of these two companies divert more than 35,000 tons of waste tires from California's landfills annually.

During the taping of the episode, Wildman learned about the collection process, how tires are sorted and separated based on their usability, how size reduction in the recycling

process works and what happens to all of the crumb rubber that is produced from the waste tires.

"Don pretty much explored every nook and cranny of our operation" stated Florin Ardelean, BAS Plant Manager. "They set

Don Wildman gets a chance to make Kid Kushion Playground Tiles



up cameras inside of the shredders and wire management systems and were able to get some really interesting shots of the process." Wildman also got to experience first hand the making of playground tiles from the recycled rubber. "He was fascinated with all of the products we made from the crumb rubber" added Ron Loyd, V.P. Sales & Marketing for BAS and EMC. "He was so hands on, never worried about getting dirty. He wanted to see how things worked and to share it with his viewers."

Off Limits Season 3 is currently under production. Season 1 is available on DVD. Learn more at the [Travel Channel](http://TravelChannel.com).

BAS also appeared on the History Channel's "The Boneyard" Series in Season 1, Episode 2 that aired on July 5, 2007.

To learn more about BAS Recycling visit them on the web at www.basrecycling.com.



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EMC Opens Second Manufacturing Plant

To all the customers on the East Coast, time to save money on transportation with the opening of our second plant.

Everyone is painfully aware of the cost of fuel. Rising fuel costs have driven up shipping costs and made everything more expensive in today's market. How do companies combat the high cost of shipping? By buying locally whenever possible. That is why EMC has opened its second manufacturing facility and located it on the East Coast in Ontario Canada.

EMC's new plant began production in late December and will initially make its custom line of solar installation surfacing products exclusively until mid year 2013. "Limiting to solar pad production in the beginning will allow us to make an uncolored products with limited profiles as we gear up to make the full line" stated Harry Potts, EMC's Production Manager at the new facility. "We are looking forward to continuing with the tradition of producing and delivering a wide range of Innovative surfacing products of the highest quality" added Potts.

EMC's new manufacturing facility will serve its diverse customer base in the Eastern half of North America as well as its European and North African

customer base. The plant will provide customers with local production and tremendous savings in transportation cost. EMC expects the plant to make up for production shortfalls created by its rapid expansion over the past three years. Once the plant is running up to capacity, lead times during the peak season should be reduced by several weeks making EMC products more attractive to all customers and more competitive on the East Coast.

The new plant currently employs 10 new employees and is expected to employ more than 40 people when it reaches three shifts. "At a time when global economies have faltered, EMC has been blessed with

substantial growth and the need to expand" stated Sako Beudjekian, CEO of EMC. "We are truly thankful for our customers that have made this possible.



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