

FRESH HOME IDEAS

RECYCLE. REUSE.
RENOVATE.

RethinkTires



HOME DECOR YOU NEVER TIRE OF.

Of course, your vehicle's tires have an important role when you're on the move. But did you know they are being reimagined to make significant contributions to your home life? All around your yard, home gym, laundry room, living room and out there in your community – recycled tire products are being used in some dramatic and eye-catching ways. Whether for a new home or a fixer-upper, this report highlights innovative products and designs, making an impact on style-savvy tastemakers everywhere.

INTRODUCING THE STARS OF OUR SHOW

- [RUBBER MATS](#) >
- [ATHLETIC FLOORING](#) >
- [ACOUSTIC UNDERLAY](#) >
- [GARDEN MULCH](#) >
- [ROOFING SHAKES](#) >
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FLOORED BY YOUR OPTIONS

Cast your eyes downward, and you'll discover that you can make a positive change using innovative, sustainable products. Sometimes unexpected, surprisingly durable and always beautiful – recycled rubber floors and floor-covering concepts are becoming the darlings of home shows.



FOR DOING THE WASH

Anti-fatigue mats made with recycled rubber keep your laundry room (and other work areas throughout your home) naturally water and slip resistant. That means a safer environment for your family for getting their chores done.



FOR ACTIVE LIFESTYLES

Cushioning, easy-clean surfaces, slip resistance and soundproofing — that's what athletic flooring can provide your home gym. They also absorb the impact from jumping jacks or a dumbbell that might get away from you. Plus, athletic flooring is more cost-effective than conventional flooring.



FOR THE ROAD

Reunite recycled tires with your vehicle in a whole new way – fall and winter car mats keep the interior of your car (and your pant legs) clean. And because tires are built to last, so are these recycled tire mats.

FOR TENDER TOOTSIES

Carpet cushioning and flooring underlay keep the floor surfaces in your home springy underfoot and make them last longer. Their flexibility is a big highlight because they're hypoallergenic and can be installed above or below grade (It can even be installed over radiant-heated floors.) You may never see it, but your feet will appreciate it being there.

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1. Roofing Shakes
 2. Garden Mulch
 3. Door Mats
 4. Landscape Tiles
 5. Landscape Edging
 6. Driveway Pavers
 7. Poolside Surfacing
 8. Rubber Bricks
 9. Planters

HOW GREEN DOES YOUR GARDEN GROW?

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SPRUCING UP THE LOOK OF YOUR YARD IS EASY AND FUN. NOT ONLY DO THESE INNOVATIVE PRODUCTS COME IN A VARIETY OF COLOURS AND STYLES, BUT THEY ARE ALSO FUNCTIONAL AND PRACTICAL OUTPERFORMERS. CURB APPEAL AND YOUR NEIGHBOURHOOD'S ENVY ARE JUST A DECISION AWAY.



1. ROOFING SHAKES

Recycled rubber shakes look just like taper-split cedar shingles, but will continue being strong performers long after the "real thing" has to be replaced.

2. GARDEN MULCH

Keep weeds at bay with 100% recycled rubber mulch. It won't degrade like conventional wood mulch and comes in a variety of designer colours, including brown, black, red, green and blue.

3. DOOR MATS

Welcome guests to your home with these attractive doormats – more durable than conventional mats and they come in a variety of colours and styles.

4. LANDSCAPE & DECK TILES

These are the perfect outdoor surface. They come in a variety of colours and are lighter and easier to install than regular patio tiles.





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5. LANDSCAPE EDGING

Keep your garden's edge clean and tidy with this attractive and durable edging. After all, your lawn likes to have its boundaries respected.

6. DRIVEWAY PAVERS

Not only are driveway pavers easy to install, but they also correct for spring thaws. They are both attractive and practical.



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7. POOLSIDE SURFACING

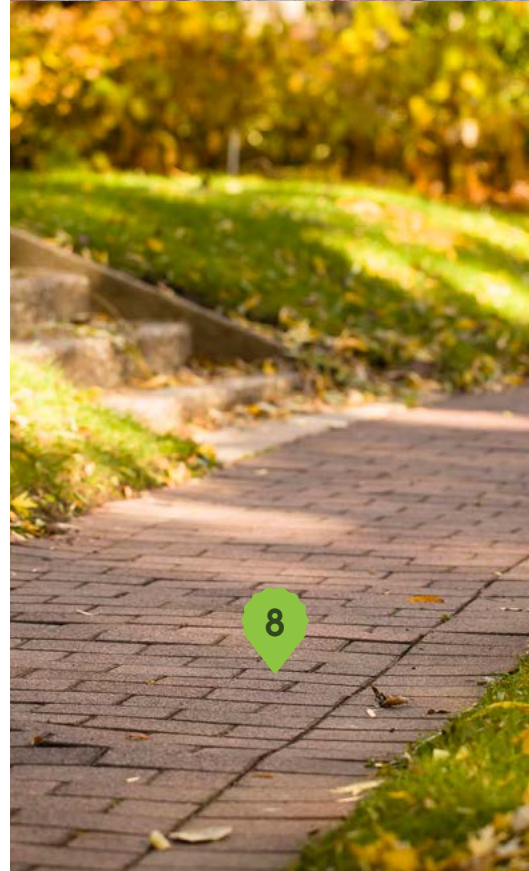
It comes in a variety of colours. It's safe and slip resistant. Plus, there are a variety of ways to keep your kids and guests safe around your pool.

8. RUBBER BRICKS

Beautiful interlocking bricks can provide an attractive mosaic-like finish to all your pathways and walking areas.

9. PLANTERS

Beautify your outdoor space with self-watering planters. Functional and great looking products made in Ontario from recycled tires.



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YOU'LL BE SEEING US, IN ODDLY FAMILIAR PLACES.

RUNNING TRACKS

You can't ask for a better surface to jog on – slip resistant wet or dry, solid and durable with slightly more give than concrete or asphalt. This is an upgrade worth getting for any gym or athletic centre.

PLAYGROUND SURFACING

Your kids will love playing on their jungle gym or having a lively game of tag on this cushy, safe, colourful surface. It comes in a near limitless array of fun colours.

SPEED BUMPS & CURBS

These traffic tamers are one-tenth the weight of standard concrete options, but perform the same task brilliantly. Plus, they won't chip, crack or fade.

MUD FLAPS

Keeping our roads safe are the lowly mud flaps. They protect against splashes and spraying while on the road. Ones made from recycled rubber are particularly durable and easy to clean.

TELL US ABOUT YOUR GREAT PROJECT IDEA!

The Community Renewal Fund is a grant program that awards eligible Ontario-based communities and organizations up to \$50,000 towards the purchase and installation of Ontario-manufactured recycled rubber products.

To learn more about the use and benefits of these products, to get inspiration for your own project and to submit an application, visit rethinktires.ca



KEEP YOUR TIRES RUNNING AT PEAK PERFORMANCE.

Keep your tires on the road longer with just a few simple actions:

CHECK

your tire pressure regularly. It's always a good idea, but especially in winter. It ensures your tires maintain their grip.

ENSURE

all your valve caps are on. Moisture in the valves can freeze and result in escaped air and a flat tire.

REPLACE

and recycle your tires when they've outlived their use. A tell-tale sign is a low tread depth, so evaluate this seasonally.

PURCHASE

winter tires – install them on all four wheels. (They make all the difference.)

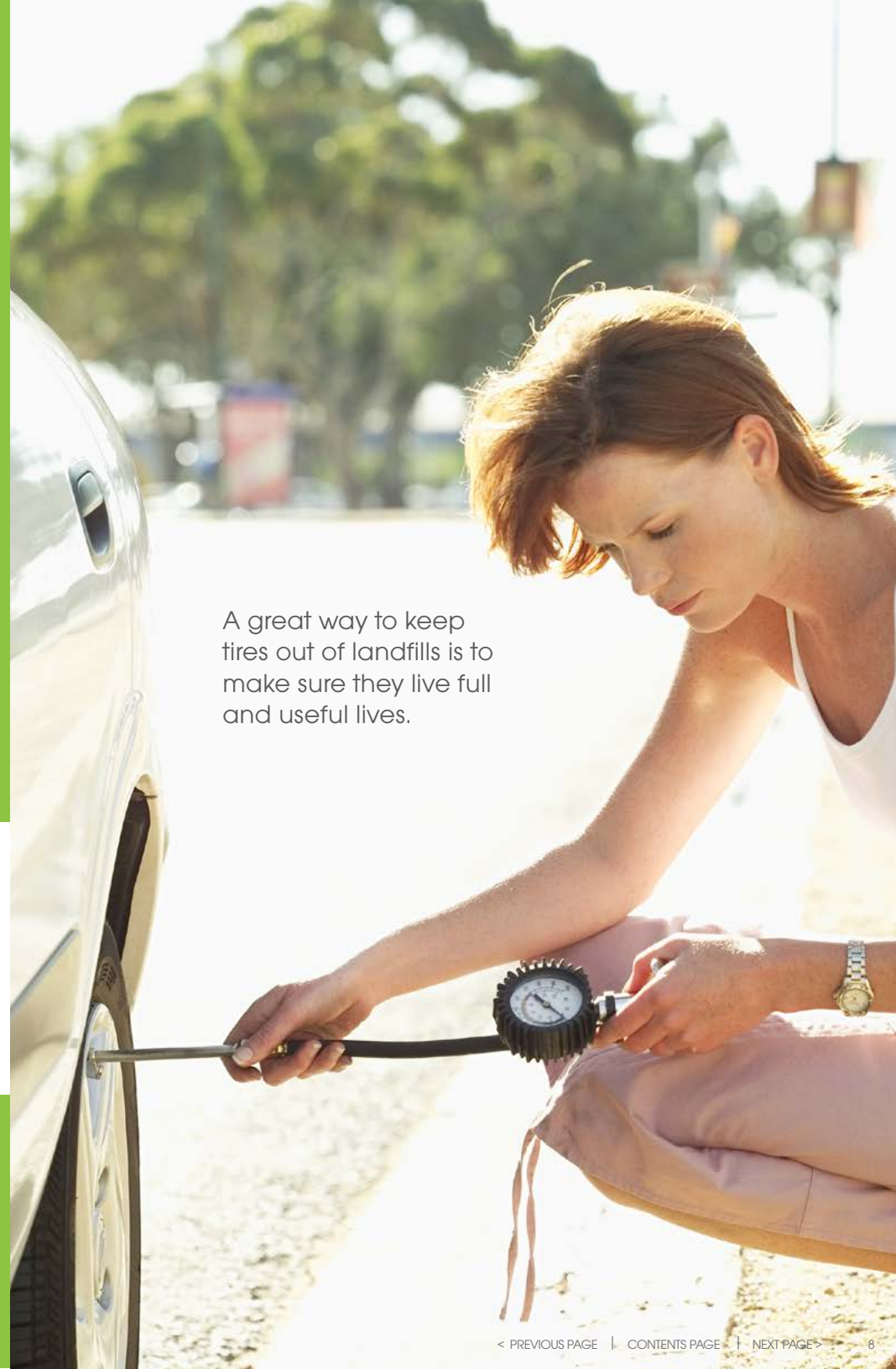
STORE

your all-season tires in a cool, dry place, piled four-high, on their side (not tread-side down).

For more tips, visit us our
Tire Maintenance Page



A great way to keep tires out of landfills is to make sure they live full and useful lives.



WHAT CAN I DO?

When the time comes, you can start by dropping off up to four used tires – free of charge – at one of the many registered collectors across the province during their regular business hours.

- Find your closest collector at www.RethinkTires.ca
- To see what we do with them, visit us on [YouTube](#).

After that, simply support and purchase products found in this guide. The surest way to increase demand for innovative, recycled rubber products throughout Ontario is by your neighbours seeing them put to beautiful use all around your home. Follow us on [Twitter](#) for all the latest news.



FIND OUT MORE.



Eco-Flex

makers of various walking surfaces



North West Rubber

makers of various walking surfaces and mats



Fabricushion

makers of acoustical underlay and carpet cushioning



National Rubber Technologies

makers of Pro-Fit Athletic Flooring



Enviroshake

makers of replica cedar shingles



Multy Home

makers of EnviroTile, landscape edging, entry mats, doormats & car mats



Heffco

makers of garden and playground mulch



Shercom

makers of interlocking mats, rubber paving and landscape edging



SofSURFACES

makers of playground safety tiles



RethinkTires.ca

GIVING TIRES NEW LIFE IS WHAT WE LIVE FOR.

Ontario Tire Stewardship (OTS) is a not-for-profit organization responsible for ensuring the 12 million scrap tires generated annually get recycled, right here in the province.

Since 2009, we've diverted more than 75 million tires from landfills or from getting burned. We work with leading Ontario companies to put used tires to work in your community and your home. They get made into landscape tiles, doormats, speed bumps, roofing shakes, garden mulch and a variety of useful and eco-friendly products made right here. Plus, we've helped bring more than \$40 million in investments and hundreds of jobs to the province. It's amazing how something we used to just throw away can benefit Ontarians' quality of life in so many ways.



Rethink your relationship with tires