

FRESH HOME IDEAS

RECYCLE. REUSE.
RENOVATE.



RethinkTires
MADE FROM ONTARIO RECYCLED TIRES



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TAKING TIRES FULL CIRCLE IS WHAT WE LIVE FOR.

Ontario Tire Stewardship (OTS) is the not-for-profit organization that ensures your old tires find new life. We like to say we're taking tires full circle.

Since 2009, we've diverted more than 100 million tires from landfills. We've helped create hundreds of jobs right here in Ontario by transforming tires into a variety of useful and eco-conscious products. When you choose products made from recycled tires, you're giving old tires new life.

THE ROAD  WE'RE TRAVELLING TOGETHER.



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

DOOR MATS

LANDSCAPE TILES

LANDSCAPE EDGING

DRIVEWAY PAVING

RUBBER PAVERS & TILES

PLAYGROUND SURFACING

RUNNING TRACKS

SPEED BUMPS AND CURBS

MUD FLAPS

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 when 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 Paving
 7. Poolside Surfacing
 8. Rubber Pavers
 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.





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 PAVING

A great alternative to traditional asphalt, rubber paving is durable, safe and resists cracking, making it the ideal option in Canada's extreme climate.



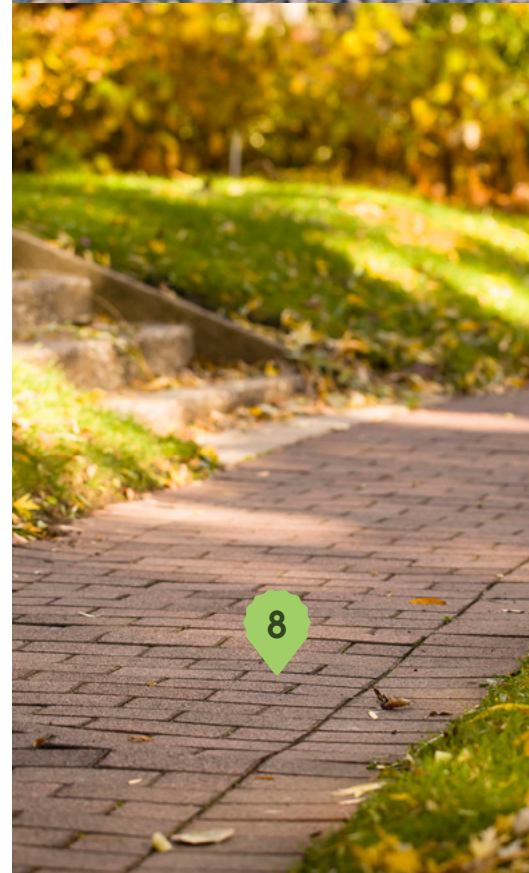
7. POOLSIDE SURFACING

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 PAVERS & TILES

Beautiful pavers & interlocking tiles can add an attractive mosaic-like finish to all your pathways and walking areas.



9. PLANTERS

Beautify your outdoor space with these functional and great looking self-watering planters.



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.

RUBBER RINK MATS

Durable, slip-resistant mats made from recycled tire rubber are environmentally friendly and cost-effective. They provide extra protection so there is no worry about dulling skate blades or accidental falls.

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 how we're helping communities across Ontario rethink and renew their spaces, 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 and 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 YOU DO?

When the time comes, you can start by dropping off your used tires – free of charge – at one of the many registered collectors across Ontario.

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

You can help support dozens of local businesses and hundreds of jobs by purchasing products made from recycled tires, like the ones featured in this guide. Help the environment and inspire your neighbours and friends by using these products throughout your home and garden.



THE ROAD  WE'RE TRAVELLING TOGETHER.



FIND OUT MORE.



Multy Home

makers of indoor and outdoor flooring, landscape edging, planters & mats



New Rubber Technologies

makers of indoor and outdoor flooring, landscape edging and mulch



Shercom

makers of interlocking mats, rubber paving and landscape edging



Enviroshake

makers of cedar-look roofing



Eco-Flex

makers of various walking surfaces



SofSURFACES

makers of playground safety tiles



Ure-Tech Surfaces

makers of rubber paving and various walking surfaces



Foam Solutions

makers of acoustical underlay and carpet cushioning



North West Rubber

makers of various walking surfaces and mats



National Rubber Technologies

makers of athletic flooring and rink matting

