

Genan's US Operations Acquired by Liberty Tire Recycling

Client News

July 16, 2026

Gunderson Dettmer represented Genan in its agreement to sell its US operations to Liberty Tire Recycling.

Genan's large state-of-the-art processing facility in Houston is a leader in tire recycling and recovery, with a focus on crumb rubber and micronized rubber. Its acquisition will significantly enhance Liberty's rubber recycling capacity and tire collection capabilities, strengthening its ability to provide integrated tire collection and recycled material solutions throughout the Gulf Coast while increasing capacity to meet growing customer demand for sustainable end-of-life tire management.

"We are most satisfied with the way our US factory has developed, and with the value we now realize by divesting," said Group CEO of Genan Holding A/S, Poul Steen Rasmussen, [in the announcement of the transaction](#). "When we set up business in the USA in 2014, the ambition was to demonstrate that Genan's technology and business model could also work in the North American market. That we have proven, and we now assess that the new owner is in a better position to take the factory to the next level."

The Gunderson deal team was led by corporate partner Wes Watts and included M&A associate Anthony Ramirez and corporate associate Emma Anderson, strategic transactions and licensing partner Ben Cukerbaum and associate Greg Logan, tax partner Jace Clegg and associate Morgan Otway, executive compensation partner

Emily Cabrera and associate Erik Ward, and employment and labor of counsel Jeff Salomon.

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