



## ABOUT U.S. RUBBER

U.S. Rubber is a true triple-bottom-line business: It provides a second chance for people and a second life for materials, while its rapid growth rate increases economic vitality in California's Inland Empire.

The company takes used truck tires out of the waste stream and recycles them into long-wearing, custom-colored fitness flooring and LEED-certified, sound-absorbing underlayment for multistory buildings. About two-thirds of the workforce that produces these high-value products consists of formerly incarcerated people, and an increasing number are military veterans.

**U.S. Rubber's mission:** transforming discarded tires into sustainable rubber flooring while helping employees rebuild their lives and realize their potential.

## PRODUCTS

### Flooring

[Survivor® SportFloor](#) gives fitness clubs, high-impact exercise studios and home gyms exceptional impact absorption. Users can customize color combinations to express their brand and enhance their décor. Survivor is safe for indoor and outdoor use.

[Confetti™](#) rolls and tiles are a great value. Produced from the regrind of Survivor® production scrap and priced at 15% below the standard single-color fleck, they provide the same impact absorption as Survivor® SportFloor with an even higher tensile strength. The color can't be customized, but the potpourri of U.S. Rubber's 19 standard shades fits into a variety of environments.

### Underlayment

[QuietSound® Acoustical Underlayment](#) reduces noise transmission from foot traffic and electronics in multistory buildings. Unlike natural cork and foam, this resilient recycled rubber maintains its full effectiveness over time.

## WORKFORCE

The Bounce Back! hiring program is the soul of U.S. Rubber's culture, which centers equity and open-mindedness in the belief that most people deserve a second chance. Formerly



incarcerated people make up about 66% of U.S. Rubber’s workforce. The company also actively recruits U.S. military veterans, including those who have struggled to adjust to civilian life.

## ENVIRONMENT

In 2021 alone, U.S. Rubber diverted over 15 million pounds of post-consumer tire rubber from local landfills, up 62% from 2020. In 2022 U.S. Rubber is projected to divert up to 18 million pounds of post-consumer tire rubber from local landfills. That’s enough tires to span the distance from U.S. Rubber’s Colton headquarters to Denver, Colorado.

U.S. Rubber products contain 75% to 95% post-consumer or post-industrial recycled California tire rubber, and the company’s two largest vendors are located within 30 miles of its factory, greatly reducing its carbon footprint compared with those of competitors that have extended supply chains. Its Survivor® SportFloor and QuietSound® Acoustical Underlayment products have exceptionally low cradle-to-gate carbon footprints, based on independently certified data.

Use of U.S. Rubber’s flooring and underlayment products contributes up to six LEED certificate points in two categories. In addition, the company voluntarily reports its greenhouse gas emissions to The Climate Registry’s Carbon Footprint Registry.

## FACTS & FIGURES

**Headquarters:** 1231 S. Lincoln St., Colton, CA 92324

### Leadership:

Jeff Baldassari, President and CEO  
Leslie Morales, Vice President, Operations  
Dave Zelgart, Vice President, Retail Sales

**Founded:** 1996

**Growth:** 2021 sales were 42% higher than sales in 2020. The company’s workforce grew 106% from January 2020 to January 2022.

### LEED offerings:

U.S. Rubber products contribute up to six points in two LEED categories:

- Materials and Resources (MR)
  - [Type III Environmental Product Declaration \(EPD\)](#)
  - [Recycled Content Declaration](#)



- [Health Product Declaration \(HPD\)](#)
- [Multi-Attribute Optimization: Life Cycle Impact Reduction Action Plan](#)
  
- Indoor Environmental Quality (EQ)
  - [CDPH v1.2 VOC Test Report in ClearChem](#)
  - [Sound Transmission Class Test Report](#)

**Environmental impact documentation:**

- [Type III Environmental Product Declaration \(EPD\)](#)
- [LEED project letter](#)
- [Health Product Declaration \(HPD\)](#)
- [CPDH v1.2 VOC Test Report](#) in ClearChem

For more information including executive bios, prior media coverage and awards announcements, please visit our [media room](#).

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