

Executive Director's Message

In this month's issue you will see a trend that we expect to continue and grow as we move forward with the scrap tire recycling industry: the focus on developing and delivering innovation into the marketplace.

With the support of OTS, our Ontario Processors and Manufacturers are working with their customers, both existing and new, to explore new possibilities for using rubber recycled from scrap tires to develop new products, or improve the qualities of existing ones. In some cases these innovations are happening through the regular course of business, assisted by improvements in capacity or capability that have been facilitated by incentives offered by OTS. In others, OTS is supporting Research & Development (R&D) through its R&D Grants, leading to the creation of new technologies and processes that open doors for the use of recycled rubber that didn't exist before.

In every case there, is a spirit of creativity and excitement that infuses each project with an energy that feeds itself, leading to a virtuous cycle of innovation and development that virtually guarantees that the industry's best days are yet to come.

- Andrew Horsman

Andrew Horsman
OTS NEWS



Proud to be Ontarian at Greenbuild



For the week of October 3rd, downtown Toronto was overrun by Greenbuild – the world's largest sustainable building trade event. This was Greenbuild's first show outside the United States, speaking volumes about the innovation climate in Canada. OTS' strong presence at the event, and the numerous new relationships struck with industry leaders, put an exclamation mark on this rewarding Greenbuild experience.

Greenbuild showcased not only Canada's 500 million square feet of registered LEED projects (certified since 2004), but also the manufacturers, builders, educators, creative and technical minds, and supporting organizations that have enabled Canada to become a world leader in green building.

As part of Ontario's contribution to these efforts, OTS showcased 8 Recycled Product Manufacturer (RPM) products across four promotional and educational exhibits at the conference. Show participants were greeted by a truck fully stocked with scrap tires near the entrance of the building. This prompted a number of delegates to come explore the link between

scrap tires and green buildings along with hundreds of other attendees.

OTS had two booths, one in the main showroom and the other in Canada House at the Steam Whistle Brewery. A third display was located at the Earth Rangers Centre – a featured Greenbuild site tour. These displays showcased tire-derived products and allowed attendees to mingle with manufacturers.

In total, OTS generated nearly 200 business leads with local and international builders, contractors, municipal representatives, architects, engineers and distributors. The majority of people sought information about sustainable recycled rubber products and LEED certification.

Closing the week for OTS was a memorable VIP event at the Real Sports Bar, where RPMs networked with key building industry figures over dinner, drinks, and celebrated another great moment for Ontario (although it irks me as a former Montrealer to admit it) as the Leafs beat the Habs during the season home opener.

The entire experience drove home the message that we are playing in a field that welcomes and encourages innovation in responsible product development. OTS would like to extend a resounding "thank you" to all of you in the scrap tire industry who have been driving innovation in recent years and no doubt will continue to awaken important sectors like the building community to the possibilities for tire-derived products.

— Andrew Horsman

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A house that features innovative TDPs inside and out.

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Inside Track

The Top 5 OTS Call Centre Questions

Ontario Tire Stewardship gets people talking. The OTS Call Centre fields an average of 1,300 inbound calls per month and an additional 400-900 emails. Main issues for discussion include questions regarding the Program, online accounts, and online claim or submission questions, with Collectors – the largest OTS stakeholder group – being the most engaged. Below is a recap of the Top 5 Frequently Asked Questions. Have you found yourself asking any of these?

Q1: I forgot to print my Collector submission. How can I see what my prior submissions were?

To view your previous submission, simply log in to the OTS website and click on the 'Online Collector Claim Form' link. Enter your registration number and select 'Search.' To the left of your username click on the link that says 'Click here to view previous submissions.'

Q2: How do we get our tires picked up/Can you pick up our tires?

Registered Collectors are required to contact a Registered Hauler posted on the OTS website to schedule pick ups. An approved list can be found at ontarioTS.ca. Click on 'Program Participants' in green and then select the link for 'Registered Stewards, Collectors, Haulers, Processors etc., under 'Quick Links.' The list also includes Recycled Product Manufacturers (RPMs). If you cannot open the page to read PDF files,

click on the Acrobat Reader icon underneath Quick Links to download and install the reader.

Q3: Can you extend the deadline for the Collector claim period?

Once a Collector claim period is closed (i.e. for the April – June 2011 period, the deadline was September 30), Collectors are not permitted to carry forward missed forms to following claim periods. Collector reporting periods and deadlines are posted on the OTS website at www.ontariots.ca.

Q4: I forgot my Username and Password. Can you provide it?

If you have forgotten your password or username, click on the 'Forgot password' link on the OTS website and enter your email address. Check your email for a link that will direct you to a page where you can change your password. Once you save your new password, you will automatically be logged into the website and on the right side of the screen, your username will be displayed.

Q5: I am trying to submit my Collector claim but I am getting a message that says, "this form number already exists."

Look at the bottom of the page and see if the form you are trying to submit is already saved. If it is, then you need to delete the data that exists in the form and click 'Next page' and continue submitting.



Zero-to-Sixty ●

November 2011

November 16, 2011: Technical Committee meeting

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

November 30, 2011: Closing date for Haulers to submit Claims for the August 2011 period.

November 30, 2011: Closing date for Processors to submit Claims for the August 2011 period.

November 30, 2011: Closing date for RPMs to submit Claims for the August 2011 period.

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.

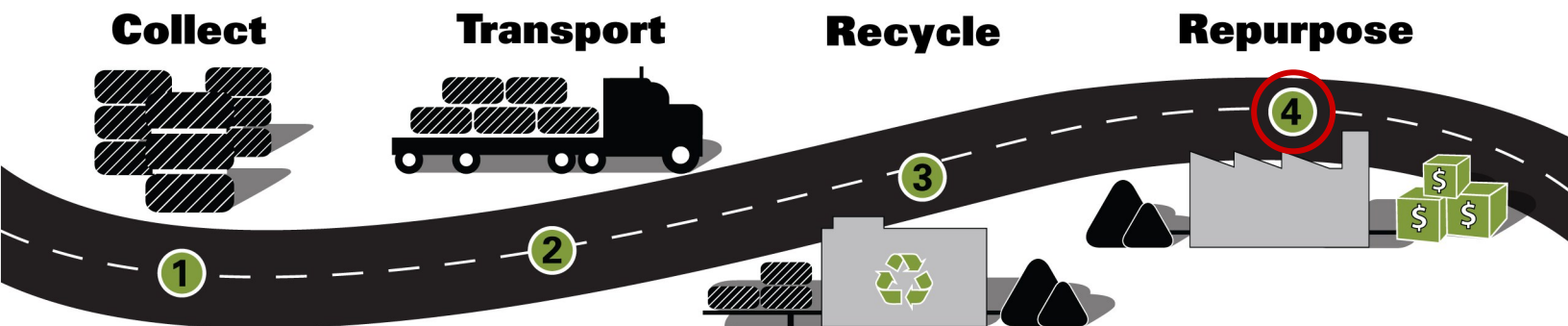
December 31, 2011: Closing date for Processors to submit Claims for the September 2011 period.

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

Did You Know?

OTS Community Grants will Support a Variety of Green Projects

Ontario Tire Stewardship (OTS) has notified all successful applicants of the grant they are eligible to receive through the 2011 Community Grant Program. Of note, 83% of all applications have been offered funding. Playgrounds, community sidewalks and roofing retrofits in communities across Ontario will benefit from OTS grants, which will help bring the benefits of high performance, recycled rubber products made from Ontario tires to their sites. Be sure to check out GreenMyTires.ca regularly for project updates and photos. Interested in future OTS project funding programs? Email info@ontarioTS.ca to be placed on the program notification list.



Stewardship in Action

New Rubber Technologies giving recycled tire products a fresh face

When newly registered RPM, New Rubber Technologies (NRT), began its hunt for a location to set up shop, its search quickly turned up Ontario. "As a start-up looking to compete with established, low-cost manufacturers around the world, we needed to find a home that would position us to serve the world market," explains Brad Meyers of NRT. Located close to the Canada-US border and right off Highway 401, regional distribution and access to the US market were positive factors for NRT's new home base in Tillbury, but Brad

notes, "it's really Ontario's focus on building a strong foundation for ongoing innovation that makes this an ideal place to do business."

Innovation is an important theme for NRT, which prides itself on developing and leveraging technologies that enable it to engineer recycled tire products with strong aesthetic and functional properties. In addition to early designs that include splash guards and rubber mulch tree rings, the company is developing products for home and office environments that feature high-end finishes engineered to closely mimic natural surfaces like stone or slate.

"Finding cross-over opportunities is where we want to play," explains

Brad, who describes how partnerships with companies specializing in different product categories can spawn innovative products that give consumers an entirely new appreciation for recycled tires. NRT is a prime example of the leading Recycled Product Manufacturers in Ontario who are working hard to create "solutions to problems" without sacrificing performance, cost or cosmetics.

Brad credits Ontario's pool of skilled labour and OTS incentives for creating a stable supply of materials and market conditions that allow manufacturers like NRT to focus on continuous product development.

Market Watch

The TDP Consumer Experience

Since the early 2000's, recycled product manufacturers have been turning pieces of waste into innovative products for your home, office and community. With a variety of tire-derived products successfully expanding their market penetration, the end-customer is becoming an increasingly important consideration for manufacturers. In this feature we hope to capture some of the most common questions, comments and concerns being communicated by TDP customers to help future product development and communication.

Like many other goods, price and availability are key purchasing considerations. Many customers fear inflated prices for "green" goods. Clearly communicating the benefits of recycled tire products, their durability and easy

maintenance are critical to helping consumers understand lifetime value.

Growing demand for LEED certification in the building sector is driving demand for not only recycled products but also those produced locally. Ontario-made products are well situated as regionally sourced materials. The LEED definition of 'locally sourced' is within 800 kilometres (500 miles of a site), putting SW Ontario within range of many major markets in Canada and the U.S., from Chicago, to Indianapolis, New York, and Montreal.

Product stability is another key concern of end-users. Both landscape architects and consumers question whether colourful rubber products leach dyes into the soil, posing a possible environmental and/or health risk. Buyers want reassurance about product decomposition, so if this is not clearly outlined in product literature, it's likely they will inquire.

Old tires are not a traditional product raw material. As such, people are very interested in learning about how OTS supports the collection, recycling and production processes involved in creating TDP's. Inevitably, consumers want to know the comparative impacts of using recycled vs. virgin rubber, such as the relative amount of energy used in the recycling process.

We believe that transparency and education are two effective tools to satisfy the empowered buyer. OTS understands the need for readily available tools that help buyers make informed product selections, and recently helped to fund a comprehensive LEED assessment for the featured RPM products at Greenbuild. As TDPs reach an ever wider market, we will continue to examine ways to help the industry deal with customer issues and expectations that arise as part of the end user experience.

Viewpoints



OUTDOORS

1. Roof Shingles- Composite rubber, wood fiber and plastic shingles can last 50 plus years.

2. Roof Membrane- Both sheet and spray and mop membranes provide long term water protection for your roof

3. Driveway Paving- Driveway pavers are permeable to let rainwater soak through.

4. Rubberized Sidewalk- Rubberized sidewalks last longer, and are more comfortable and easier to install than concrete.

5. Front Walkway Paving- Walkway pavers are lightweight, durable and available in a variety of colours.

6. Garden Mulch- Recycled tire rubber mulch is non-toxic, non-leaching, and won't degrade like wood mulch.

7. Playground Mulch- Non-toxic playground mulch comes in a variety of colours to give your kids a safe & happy playspace.

INDOORS

A. Carpet Underlay- Carpet underlay made from recycled rubber increases comfort and extends your carpet's life.

Ontario Tire Stewardship

THE OTS SMART HOUSE

GreenMyTires.ca



A. Wood Floor/Tile Underlay- Wood floor and tile underlay dampens sound and increases the warmth of your floor.

A. Home Gym Flooring- Easy to install rubber tiles are non-slip and shock absorbent while protecting your floor.

B. Entry Way Door Mats- Good-looking and long-lasting doormats come in a variety of shapes and sizes.

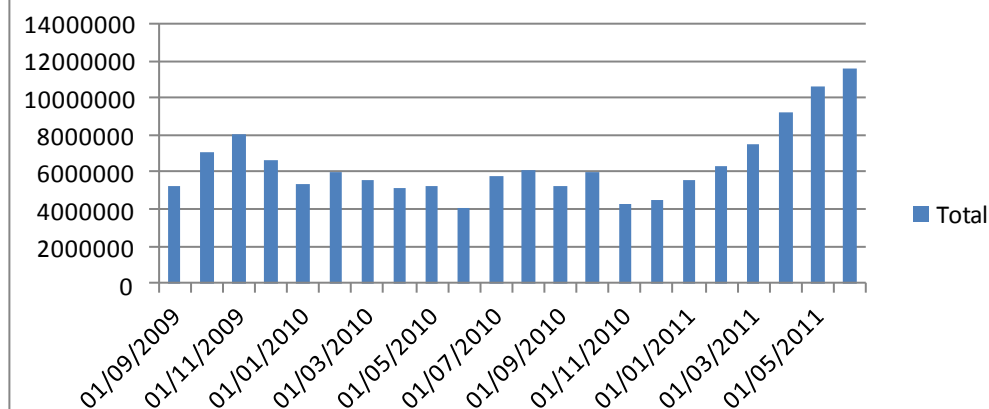
C. Garage: Soaker Hose- Durable 100% recycled soaker hoses won't break down in the sun.

D. Laundry Room: Anti-Fatigue Mat- Anti-slip and anti-fatigue mats are mold and mildew resistant and easily pulled up for cleaning.

E. Weather Stripping- Made from partly recycled rubber, weather-stripping helps reduce home heating and cooling bills.

The OTS Report

Total Estimated Weight Delivered to Ontario Processors (KGs)



Registered Product Manufacturers

10

Registered Stewards

627

Registered Collectors

6625

Registered Haulers

169

Registered Processors

29

TSF Remitted

\$128,592,447.36