

Press Release
For Immediate Release

Phoenix Innovation Technology Optimizes New eco-effective Rubber Regeneration solution[™]

Mirabel, QC, Canada 2016 07 26 - Phoenix Innovation Technology (PIT) is opening doors to new markets in the rubber industry with a newly optimized globally patented eco-effective Rubber Regeneration (e2R²) solution that performs, is simple to use and reduces cost. It is time to...**Believe** and open your doors to new markets.



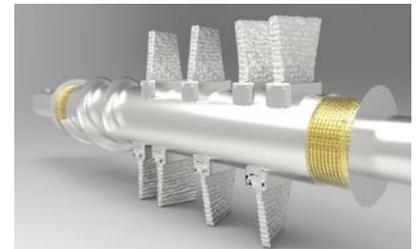
Overview. The e2R² solution[™] transforms recycled tire vulcanized crumb rubber (avg 40 mesh) into Regenerated Rubber (RR) whereby approximately 61% of the sulfur bonds are broken with minimal damage to the original rubber polymer chain. The RR substitutes for a portion of the virgin compound providing similar performance while reducing costs. “Our new Rubber Regeneration solution will change the way recycled rubber is treated on a global scale” said Jean Prevost the founding Chief Visionary Officer.

eco-effective. The system is 100% eco-effective since it uses recycled tires as feedstock for an “up-cycle” market solution and is completely waste free during operation. Reduced material cost and mold curing time adds value.

Performance. The RR is *small* (40 mesh), soft to the touch and mixes easily in a compound ensuring product finish equivalent to parts made with virgin compound. The mechanical and processing properties of a compound loaded with Regenerated Rubber are similar to those of a virgin compound. Typical compound applications include between 10% to 60% loading of RR. Products may also be made using 100% Regenerated Rubber (mixed with a small amount of vulcanizing agent, such as 2% sulfur). Tire and non-tire rubber products benefit from the use of Regenerated Rubber. The process has global protection with patents obtained in the US, Canada and Mexico as well as several other countries. In addition to being a producer of RR we offer licensing opportunities.

User Friendly. The e2R² solution[™] is fully automated while occupying less than 1,200 sf with a current capacity of 1,350 lbs/hr (8 MM lbs / yr). The simple robust design of the system minimizes maintenance while maximizing throughput.

Optimized. A new shaft that is over 3 times stiffer than the previous version featuring an updated removable blade configuration which was designed for a larger next generation Regenerator has been validated. Insights from an advanced university research centre were used to guide design decisions. “By continuing to optimize the e2R² solution[™] we have ensured that present and future demand can be satisfied with full confidence in the quality of the RR produced” said Stephen Murphy the Chief Path Finder (CEO).



About Phoenix Innovation Technology Inc.

Located in Mirabel, QC, Canada, Phoenix Innovation Technology Inc. is a private corporation founded in 2008. PIT is an innovative firm that has developed an eco-effective Rubber Regeneration solution[™] that transforms recycled tire vulcanized crumb rubber into a Regenerated Rubber that can be incorporated into rubber compounds. The RR performs, is simple to use and reduces cost consequently opening doors to new markets.

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