

Executive Director's Message

This month I celebrated my 2nd anniversary as Executive Director of OTS. Thanks to the guidance of the Board and the great team we continue to build here at OTS, I am focusing more of my time on forging strategic partnerships that will create long-term market value for Ontario Processors and RPMs.

I am particularly excited about supporting the leading edge work being done by the industry through our R&D Grants. I am always energized when I learn about the latest ways recycled tire rubber (and fibre) innovations are improving products that are essential to the way we live.

Seeing first hand the best of what this industry can do keeps me inspired and on my toes. I can't wait to see where we are on my 3rd anniversary and to continue working alongside the many great companies in the OTS program.



- Andrew Horsman



★ OTS Announces New Community Grant Program

OTS faces some fundamental strategic challenges as it looks ahead to where it wants to be in the next five years – questions like how you build a market, and how you provide the right incentives to consumers to help build confidence in your products?

We know the products manufactured by Ontario's Recycled Product Manufacturers perform better, last longer, and are greener than many of the ones they replace. We also realize they are different and sometimes have a higher upfront cost which can deter some consumers.

With this in mind, OTS has launched two Grant programs aimed at supporting the growth of the Ontario-made TDP market.

The first is a Community Grant program, which offers eligible organizations grants of up to \$50,000 for the purchase of Ontario-made products containing recycled tire rubber. From sidewalks to patios, roof shingles to playgrounds, there are many exciting opportunities for organizations to choose better performing, longer lasting products made from recycled tire rubber. The OTS Community Grants will help them make this choice.

Secondly, OTS has introduced a Rubberized Asphalt Grant program. Rubberized

asphalt roads last longer, use less non-renewable resources and are safer for drivers. Eligible organizations can receive up to \$25,000 for projects using rubberized asphalt through this new initiative.

We look forward to strengthening the position that Ontario TDP manufacturers have already established in the marketplace, as well as stimulating further innovation in the province's tire recycling industry. For more information on these grants, or if you have a project you think might benefit from the incorporation of TDPs visit

www.ontarioTS.ca



◦ This Month's Headlines ◦

[Keeping Up with Technology](#)

Zach Dryman shares how he keeps OTS up-to-date.

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[VAST Possibilities](#)

Learn how one company is taking Recycled Rubber to the next level.

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[Give Your Tires Some TLC](#)

Read how and where you can prolong the life of your tires!

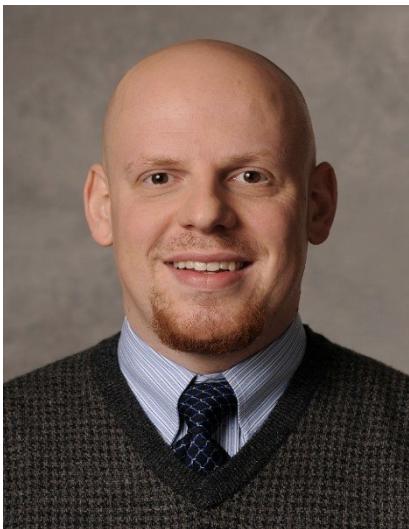
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[OTS Launches GreenMyTires.ca](#)

See how OTS is celebrating World Environment Month.

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Inside Track



Introducing Zach Dryman, OTS Director of IT

I joined OTS in March of this year as the Director of IT. In this role, I am responsible for managing all OTS technology, including technology vendors, services and support. With over 11 years of non-profit industry experience and a core competency in systems integration – the science of getting one system to talk to another – I will be leading the de-

velopment of future mobilization applications.

As our program grows, I envision OTS moving toward applications that create a paperless interface with our stakeholders and automate an increasing number of business processes.

As for the here and now, we've recently completed the move to online Steward Tire Stewardship Fee (TSF) submissions. The next phase of this implementation will provide a similar online experience for Processors and Haulers.

Several other database and website enhancements are also under development. The goal of these initiatives is to host our technology infrastructure in a more cost effective manner while also providing greater reliability.

I encourage OTS program participants to let me know how we can improve your experience with us and our technology. Connect with me directly at tech@ontarioTS.ca and I will be pleased to review your suggestions.

Other Staff News:

Please join OTS in congratulating **Jennifer Barbazza** on her promotion to **Director of Operations**, where she will assume greater and more direct responsibility for program operations.

Over the past year, Jennifer has made considerable contributions to the organization, and as OTS transitions to a new and more dynamic program phase, she will continue to assume a more strategic role in setting the operational direction for OTS.

We know many of you have benefitted from her insights and support, and look forward to continuing to work with her and the whole OTS team to deliver the pre-eminent stewardship program in Canada.

Congratulations, Jen!



Zero-to-Sixty

July 31, 2011: Closing date for Stewards to submit June 2011 TSF Remittance Reports and payment

July 31, 2011: Closing date for Haulers to submit Claims for the April 2011 period

July 31, 2011: Closing date for Processors to submit Claims for the April 2011 period

July 31, 2011: Closing date for RPMs to submit Claims for the April

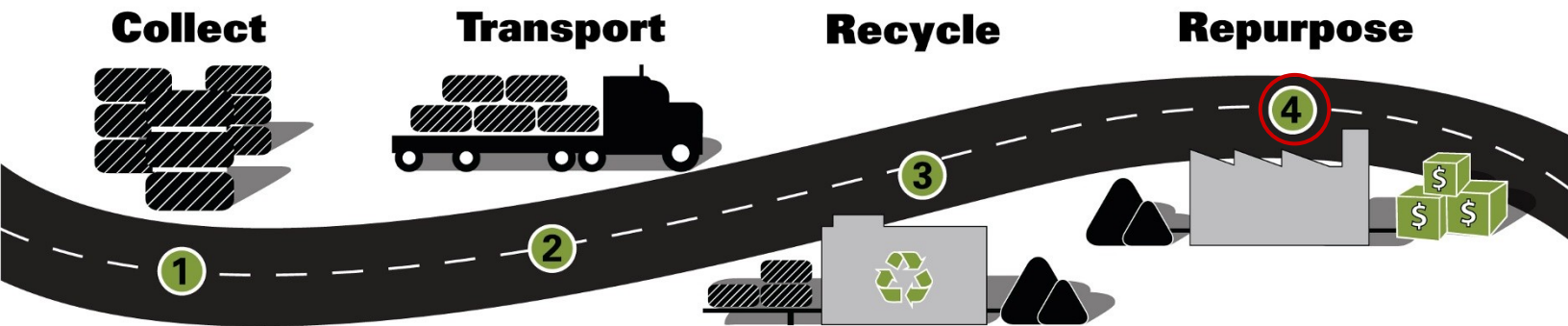
Did You Know?

Often it takes many voices delivering a common message to effect change. Not only is the TLC team on the road this summer educating drivers, but the **Autogreen Online Challenge** is also doing its part.

CAA South Central Ontario's Autogreen initiative helps drivers learn about the small choices they can make to become more eco-friendly. With annual programs like the Autogreen Challenge and the Eco-Driving Tips campaign in partnership with Tim Hortons, CAA SCO continues to strive to help drivers become greener.

CAA SCO's Top 5 Eco-Driving Tips:

- * Keep tires properly inflated and service your vehicle regularly.
- * Remove excess weight such as roof racks, when not in use, and items from your trunk.
- * Reduce highway speed; use cruise control. Fuel consumption increases about 90 km/hr.
- * Avoid jackrabbit starts and hard braking.
- * Combine your trips to save fuel and time; consider carpooling.



Stewardship in Action

VAST Transforms Recycled Rubber into Resources for Green Building

Headquartered in Minnesota, VAST Enterprises presents a newer, greener alternative to molded concrete and clay brick. The company boasts a product that has been engineered for easy installation, eco-friendliness and superior durability.

VAST combines a unique mix of post-consumer rubber and plastic that would otherwise be sent to landfill into a product made of 95% recycled materials. "We see ourselves as a material science company," says Scott Sester, VP of Sales. "We take material that is otherwise waste and look for opportunities to

create composite material products for specific design challenges."

Built for durability, the pavers can outlast traditional pavement applications. "A fully loaded semi can drive on our pavers, you can drag furniture over it and not worry about damaging the bricks," says Mr. Sester. The pavers also absorb less than 1% of moisture and are guaranteed not to crack.

Grant Peel, an Ontario distributor, has recently undertaken a project using VAST products at Fleming College in Peterborough. "The biggest difference is the weight. I can get twice the work done in half the time. It also looks fantastic and interest is growing very quickly."

From rooftop patios to parking lots and school playgrounds, amongst other

uses, VAST has found a way to meet the needs of various clients while respecting their responsibilities as a green business. "At the end of the day we want to promote products that are good for the environment."

As with any start-up company, the biggest challenge for VAST is to create a level of demand that supports continued growth. "It is clear," says Sester, "that programs such as Ontario Tire Stewardship could have a large role to play in bringing such green technology to market, driving awareness and supporting the recycling of tires into innovative new products."

For more information please visit www.vastpavers.com

Market Watch

Summer Tour Gives Ontario Tires Some TLC

Once again our trained team of tire care experts will be out across the province educating drivers on how to prolong the life of their tires. The tour kicked-off on the May 24th long weekend – the unofficial start of the summer driving season.

Michael, Noah, CJ, Caspar, Alejandro and Jessica are travelling Ontario highways in OTS-branded vehicles en-route to local festivals and events such as Poultryfest in Niagara, Western Days in Sudbury and the Fergus Truck Show.

Engaging drivers at GO transit stations was a primary focus in June. The overall

goal is to engage and educate as many drivers as possible – from commuters, to farmers, to truckers.

New in 2011 is a "touch and feel" pop-up display, designed to educate people on the myriad of great products made from recycled tires. Everything from roof shingles to rubber garden mulch samples are generating interest and questions.

We also have a "Dare to Compare" kiosk where drivers can see and learn the difference between a new and a worn tire.

To measure current awareness levels, OTS staff is conducting in-field consumer surveys: testing people on everything from tire rotation habits to disposal fee knowledge. Preliminary results show almost half of Ontarians still think it costs money to dispose of old tires! Teams are also fanning out into parking lots, con-

ducting tire pressure and tire tread checks on vehicles.

From Wawa to Windsor, watch for the OTS Tire Life Check Team this summer. Simply keep an eye on this newsletter or visit the new GreenMyTires.ca website for upcoming tour stops.



Viewpoints

Ontario Tire Stewardship Marks World Environment Month with New Website

Initiated by the U.N. General Assembly in 1972, World Environment Month is held annually in June to bring attention to environmental issues and show how communities can work together to promote sustainable development.

Against this backdrop, Ontario Tire Stewardship (OTS) launched a new consumer website – **GreenMyTires.ca** – that will help OTS carry out its primary mandate to ensure Ontario's scrap tires are recycled responsibly. It will also support OTS' strategic direction to foster the growth of sustainable markets for products made from scrap tires.

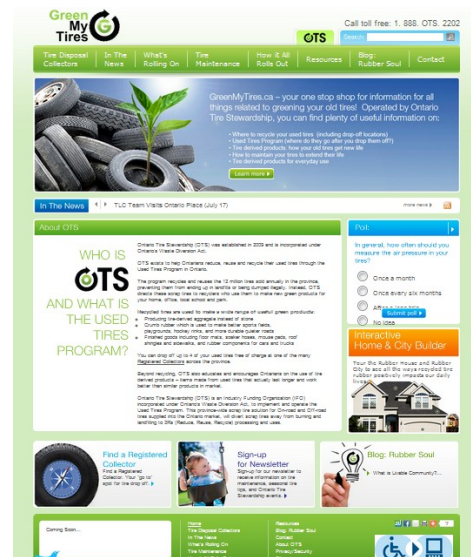
With green tips, a calendar of community events and the "Rubber Soul" blog, this educational and interactive website makes it easy for Ontarians

to understand how the province's Used Tires Program works, find the closest tire collection location in their community, and learn more about the benefits of the host of products made from recycled tires.

"GreenMyTires.ca helps consumers understand the impact their contribution to tire recycling can have within their community and beyond", says Executive Director, Andrew Horsman. "Let's say you could get 225 friends, relatives, neighbours or your entire community involved in recycling their tires and each had four tires that they could recycle. Those 900 tires could produce about 6.3 tonnes of crumb rubber. That 6.3 tonnes of crushed rubber could make 1,800 recycled rubber patio tiles, 1,800 front car mats, or be used to pave almost 1 km of rubberized asphalt road."

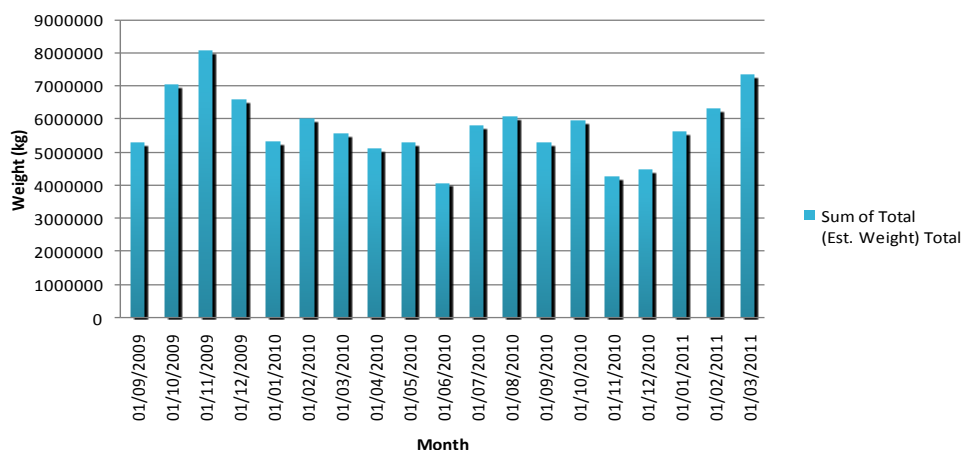
As part of OTS' Community Involvement strategy, we have also partnered with eSSential Accessibility™

to help individuals who have difficulty typing, moving a mouse, or reading a webpage, gain access to the web. By clicking on the eSSential Accessibility™ (EA) icon located at the base of every GreenMyTire.ca page, users will be redirected to the EA website where they can download EA's assistive technology free of charge.



The OTS Report

Total Tire Volumes Received by Ontario Processors



Tires Diverted (Tonnes)

On Road: **166,003**

Off the Road: **34,282**

Tires Supplied into Market (Tonnes)

On Road: **202,978**

Off the Road: **24,554**

Registered Stewards

642

Registered Collectors

6,525

Registered Haulers

171

Registered Processors

29

Recycled Product Manufacturers

9

TSF Remitted

\$121,084,252.90

*Due to a conversion error, the "Tires Supplied" figures were misreported in issue 12 of the OTS newsletter.