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OTS NEWS
An Ontario Tire Stewardship Publication

Executive Director's Message

When you hear of the word "Leadership", what comes to mind? Is it President Kennedy giving his "We shall go to the moon" speech? Maybe it's Steve Jobs, iconic black turtle neck and all, launching one new product revolution after another, and setting the pace for an entire industry. Or maybe it's Sidney Crosby, leading his team and fans to victory.

I wouldn't disagree with any of these choices and there are many other names I could add. But I also look for the next generation of leadership and found it recently in the participants in the OTS Landscape Design Challenge.

These student teams took the challenge beyond what we had originally envisioned, asking questions we had not asked, suggesting uses for the products we had not conceived, and generally pushing out the limits of what could be accomplished with the space and materials. Add to that, they clearly respected the spirit of the Brick Works as a space that brings people and nature together to their mutual benefit, and you have all the indications that their generation, and these competitors in particular, are ones to watch, and ones who will be leading us in the years to come.

- Andrew Horsman

OTS NEWS

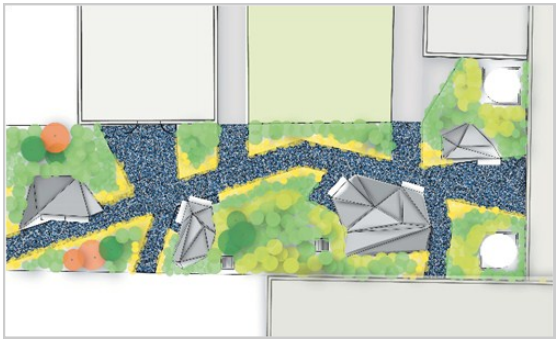
Students Designing With TDPs

January 19th was a big day for the tire recycling industry and participants of the inaugural OTS Student Design Challenge. Landscape professionals, community representatives and students convened at a memorable gala event at Evergreen Brick Works to learn which innovative design would find a home at this internationally recognized site for urban sustainability.

Before the official winners' announcement, students from Landscape Architecture and related-programs faced a panel of distinguished industry judges, including CityLine's garden specialist, Frankie Ferragine. Teams rose above presentation jitters to showcase and defend diverse designs that conformed to real-life site and budget parameters.

Teams from five Ontario schools demonstrated extensive knowledge of how tire-derived products (TDPs) can enrich the look and functionality of high-traffic public spaces. In the end, it was a team from Humber College that took the top honour, including a $3000 scholarship and the opportunity to see their design realized at Evergreen Brick Works.

In their winning designed, entitled "At the Riverbank," Gloria Perez and Jessica Gafic imagined a creative use for Heffco mats, which are arranged into interactive play pods that dot a riverbank-inspired TDP pathway. In total, 50% of the materials used in the winning design were tire-derived, exceeding the 30% minimum TDP content requirement for entries.



"At the Riverbank" – First Place design by Gloria Perez and Jessica Gafic from Humber College

Other big winners of the competition include Nina Djurkovic & Veronica Consales from The University of Toronto and Alen Palender, Karim Rahemtulla & Sarah Mitchell from The University of Waterloo.

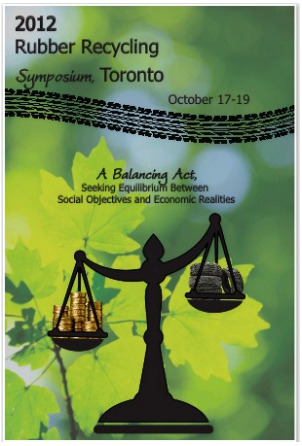
There's no doubt that the bold designs will inspire Recycled Product Manufacturers to continue rolling out products that match the level of creativity exhibited by tomorrow's design leaders.

Learn more about the 2011 OTS Design Challenge and watch highlights from the judging day.

◦ Headlines ◦

Market Watch

Waste and Leadership — An Unexpected Pairing



"Cradle-to-Cradle" authors McDonough and Braungart suggest "throwaway products have become the norm" and durability is no longer essential to the design of goods. For the recycled rubber industry, however, extending the life of materials and products is simply part and parcel with how it operates. The idea of "waste equals food" – how McDonough and Braungart reframe waste as an input to production – just makes good business sense.

"Strong leadership is very important in every endeavor," suggests Glenn Maidment, President of the Rubber Association of Canada, "but particularly so in relatively new initiatives such as rubber recycling because a leader needs to have a vision of what is possible." This vision can be harder to achieve in younger industries in the midst of breaking new ground with respect to the kinds of products that are possible, and the kind of consumer understanding and behavioural change required to sustain their commercial success.

Maidment and his team at the Rubber Association seek to ensure a globally competitive Canadian industry for recycled rubber by supporting initiatives and programs such as Ontario Tire Stewardship. They are also responsible for the semi-annual Rubber Recycling Symposium to be held this fall in Toronto, Ontario.

As in the past, the Rubber Recycling Symposium represents an occasion for movers and shakers to learn about market trends. Andrew Horsman, OTS Executive Director suggests that, "events like the Symposium enable the industry to move forward by bringing forth critical issues, highlighting leadership opportunities and fostering collaboration." OTS was a platinum level sponsor of the event in 2010 and will be again in 2012.

The theme of the 2012 Rubber Recycling Symposium is "A Balancing Act – Equilibrium Between Social Objectives and Economic Realities." The presentations and panel discussions will tackle a variety of critical topics, including: global opportunities and challenges for recycled rubber, product research and development, extended producer responsibility, and technological advancement.

One of the greatest opportunities for the rubber recycling industry lies in the rising costs of raw materials and the corresponding need for a replacement for virgin rubber. Those who can navigate this terrain and embrace ideas like "waste equals food" will rise to the top.

For more information about the 2012 Rubber Recycling Symposium, please visit www.rubberrecycling.ca.

Did You Know?

Did You Know that OTS is the Title Sponsor for the Parks and Recreation Ontario (PRO) Educational Forum and Trade Show coming up March 27th-30th in Niagara Falls, ON. OTS will be networking with Pan Am leadership members and showcasing TDPs via our 10x20 booth and special OTS Design Challenge display. Themes such as rural and northern approaches, community development, parks, open spaces and the built environment will be explored at the Forum.

Zero-to-Sixty

March 2012

March 21, 2012: Technical Committee Meeting.

March 31, 2012: Closing date for Stewards to submit February 2012 TSF Remittance Reports and payment.

March 31, 2012: Closing date for Collectors to submit Claims for the October -December 2011 period.

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

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

March 31, 2012: Closing date for RPMs to submit Claims for the December 2011 and January 2012 period.

April 2012

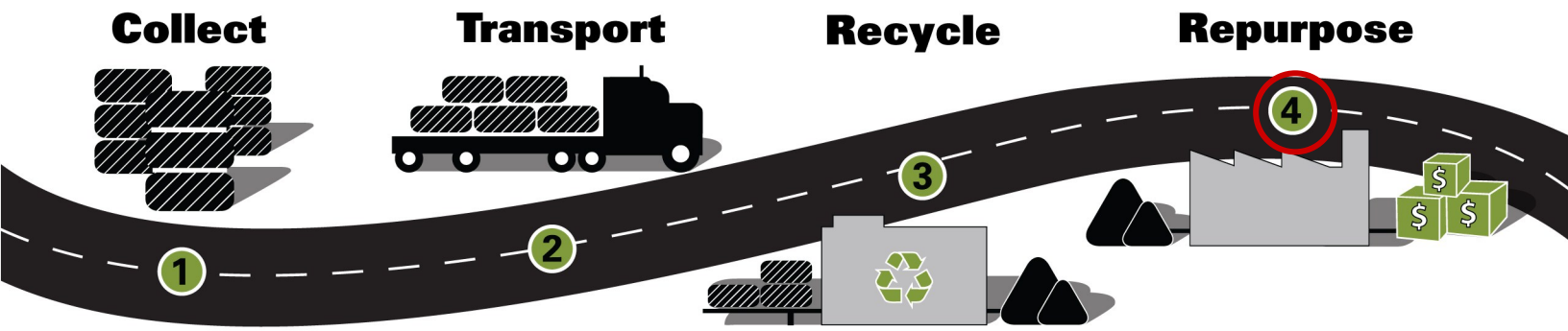
April 1, 2012: Open date for Collectors to submit Claims for the January-March 2012 period.

April 30, 2012: Closing date for Stewards to submit March 2012 TSF Remittance Reports and payment.

April 30, 2012: Closing date for Haulers to submit Claims for the February 2012 period.

April 30, 2012: Closing date for Processors to submit Claims for the February 2012 period.

April 30, 2012: Closing date for RPMs to submit Claims for the February 2012 period.



Stewardship in Action

DuraSAFE Keeps Kids Smiling on the Playground

Thanks to SofSURFACES, the largest producer of safety tiles in North America, kids have one more reason to get outside and play at recess. SofSURFACES just announced the upcoming release of DuraSAFE, the next generation of the SofTILE series. This new series of interlocking playground surfacing tiles, expected to be released April 1st 2012, provides superior safety performance that exceeds current standards.

The innovative tile design functions as a series of 60 interdependent shock absorbers, protecting little ones from serious head injury in the event of a fall. The design is also more resistant to factors such as aging, temperature extremes and contamination with sand and dirt. After three years of intensive research and development, DuraSAFE is able to maintain performance for an impressive estimated 20-25 year timeline.

SofSURFACES, a registered Recycled Product Manufacturer (RPM) with OTS, continually demonstrates their commitment to sustainability. The recycled rubber content of each DuraSAFE tile ranges from 73-93%, or 2 -4 tires, depending on the thickness. This year approximately 750,000 passenger tires will be diverted from North America's landfills through the manufacturing of their family of products.

SofSURFACES' efforts don't stop there. 100% of SofTILE products can be returned to their facility at the end of their useful service life to be reprocessed and reintegrated into new products. With over 15,000 SofTILE projects installed, SofSURFACES is leading communities to a safer and greener future.

Inside Track

Revised Standards Address Health & Safety

Revised Participant Standards have been approved by the OTS Board and are scheduled to roll out at the March 21st Technical Committee Meeting. Following a training session for each group (Haulers, Processors, and RPMs), the standard implementation and enforcement will become effective on May 1st, 2012.

Participant Standards now incorporate the addition of Supplemental Standards that were not requirements at the time of program inception. These standards address Expanded Health & Safety WHMIS and Expanded Health & Safety Machinery Safety.

Participants have always been required to comply with all legislative requirements as per their OTS Agreement.

All actively registered Participants must meet or exceed the standards on or before the phase implementation date. Any Participants who registered on or after a phase implementation date will need to meet the applicable Supplemental Standards as well as all applicable Core Standards.

These standards have been revised to ensure that the approximately 12 million scrap tires that reach the end of their useful life each year in Ontario are responsibly handled and the people handling these tires meet a common, minimum standard.

Viewpoints

Trend Spotting : Low Impact Development

Experts in land and infrastructure development are starting to notice growing awareness of development-related water issues in Canada.

This awareness is driven by two main factors. The first is a development model that typically puts pressure on our water systems (both natural and infrastructure) by changing water flows and reducing water quality. The second is connected to the increased costs of maintaining, repairing, remediating, and growing our capacity to deliver and treat water. These factors have sparked increased interest among municipalities to explore innovative ways to minimize water impacts.

"Low-Impact Development," or LID, is a highly effective urban stormwater management approach that controls the quantity and quality of rainfall through low-impact and cost-effective techniques. One of the primary goals of LID is to reduce the flow and volume of rainfall through such applications as permeable landscape features. LID techniques also increase water quality by enabling natural filtration before stormwater reaches our lakes, streams and oceans.

Trevor Boston, Project Manager at Greenland Consulting Engineers, a Canadian-based company that provides engineering expertise in environmental and urban land development disciplines, suggests that since "conventional stormwater infrastructure is expensive and has finite capacity, LID has the potential to provide stormwater quality and quantity control at a lower cost than end-of-pipe solutions." Furthermore, he suggests that LID solutions are increasingly popular because they can be "designed to address on-site recharge targets by using at-source infiltration design features."

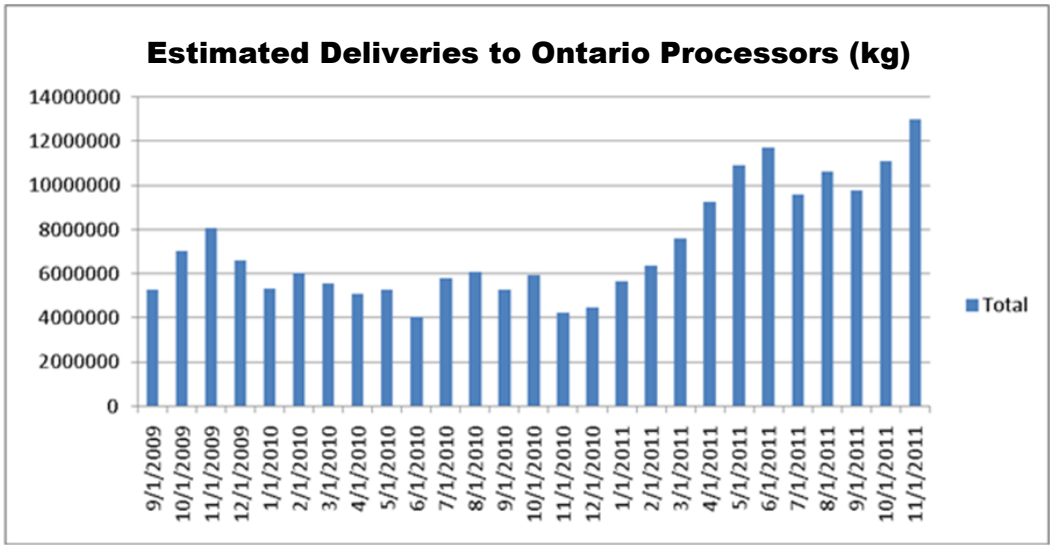
One important element of LID is low impact landscaping. This involves the selection of plants and landscaping products that are permeable, durable, cost-effective, and chemical free. LID design elements that require innovative product solutions can include:

- Green roofs
- Bio-retention and rain gardens
- Permeable hard surfaces
- Soil amendments
- Vegetated swales, buffers and strips

As municipalities advocate more strongly for low impact development solutions, the need for products – such as TDPs – designed with LID principles in mind, is likely to continue growing.

To learn more about Low Impact Development design guidelines, please visit the TRCA portal for sustainable technologies.

The OTS Report



Registered Stewards
630

Registered Collectors
6734

Registered Haulers
127

Registered Processors
31

Registered Manufacturers
10

TSF Remitted
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