



Rethink your relationship with tires

CASE STUDY

GUELPH COMMUNITY CHRISTIAN SCHOOL

FROM OLD TIRES TO INNOVATIVE SOLUTIONS



WHO

Guelph Community Christian School (GCCS)

WHERE

Guelph, ON

WHAT

Rubber Venture Corporation's recycled rubber mulch, installed on the playground of GCCS's new location.

WHEN

Summer 2012

WHY

GCCS was building a playground on their school's new location. Rubber Venture Corp.'s rubber mulch is a sustainable product that provides a safe and durable surface for children.

Background

Guelph Community Christian School is a charitable organization that has offered Guelph-based elementary school children a versatile, Christian education since 1961. In September of 2012, the school opened its doors to a new location. It was

important for the new playground to be environmentally-friendly, and to make children's safety the top priority. Since the school is separate from the public board, all funding is raised via sponsorship, grants and pledges.

Transforming Communities

In September 2012, Guelph Community Christian School (GCCS) opened the doors to its new location. To ensure the school's new playground used one of the safest, most environmentally-friendly materials available, they decided to install Rubber Venture Corp.'s rubber mulch as playground surfacing. Not only is the mulch known for safety in the event of a fall, it is also a sustainable product made of rubber from recycled tires.

This rubber mulch is made exclusively from forklift truck tires. Since these tires have both white and black rubber, the mulch that they produce is light gray in colour, which reflects heat and reduces any heat island effects. The resulting product is much cooler to the touch than similar surfaces making for a comfortable surface for children to play on.

This product demonstrates that it is possible to manufacture a superior product from waste rubber that is able to compete in the existing wood mulch

market. It produces an aesthetically pleasing playground surface that will deter injuries, wood rot and insects.

The student population at GCCS ranges in age from three to 14 years old. A well-engineered playground opens the door to good communication among the grades.

Of the project, Bob Moore, Chief Operating Officer at GCCS, said, "We're thrilled that OTS supported the GCCS with funding, allowing us to employ a playground surface made from recycled materials. This project is a great demonstration of the sustainability practices that we teach."

While the grant program is adding incredible value to this Guelph community in terms of environmentalism and safety for children, it is also supported by a recent survey by Ontario Tire Stewardship (OTS). The survey



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revealed that 89 per cent of Ontario respondents feel that their communities would benefit environmentally and economically by incorporating green alternatives, such as products made with tire rubber, in more community projects.

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Through Ontario Tire Stewardship's community grant program, GCCS received a grant to help offset the cost of the Rubber Venture Corp. product.

Martin Folkema, President & co-owner of Rubber Venture Corp., said "The children at the school will not only benefit from having an aesthetically pleasing playground surface that will deter injuries, wood rot and insects, they will also experience a recycled product that reduces their school's carbon footprint."

Ontario Tire Stewardship was excited to support this community initiative. "This project uses mulch made exclusively from fork lift tires - a rare and highly innovative feature" said Andrew Horsman, OTS' Executive Director.

"Installing such a sustainable and progressive product is just one example of the GCCS' investment in their community's environment and economy."

Rubber Venture Corp. Background

Founded in 2006, Rubber Venture Corporation is committed to manufacturing high quality, eco-friendly products from rubber waste generated in Ontario. The company manufactures rubber mulch for the landscaping industry, rubber granules for horse riding arenas, molded rubber mattresses for the dairy industry and also provides feedstock to other companies that make recycled rubber products.

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Content Keywords: Ontario, Community Centre, CSA Standards, Educational Facility, Playground, Recycled Content, Regional Material.



WHY RECYCLED TIRES

Rubber Venture Corp. is an OTS-registered recycled product manufacturer that uses up to 100 percent recycled tire content in their products. The rubber mulch playground flooring at GCCS used the equivalent to 1270 recycled passenger tires.



ABOUT OTS

Ontario Tire Stewardship (OTS) is a not-for-profit organization responsible for ensuring the 10 million scrap tires generated annually get recycled, right here in the province.

Since 2009, we've diverted more than 50 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.

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