

## Marketing Tire-Derived Products to the Government Sector

Hundreds of prospective local, state and federal government buyers of tire-derived products exist in California, and beyond. It can be challenging, however, for private companies to identify and realize such market opportunities. Provided below are suggested strategies and tools for marketing tire-derived products (TDPs) to government customers, for consideration and possible use.

### Strategies and Tools

**Strategy:** **Build your knowledge about how to sell to government organizations, where to go for assistance, and how to get on customer bidder lists.**

**Tools:** *How to Sell to the State of California.* This is a website hosted by the CA Department of General Services (DGS) with a wealth of information on this topic: [www.pd.dgs.ca.gov/sell2state/default.htm](http://www.pd.dgs.ca.gov/sell2state/default.htm). Also see the DGS presentation with the same title, given at the 2008 International Tire Conference and From Scrap to Profit Symposium: <http://www.ciwmb.ca.gov/Tires/Events/Conference/2008/Presentation/Aquillio.pdf>. Information on how to find government agency customers and get on their bidders' lists is included in both of these information tools.

*Caltrans and Recycled Transportation Products.* This website explains how to market recycled content products to Caltrans for use in roadway and related construction projects. Selected TDPs are highlighted:

<http://www.ciwmb.ca.gov/condemo/Roads/CalTrans.htm#Supplying>

*Selling Environmental Products to the Federal Government.* This on line publication offers detailed guidance on how to sell environmentally beneficial products to federal agencies and departments:

[www.epa.gov/epp/pubs/stgbrochure.pdf](http://www.epa.gov/epp/pubs/stgbrochure.pdf)

*Marketing Tire-Derived Products to Governments, presentation by Karl Bruskotter, City of Santa Monica.* This PowerPoint presentation, given at the 2008 International Tire Conference, provides examples and strategy recommendations from the perspective of a local government customer.

<http://www.ciwmb.ca.gov/Tires/Events/Conference/2008/Presentation/Bruskotter.pdf>.

*King County, Washington Environmental Purchasing Website:* This site offers links to environmentally preferable purchasing (EPP) tools and programs, including those provided by leading local, state, and federal government agencies. Governmental entities with EPP programs often show a preference for products made from recyclable materials:

[www.metrokc.gov/procure/green/envlink.htm#1](http://www.metrokc.gov/procure/green/envlink.htm#1)

***Various Training Programs, Conferences, Workshops and other Events.***

The Board, Department of General Services, and multiple other organizations offer various training programs, workshops and other networking/marketing opportunities designed to assist businesses wanting to buy or sell TDPs and other environmentally preferable products to government customers. See the Marketing Resources and References document in the Tools and Resources section of the CA TBAP website for information regarding available trainings and events. In addition, events geared toward Disabled Veteran Business Enterprises (DVBE) and small businesses are listed at the following link:

<http://www.pd.dgs.ca.gov/recipro/events.htm>

**Strategy:** **Take advantage of available state funding, incentives, and assistance to support product marketing.**

**Tools:** ***CIWMB Tire-Derived Product Business Assistance Program.*** This is a grant program offered by the Board to eligible businesses in an effort to improve the operational and cost efficiencies of tire-derived product (TDP) manufacturing by providing technical and consultative assistance and reimbursement for specifically identified equipment. In addition, companies can obtain assistance in developing a product marketing plan and/or materials to increase the visibility, purchase and use of tire-derived products. This program also seeks to expand market demand by emphasizing the development of new products from existing businesses and/or the production of an existing product with recycled California tire rubber:

[www.ciwmb.ca.gov/Tires/Grants/TDPBusiness/default.htm#Assistance](http://www.ciwmb.ca.gov/Tires/Grants/TDPBusiness/default.htm#Assistance)

***California Integrated Waste Management Board (CIWMB) Grants and Loans.***

Provided through this site is a list of available grant and loan programs including links for tire-derived product and Recycling Market Development Zone grant programs: [www.ciwmb.ca.gov/Grants/](http://www.ciwmb.ca.gov/Grants/). For more information on tire related grants, See the Board presentation, given at the 2008 International Tire Conference/From Scrap to Profit Symposium: "Show Me Tire Money!"

<http://www.ciwmb.ca.gov/Tires/Events/Conference/2008/Presentation/Ma u.pdf>.

***CA Department of General Services (DGS) Office of Small Business and DVBE Services.***

(Procurement Division Central Reception: 800-559-5529.) If eligible to become certified as a California Small Business or Disabled Veteran Business Enterprise, companies have access to a wide array of preferential procurement services and incentives. Apply online at: [www.getcertified.dgs.ca.gov](http://www.getcertified.dgs.ca.gov)

***CIWMB Recycling Market Development Zones Program.*** Tire-derived product manufacturers located or wanting to locate in a Recycling Market Development Zone (RMDZ) are eligible for a variety of special assistance. The RMDZ program can assist with:

- Locating manufacturing materials (feedstock)

- Streamlined permitting
- Siting facilities
- Loans
- Finding markets for products
- Providing current market conditions/trends
- Evaluating technology and equipment
- Providing geographical data on demographics, waste streams, and economics

For more information see: [www.ciwmb.ca.gov/RMDZ/Business/](http://www.ciwmb.ca.gov/RMDZ/Business/)

**California Business Portal** – Sponsored by the California Economic Development Partnership, this website provides links to a number of resources for starting, growing, financing, expanding or relocating a business in California. These resources are provided by a myriad of public and private sources, from State and federal agencies to local private non-profit organizations, all of which are accessible through the portal's web pages: [www.calbusiness.ca.gov/default.asp](http://www.calbusiness.ca.gov/default.asp)

**Strategy:** **Inform prospective eligible government customers about the opportunity to apply for a CA Tire Recycling Grant to assist with procuring TDPs.**

**Tools:** **Rubberized Asphalt Concrete Grant Programs.** These programs provide assistance to local governments to fund rubberized asphalt concrete (RAC) projects. CA Tire Recycling Grant website: [www.ciwmb.ca.gov/Tires/Grants/default.htm](http://www.ciwmb.ca.gov/Tires/Grants/default.htm). Also see the Board presentation: “Show Me Tire Money!” which was presented at the 2008 International Tire Conference/From Scrap to Profit Symposium. <http://www.ciwmb.ca.gov/Tires/Events/Conference/2008/Presentation/Ma u.pdf>.

**Tire-Derived Product (TDP) Grant Program.** This program provides grants to promote markets for recycled-content products derived from waste tires generated in California. Eligible applicants include public entities, selected private schools, and Community Housing Development Organizations. See the CA Tire Recycling Grant website: [www.ciwmb.ca.gov/Tires/Grants/default.htm](http://www.ciwmb.ca.gov/Tires/Grants/default.htm). Also see the Board presentation: “Show Me Tire Money!” <http://www.ciwmb.ca.gov/Tires/Events/Conference/2008/Presentation/Ma u.pdf>.

**Strategy:** **Increase credibility by documenting product quality and performance in accordance with customer documentation needs.**

**Tools:** **Demonstration projects, laboratory and field tests, third party validation, life cycle cost analysis, and references.** Hard data and assessments and references from credible sources build customer confidence in product quality and environmental performance – the latter growing in importance with focus on sustainability. Documentation of product performance and

specifically recycled content is essential to positioning for and marketing to LEED-related projects and meeting Environmentally Preferable Purchasing programs with state and local governments.

**Strategy:** **Promote your products to target government customers.**

**Tools:** *Cut sheets and other descriptive product literature; company web sites and advertizing tailored to target customers, presentations; trade shows exhibits.* Assistance in product marketing, including the development of such tools is available through the Board's Tire Business Assistance Program. The Board has developed promotional literature for certain TDPs and other recycled content products utilized in roadway construction, through the California Green Roads Program. These materials are available: [www.zerowaste.ca.gov/RCM/pdf/Folder.pdf](http://www.zerowaste.ca.gov/RCM/pdf/Folder.pdf)

Develop cut sheets specific to supporting LEED criteria (recycled content, local materials, reduced water use, etc) used for State or Local buildings that are/will be constructed as LEED certified buildings. Coordinate with strategy of documenting product performance and third party recycled content verification.

**Strategy:** *List product in appropriate product databases and catalogs*

Understand potential requirements for listing – what information is required, potential costs and target audience of the database. The Board is currently evaluating the utility of the databases and catalogs listed below – check their website for more information.

Provide verifiable, accurate and repeatable information related to product benefits and recycled content. Avoid green washing (see article: “The Six Sins of Greenwashing,” TerraChoice).

**Tools:** *Product Databases and Catalogs.* Conventional databases include:

- [www.sweets.com](http://www.sweets.com)
- [www.arcata.com](http://www.arcata.com)
- [www.4specs.com](http://www.4specs.com)
- [www.reedconstructiondata.com](http://www.reedconstructiondata.com)

Of growing market interest are databases listing “green” or environmentally preferable products. The federal government as well as many state and local governments have environmentally preferable product databases. The Construction Specifications Institute and McGraw Hill Construction are developing GreenFormat, which will provide TDP and other product manufacturers with a consistent platform for defining the sustainable attributes of their products and to list their products in a searchable database: [www.greenformat.com](http://www.greenformat.com)

**Strategy:** **Review key master guide specifications to ensure they are written broadly enough to allow for use of tire-derived products.**

**Tools:** *Master guide specification products.* These include: MasterSpec, SpecText, and SpecsIntact. These tools assist in specifications development.

**Strategy:** **Research availability, feasibility and costs of utilizing an independent sales representative for TDPs, considering the following:**

- The market/application for the product;
- Competing products (non recycled product vs. the TDP green version);
- Identifying sales representatives for these classes of products;
- Negotiating a fee and/or commission structures.

**Tools:** *Manufacturers' Agents National Association (MANA) Directory.* This subscription-based online directory lists manufacturers' agents nationwide, searchable by location, product type, etc. For more information see: [www.manaonline.org/](http://www.manaonline.org/)

**Strategy:** **Identify key customer contacts, get to know them, and work to develop their confidence in you as a trusted product supplier:**

- Arrange meetings with the appropriate customer contacts;
- Listen to their needs and concerns and provide information to specifically address them.
- Consider partnership opportunities to address shared interests and concerns for example collaborating with customer professional and trade associations.

**Tools:** *Information sources identified above.* Demonstration project results, customer references, technical data sheets, etc.