

# Driving Sustainability – One Tire at a Time

**eTracks** is a not-for-profit Producer Responsibility Organization (PRO) established to help the tire industry meet new recovery and recycling regulations being rolled out by the province of Ontario under the Ontario Resource Recovery and Circular Economy Act.

**eTracks** ensures resource sustainability in the tire and rubber industry by collaborating with customers (including major tire manufacturers, auto-makers and tire distributors) in Ontario to provide fulfillment services for their End-of-Life (EOL) recovery and recycling obligations. We also team with service providers including Collectors, Haulers, and Processors to ensure responsible resource recovery of used tires.

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The used tires are picked up by Haulers from numerous collection sites across Ontario and taken to Tire Processors that convert them into the building blocks for new rubber products.

The **eTracks** operating model paves the way for sustainable end-of-life materials such as sports fields, playgrounds, mats, more durable roads, and many other recycled rubber products.

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Through Ontario-based Processors, scrap tires are unloaded, shredded, and converted into raw materials that are used to manufacture new rubber-based products.