

Executive Director's Message

Two years may not seem like a long time, but I can already see the changes we have brought to the market since we launched our program on September 1st, 2009.

Two years ago I knew very little about the tire recycling industry and our stakeholders certainly let me know it! People looked to OTS for answers, and many times we had to develop them in consultation with the industry. This has made our program better and stronger than ever imaginable. It's thrilling that Ontario is quickly becoming a world leader in tire recycling technology development.

Today we still focus on the operational details, but our strategic objectives are helping to create new markets for tire-derived products, supporting new businesses, and working with organizations to lead the development of next generation products.

These industry developments have convinced me that the tire recycling industry is a central part of the new green economy in Ontario.



- Andrew Horsman



Green for Generations

Reflecting on our youth can stir up many memories. For many, 1974 was a very memorable year. Everyone was talking about the price of gas, Falconbridge Nickel was ordered to shut down its Sudbury operation due to excessive air pollution (the first time an industry was closed due to pollution emissions), disposable plastic razors were invented by Gillette, scientists proved that CFC's destroy the Ozone layer and I was born.

You may or may not remember 1974, but events like those mentioned above (with perhaps the exception of my birth) are responsible for shaping our consumerism, product innovation, love of disposable things, and as a consequence, sparked our interest in environmental concerns.

It is puzzling that we have the ability to eagerly throw away things we purchase and at the same time express concern over crowded landfills and increasing pollution. There seems to be a disconnect between our purchasing habits and our knowledge on how to recycle.

Simply suggesting people should start recycling their tires and buying tire-derived products is unlikely to work. Therefore, as part of our consumer engagement strategy, OTS will begin a dialogue with Ontario moms through a blog partnership with

UrbanMoms.ca to understand what might move them toward more sustainable product choices. We will also be influencing the next generation of designers who will help shape the use of TDP's in urban environments through the OTS Design Challenge (www.otsdesignchallenge.ca).

OTS will continue to partner with like-minded organizations to make it easier to responsibly recycle tires year round. We have especially enjoyed listening to Ontarians as they interact with our TDP displays during the Tire Life Check tours across the Province!

As we learn from these important voices, we will be able to better motivate our communities to make better choices like select recycled rubber shingles over cedar, or carpet cushion that uses recycled rubber rather than virgin materials. And in doing so, support the growth of the tire recycling and processing industry in Ontario.

- Andrew Horsman

◦ This Month's Headlines ◦

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Read some hauler tips from auditor Ivan Blendovsky.

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Insight from the Secret Shopper Program.

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[Cedar Shakes Made From Rubber!](#)

Learn about the innovative product made by Enviroshake.

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Inside Track



Introducing: Ivan Blendovsky — OTS Auditor

My role as an Auditor involves taking a systematic, disciplined approach to evaluate stakeholder claims and submissions – helping to ensure that OTS program participants are in compliance with OTS rules and regulations. I am pleased to have the opportunity to bring my past experience into OTS to help make the program better for external and internal stakeholders.

Part of my work involves analyzing claims, reconciling them to our system, looking for trends or spikes in activity and asking questions. In this way, we make sure the Program's money is being used wisely and participants are performing their duties in accordance with the program plan.

All stakeholders will be audited at some point as part of a rolling plan to reach the entire stakeholder network, but currently we are concentrating on evaluating Registered Haulers in an effort to minimize the impact to their business in the busy Autumn season.

We want to continue to make the program better for stakeholders and maintain a high level of accountability to the public. At OTS, we are always looking for ways to improve our systems to better manage and evaluate the information and data.

The following Hauler tips and recommendations will help ensure program compliance, reduce the risk of penalties, and ensure you are prepared in the event of a compliance review:

HAULERS

- ☐ Conduct a regular used tire inventory "true up" to compare ending inventory as submitted to OTS with the actual yard count. Identify and resolve variances as soon as possible by contacting OTS and the team will assist you in correcting inventory balances.
- ☐ Request OTS approval prior to delivering surplus tires to other Ontario Processors (Redirect requests) or to out-of-province Processors (Ad Hoc requests). This will help ensure faster processing of your claims and avoid any claw back of Transportation Incentives for unapproved deliveries.
- ☐ Maintain a valid commercial liability insurance policy coverage section covering your claim periods with OTS.

Tips for other stakeholder groups can be found [here](#).



Zero-to-Sixty

September 2011

September 30, 2011: Closing date for Stewards to submit August 2011 TSF Remittance Reports and payment.

September 30, 2011: Closing date for Collectors to submit Claims for the April – June 2011 period.

September 30, 2011: Closing date for Haulers to submit Claims for the June 2011 period.

September 30, 2011: Closing date for Processors to submit Claims for the June 2011 period.

September 30, 2011: Closing date for RPMs to submit Claims for the June 2011 period.

October 2011

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

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

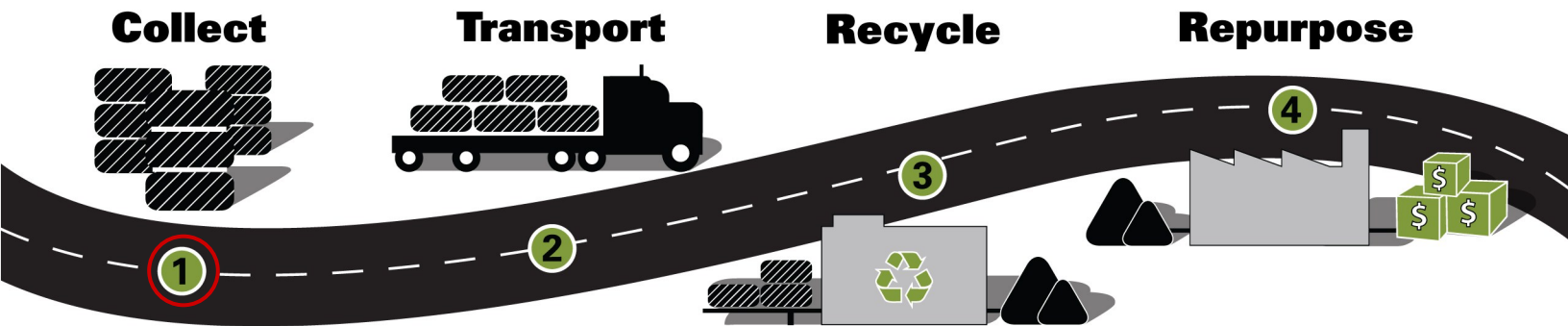
October 31, 2011: Closing date for Processors to submit Claims for the July 2011 period.

October 31, 2011: Closing date for RPMs to submit Claims for the July 2011 period.

Did You Know?

OTS will be Building from Black to Green at Greenbuild 2011

Ontario Tire Stewardship (OTS) will be exhibiting at **Greenbuild**, the world's largest green building expo, **Oct 4 - 6 at the Metro Toronto Convention Centre**. Attendees visiting the **OTS booth (S 6343)** will learn about the latest recycled rubber product technologies that are advancing sustainable construction and development. Other OTS sponsored activities include a tabletop showcase at Canada House in the Steam Whistle Brewery, a product showcase at the Earth Rangers Centre – part of Greenbuild's ½ day tour program – and a VIP event at Real Sports Bar where RPMs will network with key players in the green building industry.



Stewardship in Action

OTS and CAA Announce New Eco-Friendly Event: 2011 RecycleDrive

From September 26 – October 1, residents of South Western Ontario can visit any participating CAA Care Car Centre or Approved Auto Repair Service facility to properly recycle their old batteries (automotive, household & marine), oil and tires for FREE! CAA also accepts and ensures such items are properly recycled all year long.*

During the event, the first 100 participants at each location will receive a free pack of yard waste bags! On top of that, CAA Members can enter to win:

- ☐ Set of 4 new winter tires
- ☐ 5 free oil changes
- ☐ Set of recycled rubber car mats

"This is the first year that OTS and CAA have partnered to offer Ontarians a convenient way to responsibly recycle their old tires. The fall is a perfect time to begin thinking about your winter tires and disposing of any that are worn," explains Andrew Horsman, Executive Director, Ontario Tire Stewardship. "These collection events are just one example of the great work being done year round by Ontario Tire Stewardship and CAA to benefit the environment."

CAA has long been focused on being a friend to the environment with initiatives such as their AutoGreen program, eco-friendly products like CAA Green Power Batteries, and Eco-Driving Tips.

Please pass news of the 2011 Recy-

cleDrive on to your friends and customers and let them know this convenient option for properly recycling batteries, oil and tires. The full list of 15 participating locations and information on OTS' Used Tires Program can be found [here](#).

**There is no charge for recycling up to 4 used tires any time during the year. A nominal fee applies for recycling oil and batteries outside of event dates.*

Market Watch

Understanding the Ontario Consumer Experience: Results from the OTS Secret Shopper Program

This year OTS conducted a "secret shopper" program to help us gain insights on the information being provided to consumers during the tire purchasing process regarding OTS, the Used Tires Program and the Tire Stewardship Fee. The survey was successful in shining a light on this critical interaction. It is our aim to use the results to determine better avenues to educate Ontario consumers about OTS and the Used Tires Program.



After conducting 550 in-person visits to Ontario Auto Service Centres/ Garages, Car/Light Truck Dealers, Tire Retailers/Wholesalers and Mass Merchants, we discovered that the majority of these retail locations are able to accurately communicate the purpose and fundamentals of the Used Tires program. For example, virtually all (86%) were able to explain the TSF for recycling tires. 88% of locations that itemised the TSF on their quotes, also communicated a positive/ neutral attitude to the customer about the

Used Tires program. But there is still room to improve consumer perceptions at the retail level and gain additional support for tire recycling.

The results from the secret shopper survey showed that only 1 in 10 locations displayed an OTS poster and only 3 in 10 had any OTS pamphlets on display. This represents a missed opportunity for OTS within the retail space and we are actively evaluating ways to strengthen this presence and support.

Viewpoints



Enviroshake: Saving Your Money and the Environment!

Picture this, you spent time and money over the summer outfitting your home with a new cedar roof and after only a few short years it has begun warping, cracking and leaking. Unfortunately, this scenario is common with cedar shakes. While it may look sleek upon installation, cedar has limited ability to withstand a great deal of wear and tear.

Pioneer roofing developer Enviroshake Inc. has developed a composite roof shake that mimics a sleek "silvered" cedar appearance, while maintaining durability. Balancing aesthetics and functionality, Enviroshake is composed of high-tech materials from recycled plastics, rubbers and natural wood fibres to create a sustainable product.

Since 1998, Enviroshake Inc. has provided their customers with a lifetime non-prorated warranty on products. Enviroshake rooftops are installed for the same cost of cedar, but being maintenance free, and having a lifetime warranty, saves the homeowner a significant amount of money over the life of the roof. For these reasons clients have responded positively to the innovative products made available by Enviroshake.

"Our budget payment plan to the local gas company dropped by over 10% and

our homeowners insurance also was lowered due to the fire resistance of the Enviroshake material!" – Michael and Marcy Berry

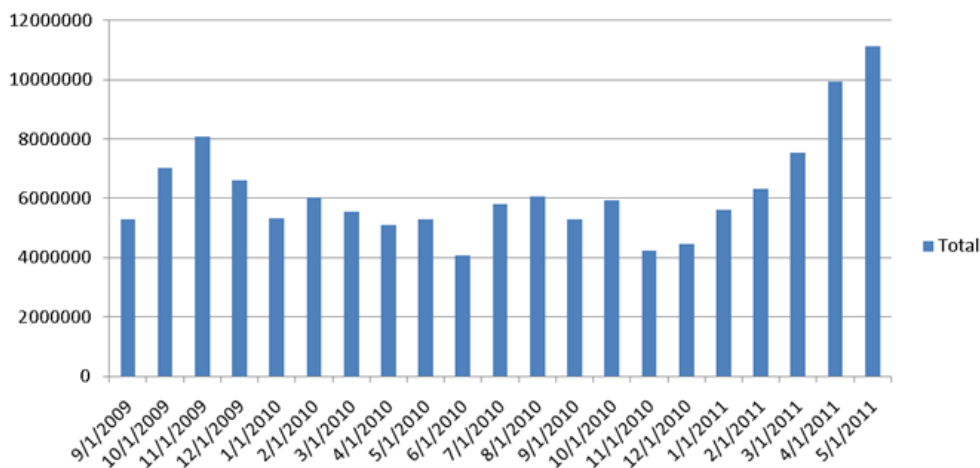
"During Hurricane Ike, our Enviroshake roof withstood a direct hit from a falling tree branch with a 5" diameter; one cracked tile and that was it." – Sara Tyler

"All my neighbours tell me they love my roof and that it looks better over time. They are so surprised that the product is made of recyclable material. They don't understand how something so environmentally friendly can look so great." – Mary Lindemann

Testimonials, such as the ones featured above, are signs that innovative recycled product manufacturers like Enviroshake Inc. are producing products that meet the needs of their customers while benefitting the environment at the same time.

• The OTS Report •

Total Weight Delivered to Ontario Processors (KGs)



Tires Diverted (Tonnes)

On Road: **188,073**
Off the Road: **37,873**

Tires Supplied into Market (Tonnes)

On Road: **224,840.16**
Off the Road: **28,282.19**

Registered Stewards

641

Registered Collectors

6,599

Registered Haulers

177

Registered Processors

30

Recycled Product Manufacturers

9

TSF Remitted

\$122,439,840.20

Source : Treadmarks TSF Claims Report, the period of Sept 2009 - May 2011