

Executive Director's Message

How do you properly incentivize and reward innovation? This is a question that the OTS team wrestles with every day. When we first launched the program in September 2009, much of our focus was on getting our processes right. Today we are less focused on trying to manage every detail (though "sweating the details" on daily operations is still a key mantra), and are instead spending more time establishing how to use our position in the market to support the entrepreneurial nature of the industry.

One way to reward innovation is through the R&D Grants Program (explored on Page 2). We have just completed our third call for proposals and received a record high of 14 applications. The proposed projects run the gamut from blending recycled with new rubber, to using crumb in waterproofing coatings. These proposals suggest a tremendous opportunity for innovation and expansion of the crumb rubber industry.

For our team at OTS, it's exciting to watch and a privilege to be a part of this market transformation. We can't wait to see what comes next!

- Andrew Horsman



The 2011 TDP Holiday Gift Guide

Surprise friends and family this year with the gift of recycled tire products. This Holiday Gift Guide will help you find the perfect gift for whoever is on your list.

For the University Student: [The Invincible Trash Can](#)



This sturdy can is made from 90% reclaimed automobile tires and recycled plastic. We've heard that even a rowdy university student can toss this bin around and it will bounce right back to shape.

For the Holiday Decorator: [Multy Home Door Mats](#)



Durable Multy Home mats are just one way to fill your home with holiday cheer. Made from 95% recycled rubber content and available in a selection of joyful holiday colours, Multy Home mats offer a festive way to greet loved ones at the door.



For the Gardener: [Heffco Rubber Mulch](#)

Available in Mocha, Terracotta and Black, Heffco rubber mulch is the perfect gift for your garden-savvy friends and family. Help make smiles by letting them know this rubber mulch even helps deter rodents, reptiles and roaches too.

Package the mulch in an [All Season Repurposed Pots](#). These pots are created from recycled tires and enable you to contribute your share in saving the environment. Pots can be planted with beautiful flowers or festive holiday greens.

Happy Holidays from the Ontario Tire Stewardship team!

◦ This Month's Headlines ◦

[Q&A from R&D Session](#)

Recap from the R&D program information session.

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[Registered Collector Profile](#)

Learn about greening the auto recycling industry

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[OTS Community Grant Project](#)

Learn which project received the first Community Grant.

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[OTS Sponsors Earth Rangers](#)

Learn about the new OTS Earth Rangers partnership.

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Inside Track

Questions and Answers from OTS R&D Workshop

On October 17th, Recycled Product Manufacturers, Processors and stakeholders across the OTS community came together to learn more about the OTS R&D Program, which offers up to 50% of eligible project costs for approved projects up to a maximum of \$250,000 per project.

As Andrew Horsman of OTS explains, "The R&D Program is one of the important ways OTS is bringing new actors and new players together with existing industry to bring innovative products to market." To access an online broadcast of the OTS R&D Program Information Session and learn more about eligible projects and the grant process, visit:

[Part One](#)

[Part Two](#)

Some questions you'll find discussed in these informational videos include:

What does it mean for a project to be "near commercialization"?

Qualified projects involve products, technologies or processes that have already been proven, and plan to address barriers to full commercialization and scale up, such as performance testing or costing.

Do projects need to be located inside Ontario?

Projects must use Ontario tires and should ideally (though it is not mandatory) take place in Ontario. Either the lead applicant or a project partner, however, should be an Ontario-based organization, and strive toward a product, technology or process that ultimately may be fully commercialized within Ontario.

Is the R&D Program designed to support basic market research?

While OTS provides research support regarding existing markets for TDP's through its P&E (Promotion & Education) Program, applicants should demonstrate knowledge of their industry and prospective customers within their application. As a "near-commercial" project, applicants should demonstrate a case for how their product, technology or process can build the market for Ontario tire-derived products. In addition, the R&D Program looks favourably towards applications that include potential end-customers as a partner in proposals.

More information about the OTS R&D Program can be found [here](#).

Did You Know?

Winners of the OTS Student Design Challenge will be announced on **January 19th, 2012**.

On this date, landscape architecture students and professionals will gather at Evergreen Brick Works to learn which innovative student design featuring tire-derived products will be awarded the grand prize at the inaugural OTS Student Design Challenge gala. The winning design will be implemented at Evergreen Brick Works during a build-out in the Spring of 2012.

Seven teams will present. **Three** will win awards. **One** will leave a lasting impression.



Photo Credit: Flickr [Madaise](#)

Zero-to-Sixty ●

December 2011

December 31, 2011: Closing date for Stewards to submit November 2011 TSF Remittance Reports and payment.

December 31, 2011: Closing date for Collectors to submit Claims for the July 1st – September 30th 2011 period.

December 31, 2011: Closing date for Haulers to submit Claims for the September 2011 period.

December 31, 2011: Closing date for Processors to submit Claims for the September 2011 period.

December 31, 2011: Closing date for RPMs to submit Claims for the September 2011 period.

January 2012

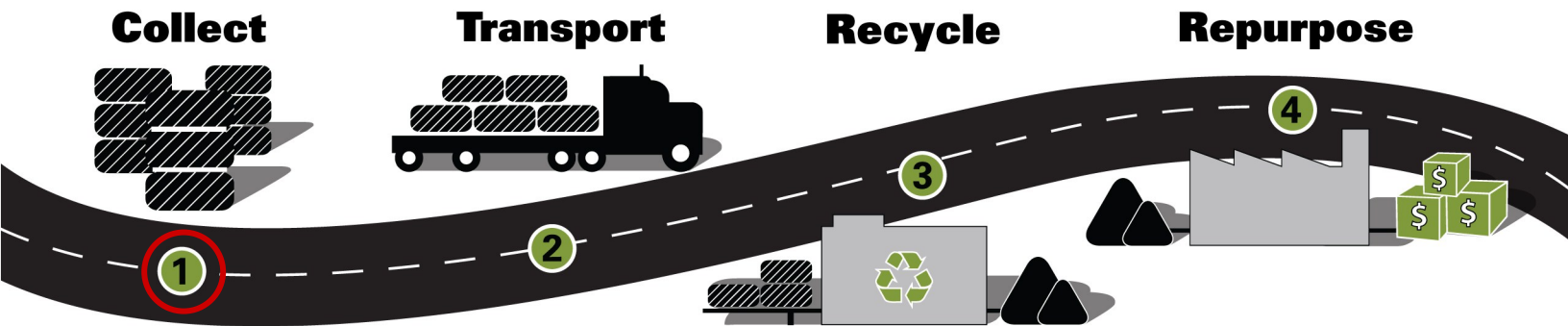
January 11, 2012: Technical Committee Meeting.

January 31, 2012: Closing date for Stewards to submit December 2011 TSF Remittance Reports and payment.

January 31, 2012: Closing date for Haulers to submit Claims for the October 2011 period.

January 31, 2012: Closing date for Processors to submit Claims for the October 2011 period.

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Stewardship in Action



Greening the Auto Recycling Industry One Tire at a Time

The flattened cars filling the lot at the Scarborough Standard Auto Wrecker location might at first make it hard to fully appreciate the positive impact co-owner, David Gold and his staff, are having on the environment.

As a member of OARA (Ontario Automotive Recyclers Association) and

a registered OTS Collector, Gold is working to shine a green light on his business, and ultimately his industry, by engaging OTS programs and involving the community in the automotive recycling process.

Standard Auto has been involved with OTS since its inception. Gold believes the auto wrecking industry will continue to develop and grow with the help of OTS, which he credits with “keeping tires flowing through the shop.” By helping to connect Standard Auto with registered Haulers, OTS provides Gold with a reliable way to remove tires that have no resale value.

As stewards of the complete tire recycling process – overseeing the collection of tires and facilitating

processing, reuse and developing the market for tire-derived products, OTS helps groups like Standard Auto avoid stockpiling old tires and the associated environmental and health risks.

OTS and OARA have supported Standard Auto in efforts to connect with the community as well, through programs like the Tire Take Back collection event that took place last Spring. Gold jumps on any opportunity to give back to the community because he knows that despite having recycling – a well-established method to reduce environmental impact – at the core of his operations, the general public lacks a full understanding of leadership efforts within his industry.



Market Watch

OTS Community Grant Project Hits The Ground

OTS unveiled a first-of-its-kind grant program in May 2011 that awards eligible Ontario-based communities and organizations by matching funds towards the purchase and installation of Ontario-manufactured recycled rubber products such as rubber mulch, roof shingles and sidewalk tiles.

The Community Grant Program encourages Ontario communities and organizations to think green when planning their projects, and build green by using recycled tire products made by Ontario recyclers and manufacturers.

The C.A.C.H.É. playground located at the Pathways Healthcare Centre for Children in Sarnia is one of this year's grant recipients. C.A.C.H.É. (Care Assisting Children's Health and Education) is an integrated program serving children with special needs. The fully accessible playground is part of a larger 4.2 million dollar expansion project. The Centre's choice of playground surfacing was SofSurfaces softTile®, crediting the product for its toughness and resilience, low maintenance needs and full compliance with safety standards.

The 1,604 sq. feet of playground surfacing installed represents 2,310 kg of crumb rubber or approximately 231 passenger tires diverted from landfills. OTS grant money will help to defray a portion of the cost of the playground surfacing.

[SofSurfaces](#) is one of the largest rubber tile manufacturers in the world, having sold nearly 20 million square feet of rubber tile surfacing. SofSurfaces offers a strong warranty program, which addresses not only the materials and workmanship of the safety surfacing, but also its impact attenuation to ASTM standards for 10 years.

SofSurfaces is poised to launch a new website this month and its products will be featured in several episodes of the TVO show, [GIVER](#), debuting in February 2012. Watch for Community Grant updates in future issues of the OTS newsletter as more projects hit the ground.

Viewpoints

OTS Sponsors Earth Rangers Centre for Sustainable Technology



Last month, OTS announced an exciting new partnership with the Earth Rangers Centre for Sustainable Technology. OTS has committed \$10,000 towards this collaborative relationship that will further expand the market for recycled tire products.



As part of the agreement, Earth Rangers staff will work with OTS to profile tire-derived products at sustainability-focused events, on tours, through educational programming and by featuring a hands-on display in their lobby.

Earth Rangers is an award winning charitable organization dedicated to educating children and their families about biodiversity loss and empowering them to help protect animals and their habitats. Also core to the Earth Rangers operations, is the Earth Rangers Centre for Sustainable Technology. The Centre is an advanced green building certified Gold under LEED for New Construction. The Centre was designed to embody Earth Rangers values, to show that they practice what they preach and

to serve as inspiration to everyone who walks through the doors.

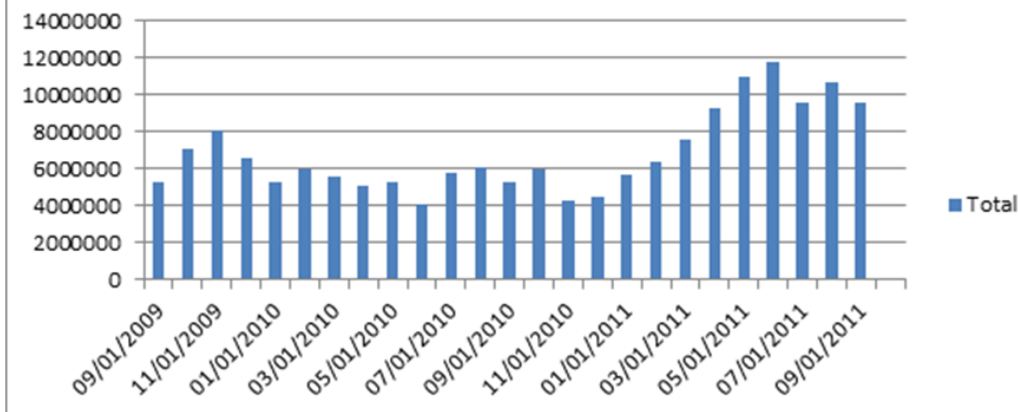
The Centre is also a showcase of cutting edge sustainable building technologies and products, such as TDPs, serving as proof that a building can be operated effectively and efficiently, while also minimizing environmental impacts.

As both OTS and Earth Rangers have independently been advocating for building and lifestyle products that lessen our impact on the environment, there is no doubt that joining forces will promote positive change in Ontario.

It is the hope of Earth Rangers Centre Director, Andy Schonberger, that partnerships like the one with OTS will allow the Canadian market for innovative technologies to continue moving forward.

◦ The OTS Report ◦

Estimated Deliveries to Ontario Processors (kg)



Registered Stewards

622

Registered Collectors

6687

Registered Haulers

120

Registered Processors

30

Registered Manufacturers

10

TSF Remitted

\$147,528,699.73