

# Scrap Tire NEWS

Covering The News And Developments In The Scrap Tire Recycling Industry

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## Tennessee Counties Lose in Flawed State Program

Madison County, Tennessee officials are the most recent to report losses under the state's scrap tire management program.

The program's flaws attach a costly financial burden to waste tire management for counties throughout Tennessee despite the good intentions of the program to prevent tires from being illegally abandoned or dumped. County officials say ninety percent of the counties lose money on the program.

Over the past four years, Madison County has lost more than \$100,000 on the waste management program implemented around 1988, according to county officials. See **Tennessee** page 14...

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## Beyond Waste

*In its 2010-2011 Annual Report, the European Tyre & Rubber Manufacturers Association (ETRMA) shows how end-of-life tires can be excluded from waste status*

About 1.4 billion new tires are sold worldwide each year and subsequently just as many fall into the category of end-of-life (ELT) tires. Despite an increase in the service life of tires, the number of ELTs generated is constantly on the increase because of the growing number of vehicles and increasing traffic worldwide.

ETRMA reports that in Europe, around 3.2 million tons of used tires are generated annually. After sorting, an estimated 2.6 million tons of ELTs remained on the EU market for recovery and recycling. In 2009, an impressive 95 percent of end of life tires arising on the EU market were successfully diverted from landfill. This two percent gain over the previous year gives Europe the distinction of being one of the most advanced regions in the world in the recycling and recovery of ELTs, ETRMA stated.

All in all, about 2.5 million tons of end of life tires were sent to recycling and recovery processes, with about half of the ELT recovered tonnage destined for material recovery and about the same quantity used for energy recovery.

Yet, despite this impressive progress in the management and recovery of end-of-life tires at present "end-of-life tire-derived products have to be managed as waste, even if they are going to be recycled or remanufactured. This is a huge burden, which adds significant cost over disposal and in many cases acts as a barrier to improved resource efficiency," Jean-Pierre Taverne, ETRMA EU Technical Coordinator said.

See **Beyond Waste** page 10...

## Seen at SEMA: Swisstrax Recycled Rubber Program

*Indio, CA-based Swisstrax rolled out the SwissKits Recycled Rubber Program at its popular and heavily-trafficked booth at the SEMA Show in Las Vegas, NV last month.*

Swisstrax, one of the country's top producers of interlocking tiles made from recycled tires, designed SwissKits to meet buyers of automotive specialty products demand for superior performance.

"That's why we engineered our recycled rubber tiles to be one of the longest-lasting highest value recycled flooring systems for garages and working areas," Swisstrax President Randy Nelson said.

See **Swisstrax** page 6...



*Bike owners love the clean, protected surface they get with Swisskits Motorcycle Park Pads.*