

Tire Recycling & the Circular Economy in Ontario

eTracks is a Producer Responsibility Organization (PRO) serving Ontario tire Producers by helping them meet their tire recycling obligations under the Resource Recovery and Circular Economy Act (RRCEA).

1

eTracks provides PRO services to major tire manufacturers, auto-makers and tire distributors in Ontario by managing a complex supply chain of service providers to ensure used tires are diverted from our landfills, and repurposed into new products.

Step One in the supply chain, is ensuring a network of used tire collection sites are available for tire disposal, at no cost to the public.

2

In **Step Two**, used tires are picked up by tire haulers from collection sites across Ontario and taken to a tire processing plant for recycling.



eTRACKSTM
TIRE MANAGEMENT SYSTEMS

4

Step Four: The eTracks operating model ensures that sustainable end-of life materials such as sports fields, playgrounds, mats, roads, and many other recycled rubber products incorporate used tire materials and support a more circular economy in Ontario.

3

Step Three involves used tires being shredded and converted into their raw materials, such as; crumb, steel and fibre. These materials are used to manufacturer new rubber-based products.

eTRACKS IS BRINGING INDUSTRY PLAYERS TOGETHER TO ADVANCE SUSTAINABILITY IN ONTARIO

Learn more at **eTracks.ca**