



**CalRecycle**

FY 2016/17

Grant #

TIP4-16-0009

# TraFFix Devices, Inc.

Department of Resources Recycling and Recovery

Tire Incentive Program (TIP)

## Background

The Tire Incentive Program (TIP) provides a reimbursement (as an incentive payment program) to eligible businesses that use (recycled) crumb rubber in eligible products or substitute crumb rubber for virgin rubber, plastic, or other raw materials in products. The program's goal is to increase demand for crumb rubber and promote higher value products.

TraFFix Devices, a 33 year old manufacturer of traffic control devices, was awarded \$499,452 during Fiscal Year (FY) 2016-17 to utilize crumb rubber in their product line.



## Grant Project Goals

- Purchase California recycled tire crumb rubber to use in their products.
- Produce 13 products using different California crumb mesh sizes (10, 16, and 30 mesh)
- Use/sell an estimated 4,994,520 pounds of crumb rubber in eligible products.

## Outcome and Accomplishments

- Successfully awarded \$499,452 to use crumb rubber in eligible products.
- Received reimbursement of \$401,930.19 for 13 eligible products.
- Purchased 6,992,729 pounds of crumb rubber from a California processor.
- Used 4,019,302 pounds of crumb rubber in various eligible products over the term of the grant.
- Diverted 334,942 waste tires from California landfills.

# ENVIRO-CONE®

Enviro-Cone®



Tire impact



No ripped or torn PVC, simply reshape



Drop base over stem and reuse

# TraFFix Devices, Inc.

Department of Resources Recycling and Recovery

Tire Incentive Program (TIP)



CalRecycle

FY 2016/17

Grant #

TIP4-16-0009

**TraFFix  
Devices Inc.**



*Engineered Products for Safer Highways*



Roof Edge Delineator



Grabber Delineator  
Tubes



Weed Mat



Grabber Cone



Channelizer  
Drum



Enviro-Cone



Enviro-Cone

## Challenges

In looking back at forecasted sales levels for the 13 eligible products, some product lines performed better than others. Out of the 13 TIP4 products, TraFFix Devices was successfully able to beat their forecast on over half of the products, but were still a bit short of overall projections. Part of this is due to expected slower parts of the selling year (as most of the states will have temperatures too low for road construction).

## Lessons Learned and Recommendations

TraFFix Devices found that becoming part of the CalRecycle Tire Incentive Program had benefits beyond the grant funding. Due to the amount of crumb rubber products TraFFix Devices has, they had to develop both systematic and physical ways to keep track of those products made with California recycled tire crumb.

This resulted in training employees on how to process and document production, inventory, warehouse transfer and

## Snapshot

**Grant Program:** Tire Incentive Program (TIP) Grant Program

**Grant Program Website:**

<https://www.calrecycle.ca.gov/Tires/Grants/TIP/>

**Grant Number:** TIP4-16-0009

**Grant Type:** Tire Incentive

**Year Awarded:** 2016-17

**Funding:** Awarded \$499,452.00

**Grant Manager Contact:**

Nichlas.Amante@CalRecycle.ca.gov

