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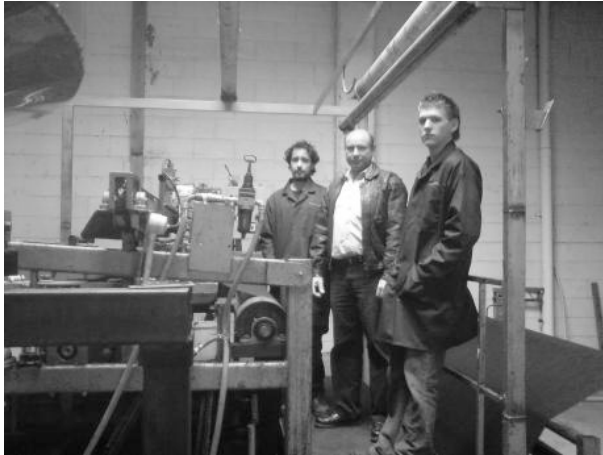
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[Home](#) › [2010 Awards](#) › [Finalists](#) ›

2010 FINALISTS

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- [He Waka Eke Noa Charitable Trust](#)
- [Jasmax Ltd.](#)
- [Nappy Days](#)
- [Nextbike NZ Ltd.](#)
- [Pinnacle Underlay Limited](#)
- [Powersmart Solar](#)
- [Resene Paints Limited](#)
- [SCA Hygiene Australasia Kawerau](#)
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- [Sinclair Knight Merz](#)
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Pinnacle Underlay Limited



2010 AWARDS

Winner: Emerging Small & Medium Business Award (2010)

Pinnacle Underlay has a simple vision - To manufacture the finest underlay in the world using recycled products where possible.

Roger Brady Managing Director is proud of achievements to date of his start-up business, with just 2 years in operation 18 months of that in research, designing and building their plant. Roger who has a sustainable products background was looking to invest in a new business in the BOP and was impressed with overseas models turning an abundant resource – car tyres – into a superior product. Pinnacle has developed a relationship with a Wellington recycler who chops, grades and removes steel from used tyres creating a crumb rubber format that Pinnacle then converts into underlay.

Pinnacle Eco-comfort crumb-rubber underlay is made from recycled and processed crumbed rubber, using a sophisticated bonding process which in simple terms can be described as surface modification. This process creates "hooks" which interconnect, chemically bonding the rubber granules tightly and permanently together. It's environmentally friendly and very durable! Due to superior insulation qualities Pinnacle Eco-comfort significantly reduces heating costs and hence energy used to heat and cool a home.

One of the biggest challenges facing the world of recycling is "what do we do with the recycled material", because Pinnacle Eco-comfort makes use of a recycled product in its raw form there are obvious environmental benefits. Pinnacle's end product is very consistent, very comfortable, extends the life of carpet and has exceptional thermal and acoustic properties.

The biggest single challenge facing the young company is negative perceptions about rubber as a material. There is a misconception that rubber is a dirty product and that it is burned and gives off thick black smoke. Pinnacle consciously at every opportunity explain that the negative perceptions of rubber are untrue and that when compared to conventional foam underlays is significantly less toxic. It's stable and longer lasting and will extend the life of any kind of carpet.

According to Roger after it's useful life as rubber underlay it can be put to use as weed mats, garage floor mats and as insulation – it comes with a 10 year guarantee.

Website:
<http://www.underlay.co.nz/>



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