

Executive Director's Message

Some might say that folks in Ontario at times think of themselves as being in the "center of the universe." I'm definitely guilty of being extremely focused on what's happening here sometimes, which is why it's great to be reminded of the shoulders we've stood on to get to where we are.

This was reinforced during the Rubber Association of Canada (RAC)'s Rubber Recycling Conference (RRC) in September, which highlighted how much we have in common with stewardship programs like Signus and Aliapur in Spain and France, and that countries like Australia face different challenges to tire recycling. China is very active, with a heavy focus on recycling truck tires from the country's huge commercial fleet. I also learned about companies like Lehigh Technologies in the United States, which is processing tire rubber into finer powders than ever, opening-up new possibilities for tire derived products.

While Ontario may be "our" center, we are truly one part of a very big industry that's accelerating in terms of innovation, scale and sophistication. It's an exciting time to be in this industry, and we're proud to be a part of it.

- Andrew Horsman



OTS NEWS

★ Spotlight on Reduction

When people think of Ontario Tire Stewardship (OTS) they tend to think of tire recycling. That's certainly a primary focus area, as OTS works with thousands of Collectors, over 145 Haulers, 29 Processors both in and out of province, and 7 Recycled Product Manufacturers to ensure the growth of an economically and environmentally sustainable green industry in Ontario around recycling scrap tires.

This focus is what's driving the explosion of activity we are seeing in the sector today, with literally millions of dollars of investments being made in the province as Tire Recyclers and Recycled Product Manufacturers capitalize on the availability of scrap tires and the incentives OTS is putting into the market.

But there's also another significant thrust to the Used Tires Stewardship program – one that's focused on reducing the number of scrap tires that need to be recycled each year. This speaks directly to the role that Ontario drivers have in driving tire stewardship. By properly maintaining their tires, Ontario drivers can prolong tire life, make their daily commutes to work or weekend drives to the cottage safer, and reduce fuel consumption.

This "reduction education" is the focus of the OTS Tire Life Check Program, which we introduced in the July edition of OTS News. Since then we have engaged **more than 50,000** Ontario drivers at GTA GO stations, ribfests, car shows, county fairs, music festivals, farmer's markets, community "green days" and a host of other events across the province.

We talked to drivers about the importance of maintaining tire pressure, ensuring proper alignment and checking their tires for wear. We handed out thousands of tire pressure gauges and tread wear indicators. We also showed them how to perform these checks, and collected data on how well Ontario drivers are currently maintaining their tires. The results are good. Overall, people understand the importance of proper tire pressure, and appreciate why properly maintained tires are important.

As we chase targets to reduce the number of tires being scrapped each year, OTS will continue to focus on efforts to extend the life of tires in Ontario. We look forward to working with you to deliver these important messages to Ontario drivers, and to keeping our province a greener place to live, work, play and drive.

◦ This Month's Headlines ◦

[Meet Shelley -OTS Customer Service Rep](#)

Get to know the OTS Team.

Pg 2

[Ontario's Municipalities: Key Partners](#)

Municipalities support tire stewardship in a number of ways

Pg 3

[Spotlight: Peel Region](#)

From public drop-offs to its own fleets, Peel has been a active partner in OTS

Pg 3

[Rubber Recycling Conference 2010](#)

Stakeholders from across Canada and around the World gathered in Toronto

Pg 4

Inside Track



Meet Shelley

My role as Customer Service Representative (CSR) in the OTS Operations Centre means that I'm part of a 20-person team dedicated to making your dealings with OTS as smooth as possible.

My team includes CSR staff that handle incoming calls, emails, and process new applications for Registration, the Control Tower, Revenue staff that process Tire Stewardship Fees and deal directly with Stewards, and Claims staff that process incentive claims. My daily duties include:

- Taking inbound calls from Program participants and the public.
- Responding to callers' needs, such as providing Used Tire Program information, assisting with the Tire Stewardship Fee (TSF) remittance process, assisting with Claims submissions, and helping provide information about claims payments.
- Understanding callers' needs and helping to direct them to the right resources and navigate the OTS website.
- Confirming registrations for Stewards, Collectors, Haulers, Processors and Recycled Product Manufacturers.

Tips and Suggestions:

1. **Record your username and password and store them in a safe place.** This will save you time when you are submitting claims to OTS.
2. **Check the OTS website for program updates and changes.** You will find current and important information about new procedures or policies online.
3. **Keep track of Claims submission deadlines.** For example, Collector claims must be submitted within 3 months following the end of the reporting period (i.e. Collectors have until December 31, 2010 to submit Collection Allowance claims for the July 1 - September 30, 2010 reporting period).
4. **Stewards should submit TSF Remittances by the reporting deadline to avoid penalties and interest charges.** For example, TSF payments for October 2010 are due to OTS by November 30, 2010.
5. **Haulers should contact the OTS Control Tower by email at hauler@ontarioTS.ca to get assistance with tire movement issues.**
6. **When in doubt, call OTS.** If you have any questions or difficulties submitting claims, call OTS for guidance and assistance. We are here to help!



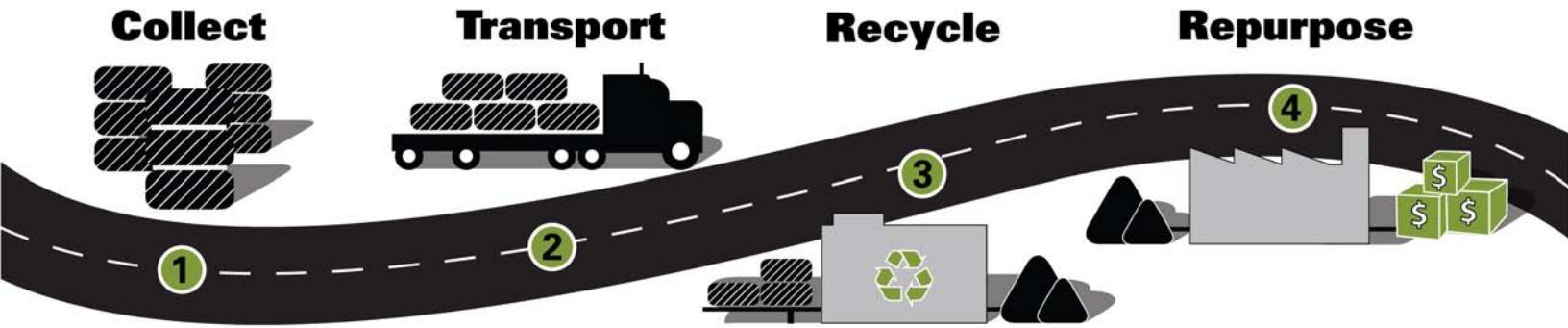
Zero-to-Sixty

- **November 24th 2010:** Recycled Product Manufacturers – Consultation Session
- **November 30th 2010:** Closing day for Haulers to submit Claims for the August 2010 period
- **November 30th 2010:** Closing day for Processors to submit Claims for the August 2010 period
- **November 30th, 2010:** Closing day for Recycled Product Manufacturers to submit claims for the August 2010 period
- **November 30th 2010:** Closing day for Stewards to submit October 2010 TSF Remittance Reports and payment
- **December 15th 2010;** OTS Technical Committee Meeting
- **December 31st 2010:** Closing day for Collectors to submit Claims for the July 2010 – September 2010 period

Did You Know?

With a production of about 306 million tires produced a year, the LEGO® group is the largest producer of [very small] tires in the world.

www.legoexperiencetour.com/blog/



Stewardship in Action

Ontario Municipalities: An Important Partnership

In the past, this section has highlighted specific partners who represent one aspect of the Tire Stewardship supply chain. This month, however, we wanted to talk about the role of municipalities and the exciting roll that they play in the Ontario Tire Stewardship (OTS) programs.

Ontario Municipalities represent some of the single largest stakeholder groups of the OTS program. The huge fleets of transit buses, maintenance vehicles, and garbage trucks are huge consumers of tires and are an active part of the steward program. The fleet depots and maintenance facilities are also important collectors in our supply stream, collecting thousands of tires annually for pick up by OTS Collectors.

Another significant role played by municipalities has helped to ensure the success of OTS. Unlike many waste products, tire collection is feasible curbside, but nevertheless, Municipalities are still the primary source that homeowners and small businesses turn to for waste management information and services. It is only with the support of municipalities – spreading the word about OTS, running waste drop-off facilities, and conducting community environment days – that OTS has been the success that it has been.

On the processor and manufacturer side, it is impossible to ignore the role of municipalities in supporting the situation of new facilities to handle tire waste. OTS has resulted in new opera-

tions and new jobs in Ontario and municipal economic development agencies play a crucial role in helping locate those businesses.

Few stakeholders have as significant an opportunity to engage OTS

throughout the entire program cycle as municipalities. Now a growing market for Tire Derived Products, such as recycled rubber pavers, playground tiles and landscape mulch, municipalities are playing a growing role in closing the loop on waste tires in Ontario.

Spotlight on Peel Region

The Region of Peel is the second largest municipality in Ontario with more than 1.2 million residents. Peel takes pride in waste diversion. In 2009, the Region of Peel managed approximately 500,000 tonnes of waste from more than 400,000 households. Overall 75% of residential waste was recycled into new products or converted into energy.

Peel operates 5 Community Recycling Centres (CRC's) located in Mississauga, Brampton and Caledon. These locations are open to Peel residents and Contractors working in the Region. All of these locations accept scrap tires as well as general waste, household hazardous waste, reusable goods, blue box recycling items, wood, drywall, shingles, yard waste, scrap metal, electronics, and white goods.

In Peel, tires are not accepted for collection at the curb or apartments/condominiums. Instead, residents can drop them off car and light truck tires at any CRC, free of charge. There is also no limit to how many tires each resident may drop off. Even off-road farm equipment and medium truck tires are accepted at the Caledon site.



Peel is also a consumer of tires for its fleet of police, fire, ambulance, road maintenance and other vehicles. The used tires generated by Peel's internal activities are also collected and recycled.

Reaction from residents has been quite positive with no fees and no limit to the number of tires they can drop off to be recycled. Overall, the Region of Peel is a better place to live and work, thanks to its waste diversion and recycling efforts.

Viewpoints

The Rubber Association of Canada Rubber Recycling Conference

The Rubber Association of Canada (RAC)'s Rubber Recycling Conference (RRC) took place in September, bringing together tire stewardship stakeholders from far and wide to share best practices, review collaborative work that benefit all programs (such as a Canada-wide analysis of Off-the-Road tire supply) and agree on shared projects for the coming year. The two-day conference was preceded by the annual meeting of the Canadian Association of Tire Recycling Agencies (CATRA), a group composed of the various tire stewardship Boards across Canada. OTS owes much of its success to the work carried out by these diverse players, which build on each other's successes to push the tire stewardship envelope.

An important and exciting feature of the RRC was the expanded network

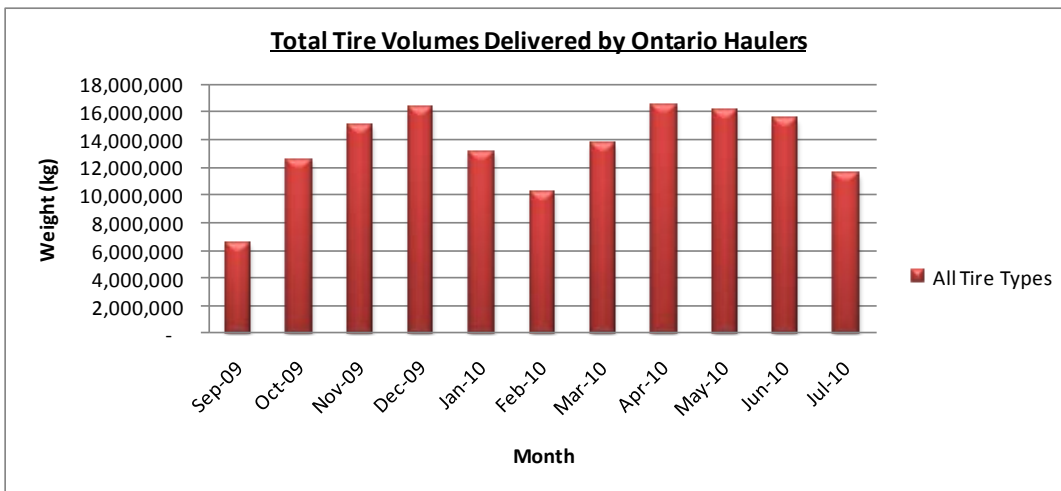
of tire recycling stakeholders around the table. From North America there were recycling equipment manufacturers, tire industry experts, government representatives and tire stewardship program staff

There were also delegates from tire recycling companies and organizations from Spain, Italy, the UK, Netherlands, France and Germany, alongside colleagues from Japan, Australia, Russia and China. The conversations and networking that took place during and in between formal session activities, stand out as one of the most memorable, and potentially powerful outcomes of the RRC.



Events like the RRC illustrate the huge market shift that is taking place in the world of waste tire management. OTS is proud to play a supporting part in the conference, which is helping to ensure that Ontario is at the leading edge of that revolution.

◦ The OTS Report ◦



Registered Stewards

598

Registered Collectors

6055

Registered Haulers

145

Registered Processors

28

Recycled Product Manufacturers

7

TSF Remitted

\$62,796,397.06

Tires Diverted (Tonnes)

On Road: **96,442**

Off the Road: **17,997**

Tires Supplied into Market (Tonnes)

On Road : **120,905**

Off the Road: **14,775**