

AUGUST 2016

Tyretalk

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MESSAGE FROM THE CEO

The end of the 2016 financial year marks two years since my appointment as the CEO of Tyrecycle, and what an evolution it has been.

During the 2016 financial year, Tyrecycle has achieved cost reductions whilst maintaining growth. Tyrecycle's unparalleled customer focus remains our top priority, we are continually striving to improve our service and customer communication.

As a socially responsible enterprise, Tyrecycle has continued to reduce waste in our manufacturing processes through a constantly improving, lean approach. These are important steps that Tyrecycle is taking to ensure its long-term sustainability and our position as the market leader in the tyre recycling industry.

The last 12 months has seen the continued development of Tyre Stewardship Australia (TSA). Tyrecycle is committed to playing a leadership role with TSA and in ATRA as a foundation member.

With a focus on national growth, Tyrecycle has formed a new partnership in Tasmania to provide a local solution to tackle Tasmania's waste tyre problem.

While growth and new relationships are important, Tyrecycle continues to value its long-standing relationships through strong customer-service, celebrating some major milestones (detailed in this edition).

Tyrecycle has continued to innovate in 2016, with the notable development of a mobile shredder. This allows Tyrecycle to provide a sustainable recycling solution for many industries, with the mobile shredder assisting them to achieve their environmental goals.

Through research and development, continued customer relations and strong new partnerships, Tyrecycle is committed to a sustainable future. Our commitment to finding smarter, ethical waste management processes remains as strong today as it did in 1992.

Tyrecycle is about social, environmental and economic responsibility. Please enjoy reading about how Tyrecycle has gone from strength to strength in the 2016 financial year.

Jim Fairweather
CEO

Recycling tyres, alternative fuels are like pickling fruit



Andrew Poulter, ResourceCo Group of Companies Chairman

The future of Tyrecycle is in good hands with the successful transition of the company ownership to ResourceCo, one of the world's leading alternative fuel suppliers.

ResourceCo Group operates presently across 20 sites and employs more than 500 people in Australia and Asia and its new Chairman, Andrew Poulter, intends to steer the company to further growth.

With his eyes firmly fixed on the future, Mr Poulter said he will be looking to achieve continued controlled, sustainable growth through further developing key strategic partnerships.

"We will continue to grow ResourceCo's reputation as a leading alternative fuel supplier globally. Here in Australia, we want to play a key role in the achievement of critical State and Federal environmental targets, including zero waste and carbon emissions," Mr Poulter said.

Tyrecycle CEO, Mr Jim Fairweather says it's an exciting time for Tyrecycle.

"Tyrecycle has experienced strong and consistent growth and we've recently invested several million dollars completing our process

infrastructure upgrade and footprint plan," said Mr Fairweather.

"Being part of the ResourceCo Group will only further enhance our growth capabilities, we'll be able to harness all their expert knowledge of the alternative fuels industry and markets, particularly in Asia and beyond.

ResourceCo Asia has recently appointed well respected industry expert, Mr Pavel Cech as its Managing Director. Mr Cech has more than two decades' experience with cement giant Lafarge.

Having worked around the world, Mr Cech has been involved in the alternative fuel sector for 20 years. He said that experience implanted alternative fuels and recycling into his professional DNA.

"My dealings with ResourceCo started right after the company set up its Asian business so I was at the cradle of the Ipoh project," said Mr Cech.

"Looking forward, I have to say that ResourceCo as a group has always impressed me with their energy level throughout the entire organisation and the creative approach to issues at hand which usually get turned into great opportunities," he said.

"ResourceCo Asia, is a burgeoning business that is bound to grow far. I intend to ensure that all staff understand the bigger picture for this business; its customers, the environment and the future. We are in a growth phase and I want this business to capitalise on every opportunity. Asia is way behind the western world with regard to waste recovery and utilisation of alternative energy.

"Governments and companies are under pressure to improve things and the appeal of "going green" is very strong. This poses a great opportunity for companies like ResourceCo, which address two issues, simultaneously – the waste management challenge and the lack of high quality alternative energy.

"When I was a kid I asked my grandmother why she pickled fruits in the summer when there were so many other things one could do.

"The answer, you imagine, was very simple – it would be too late to wait for the winter. So it goes with fuels. If you wait for coal to get expensive, then you need to invest in your feed system and permitting to accept AF and then, inevitably, you will lose a big part of the opportunity. Our role is to explain this to the Processed Engineered Fuels and Tyre Derived Fuels customers, helping them to pickle the fruits in the summer."

"WE WILL CONTINUE TO GROW RESOURCECO'S REPUTATION AS A LEADING ALTERNATIVE FUEL SUPPLIER GLOBALLY."



Tyrecycle and Tyre Stewardship Australia – setting a new standard

Tyrecycle has welcomed the progress of the Tyre Stewardship Scheme to increase the resource recovery and recycling of end-of-life tyres around Australia but says strict application of TSA's own guidelines is critical.

Tyrecycle Chief Executive Officer, Jim Fairweather, says the approach Tyre Stewardship Australia (TSA) is taking to build industry standards is welcome.

“The key to meeting Tyrecycle’s goals to reuse, recycle and minimise the environmental impact of tyre waste is strong regulations around Australia,” he says.

“We know the impact of end-of-life tyres – Tyrecycle prides itself on being a national leader in the industry with an eye on the future of our country and the planet.

“But without a uniform national approach, it undermines the good work being done in some areas.


“That’s where we think the TSA can make a significant difference.”

“The TSA has a role across the entire sector; from the strict auditing of retailers, recyclers and collectors right through to the development of markets for end products.”

The TSA is increasing its membership, and as of February 2016 has around 1,100 accredited retailers.

Mr Fairweather says the audit and compliance role of the TSA is crucial.

“The strict audit process Tyrecycle already has in place means we can ensure all users of tyre-derived fuel (TDF) supplied by Tyrecycle are environmentally compliant.



**"I'D LOVE TO SEE ALL TYRE RECYCLING
BUSINESSES USE THE SAME STRINGENT
AUDITING AND CHAIN-OF-CUSTODY
TRACKING THAT TYRECYCLE HAS IN PLACE."**

"It will be a huge step forward for the industry, and will verify the work we've done for more than two decades, if the TSA can build on its initial work to get the same auditing controls across the industry."

Research opportunities are also a key development opportunity that Tyrecycle welcomes.

The TSA Research Development Committee is working through applications for Round 1 grants from the Tyre Stewardship Research Fund, with selected projects to begin mid-year.

Mr Fairweather says Tyrecycle has already been involved in several research collaboration programs for the product and market development of recycled rubber, so knows there are market opportunities to explore.

"Tyrecycle was pleased to contribute to the industry workshop the TSA held in mid-February to look at short and long-term goals that research can facilitate," he says.

"The research and development of new markets for tyre-derived products in Australia is pivotal in embedding a sustainable future into our industries."





An en-tyre-ly impressive effort

A collaboration between two leaders in the tyre sector is generating huge environmental dividends for Australia.

The partnership of approximately 20 years between Australia's largest tyre importer, Bridgestone, and the biggest tyre recycler, Tyrecycle, has enabled the diversion of more than 100,000 tonnes of tyres from landfill, enough to fill two football stadiums.

Bridgestone Managing Director, Andrew Moffatt, said at least 106,000 tonnes of used tyres had been handled by Tyrecycle. This was equal to more than 12.5 million passenger tyres.

"As Australia's tyre industry market leader, we take our responsibility over the handling of our products very seriously," Mr Moffatt said.

"As a member of Tyre Stewardship Australia, Bridgestone is committed to increasing the recycling rate of end-of-life tyres.

"Our environmental initiative *Tomorrow Matters* includes not only this recycling effort, but research into tyre development and minimising the environmental impact of our products and manufacturing processes.

"Our partnership with Tyrecycle is one of the important relationships we have with ATRA members and serves our global environmental mission statement, which is to help ensure a healthy environment for current and future generations."

Tyrecycle Chief Executive Officer, Jim Fairweather, said the alliance with Bridgestone was one of the most significant and long-standing of all the relationships

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BRIDGESTONE



“AT LEAST 106,000 TONNES OF USED TYRES HAS BEEN HANDLED BY TYRECYCLE...EQUAL TO MORE THAN 12.5 MILLION PASSENGER TYRES.”

that Tyrecycle holds with tyre retailers and industry groups across Australia.

“With major recycling facilities across the country and a national collection process, we are the leading tyre recycler, servicing over 1,000 stores every week” Mr Fairweather said.

“That position, combined with Bridgestone’s significant market position, means we will continue to make major inroads into the national challenge of managing end-of-life tyres.”

Andrew Moffatt, Managing Director of Bridgestone Australia and New Zealand



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Recognition for innovation, reward for technology



Tyrecycle has been recognised for innovation for its unique purpose-designed and built mobile shredder, taking out the Environmental Project of the Year at the Australian Bulk Handling Awards.

The company was rewarded for technology which displayed environmental sensitivity and innovation in waste management and recycling.

Tyrecycle's mobile shredder was launched last year and adopts Australian-first technology. When combined with the company's unique business model, it is able to offer safe, cost-effective solutions to the recycling of rubber waste which would otherwise end up in stockpiles or landfill.

"It's about finding smarter ways to manage difficult waste streams," said Tyrecycle Strategic Business Development Manager Clinton Habner.

"We want to offer our customers an efficient, reliable and sustainable solution specific to their needs."



“Tyrecycle has a national collection and processing footprint, which together with our mobile solution, means we can recover and recycle conveyor belts and rubber tyres from anywhere in Australia.”

“IT’S ABOUT FINDING SMARTER WAYS TO MANAGE DIFFICULT WASTE STREAMS.”

Each year, Tyrecycle collects more than 110,000 tonnes of end-of-life tyres, conveyor belts and off-the-road (OTR) material, turning it into recycled rubber for re-use in domestic construction, manufacturing and automotive industries.

“We can now access some of the most remote sites, which opens up massive opportunities for the mining sector, which has been grappling with the challenges associated with the safe disposal of thousands of tonnes of rubber waste, collected over time,” said Mr Habner.

“We’re able to reduce the transportation costs and challenges associated with such large waste streams by attending on site, assessing the material and the clients’ requirements and either shredding in situ or transporting the waste back to one of our processing facilities.”

Tyrecycle also prides itself on providing a full chain of custody for all materials received, processed and supplied, ensuring it knows exactly where and how a product is used.

“For many businesses, we have become a trusted partner in their commitment to sustainability and the responsible use of our natural resources,” Mr Habner said.

“The opportunity to contribute to the clean-up of legacy stockpiles and to prevent the creation of new ones is enormous.”

Tackling Tassie's tyres



Volunteers cleaning up tyres for Tyrecycle to collect for recycling.

Tonnes of illegally dumped tyres in Tasmania have been retrieved and recycled thanks to the Tasmanian Conservation Trust.

The group raises funds to help the community get rid of the environmental hazard and has undertaken a number of clean-ups, including major exercises at South Arm and Rokeby.

Sponsorship by Tyrecycle ensures the tyres are recycled and given new life through a range of products.

TCT Director Peter McGlone said the support of Tyrecycle had been significant.

"The TCT is committed to an ongoing relationship with Tyrecycle and we are grateful for its support to date," he said.

The clean-up at Rokeby resulted in the removal of 835 tyres in December 2015 from an area of land designated as public open space.

The haul weighed more than seven tonnes and was collected and cleaned by 17 volunteers.

"The locals and I thought the tyres were ugly and a potential fire risk and we agreed to organise to clean them up," Mr McGlone said.

"Dumped tyres are an eyesore and can encourage the breeding of mosquitoes. Even worse, if they are burnt they release toxins into the soil, air and water."

Mr McGlone said there were two waterways within 200 metres of the Rokeby tyres, which appeared to have been dumped without the land owner's knowledge.

Tyrecycle Marketing Manager Meagan Hill said working with the TCT was the beginning of the company's focus on increasing the currently low rate of recovery and recycling of tyres in Tasmania.

"We value our partnership with TCT and it benefits the environment and the community," she said.

"We first supported the TCT in April 2015, when the group removed more than 600 tyres from a primary school site at South Arm.

"As well as costing the school less to have the old tyres removed, it meant the TCT could be reassured that the tyres would be recycled into tyre-derived fuel for industrial use."

Mr McGlone said members of the public could report dumped tyres, volunteer or donate at www.tastyrecleanup.com

Recycled tyres treading new ground

End-of-life tyres are helping riders put horses through their paces on arenas across Australia.

After treatment by Tyrecycle, the rubber from old tyres is recycled to create a durable, softer surface on equestrian arenas.

The equestrian application is part of Tyrecycle's drive to promote awareness of recycling and find new applications for scrap tyres.

The crumb, granule and powder production process ensures end-of-life tyres are reused and provides material for a myriad of uses, including sporting surfaces.

Victoria-based Amacron Equine is one of the companies using Tyrecycle's granules to provide a safe and effective surface for performance horses and riders.

Owner Kelvin Sorbey has been using the granules on clients' dressage arenas Australia-wide for more than four years.

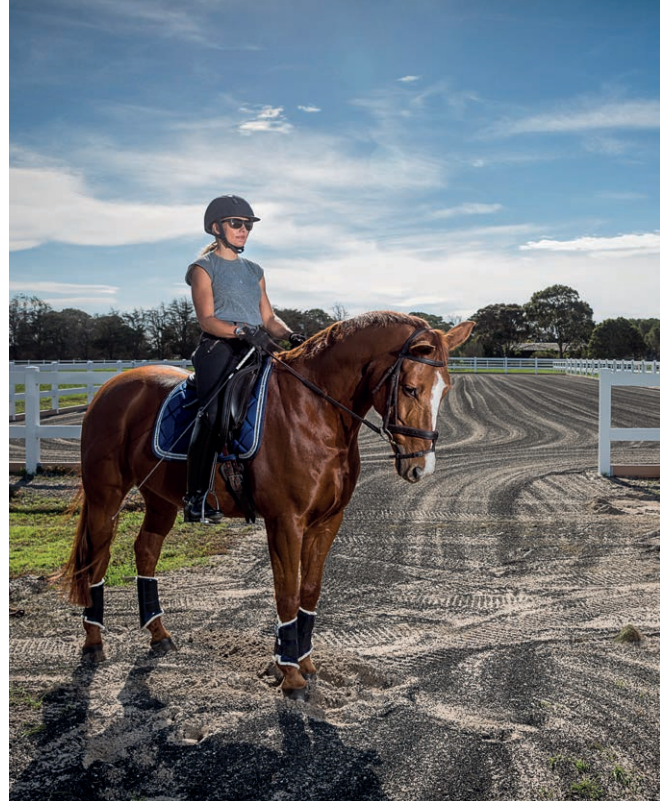
The rubber granules are suitable not only for high performance horses and athletes, but also for amateur and competition horses and riders.

"We find the 4mm granules ideal and Tyrecycle could guarantee us there is no steel in the product, which is critical," he said.

The granules are mixed at a rate of about 25 per cent with a top layer of coarse river sand.

"It has a cushioning effect and is much easier on the horses' joints and hooves," Mr Sorbey said.

"THE RUBBER FROM OLD TYRES IS RECYCLED TO CREATE A DURABLE, SOFTER SURFACE ON EQUESTRIAN ARENAS."



Kristy Kelly & her horse William, enjoying the benefits of rubber granules in their arena.

"We find the rubber granules work very well and they don't decompose, wash away or affect the drainage edge of the arena. There are other materials out there, like flakes, which can wash away in heavy rain. The granules stay put and don't rise to the surface.

"If the soil breaks down it can be refreshed every five years or so."

Tyrecycle Product Manager Adrian Jones said the product could be delivered to the site and was suitable for new or existing dressage arenas to provide impact absorption.

"It reduces drift of the sand, the risk of slipping and injury and cuts down on dust, which is beneficial for people or animals at risk of respiratory issues," he said.



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You can have confidence that these retailers are recycling properly because they use Tyrecycle.

BEAUREPAIRES (NSW)

BOB JANE

BRIDGESTONE

JAX QUICKFIT

KMART TYRE & AUTO

SUMMIT GROUP (incorporating Ian Diffen and City Discount Tyres)



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