



Over 1 billion tires
reach the end of their
life every year.

At BB&G®, we give ELT
a second life.



waste management



material valorization



reduction of greenhouse
gas emissions



reduction of fossil fuel
dependency

Driving the circular economy —
one tire at a time.

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BB&G
Driving Circularity



Join us in realizing a circular tire economy. Scan here:



ELT



rCB



Syngas



TPO



About BB&G®

BB&G® is setting new standards in tire recycling with advanced pyrolysis technology that transforms ELT into valuable tire pyrolysis oil (TPO), recovered carbon black (rCB), and syngas for energy production. The ISCC Plus certified and REACH compliant process is a scalable, industrial-grade solution that reduces harmful waste and emissions while enabling materials to be reused in new tires and other products. With commercial production underway and a large-scale plant planned for 2027, BB&G® is making a circular tire economy a reality.