



FOR IMMEDIATE RELEASE

Contact: Ron Loyd
951.214.6590 Ext 213
rloyd@emcmolding.com

**EMC Announces the Publication of Molded Rubber Surfacing Solutions,
Professional Magazine, To Educate and Inform Customers**
-Available for Web Distribution, Packed Full of Current Topics-

Moreno Valley, January 21, 2013 - [EMC](#), a leading provider of tire-derived products in North America, announced the publication of Molded Rubber Surfacing Solutions Professional Magazine. This new publication will provide timely and relevant information for existing and potential clients and will serve as an informative means to communicate relevant market trends for the company's products and services.

The new magazine contains an editorial column, numerous feature stories and a lot of product information relevant to molded rubber products made from recycled post-consumer waste tires. "The Magazine is a way for us to communicate with our customers and prospective customers in a way that is fun and yet informative," stated Ron Loyd, EMC VP of Sales & Marketing, who also serves as the magazine publisher and editor as well as a contributing writer. "Today's market is so highly competitive that you are always having to look for new and creative ways to communicate with your customers," added Loyd.

The inaugural issue features a diverse storyline from projects that successfully utilized [CalRecycle](#) State Grant Funds to selecting the appropriate type of playground surfacing and even includes an article about the [Off Limits](#) Television Series which feature EMC and its sister company [BAS Recycling](#) in its Episode "Atop the World's Largest Domed Stadium, Entertaining with Water, Fire and Ice & Crushing Concrete Roadways" that aired on June 11, 2012. "Filming the Off Limits Episode was a lot of fun" stated Florin Ardelean, BAS Recycling Plant Manager. "Host Don Wildman was so interested in what we do and all of the products we make from old tires, he really made it a pleasure to work with the film crew to put out the best content we could get with a limited timeline," added Ardelean.

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(cont.)**

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As a leading provider of recycled rubber products across North America, EMC remains at the forefront of an industry that converts more than 35 million scrap tires annually into eco-friendly, sustainable products representing nearly 10% of the scrap tires generated in the United States. Those tires might otherwise wind up in a landfill or be burned as fuel.

EMC produces a wide variety of products serving diverse markets including Playground Surfacing, Landscape, Sport and Fitness, Equestrian, Paving, Health Care and Solar Energy Production. “Our business has grown steadily in both the markets we serve and the geographic location of our customers. The new magazine will help us keep our customers and the market up to date on trends in the market and how we fit into their business,” added Loyd.

For more information on EMC visit www.emcmolding.com . Click [here](#) to download a PDF of the new magazine.

About EMC

EMC designs, manufactures and delivers innovative surfacing solutions of the highest quality. EMC produces world-class, eco-friendly surfacing and molded products to support the way people live, work, and play. EMC has diverted millions of waste tires from landfills and helps preserve natural resources by reusing these waste tires to make high-quality, recycled rubber surfacing and molded solutions – lessening environmental impact and fostering a sustainable future. EMC is headquartered in [Moreno Valley](#), CA. For more information please visit www.emcmolding.com.