



## Tire Talk

Dear user,

You are receiving this email as you are listed as a contact for your business on Tire Stewardship BC's e-commerce platform, PICTUS. Welcome to Tire Talk, your go-to newsletter for all things related to tire recycling in BC.

### Do You Want to Support Your Community with Tire Recycling?

Join the [Return-to-Retailer \(R2R\) program](#) today and discover the many benefits of participating in this tire recycling initiative.

#### How and Where Drivers in BC Recycle Their Old Tires

- Over 26,000 residents of BC searched for **tire drop-off locations** in 2024.
- **Top search areas:** Lower Mainland, Prince George, Victoria, and Nanaimo.
- **Searches peak in August** for seasonal tire changes.
- Most focus on recycling **car and light truck tires**.

[Read Article](#)

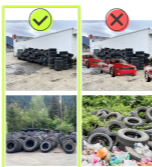


#### Benefits of Being an R2R Participant

- **Get listed on the official tire recycling search tool at [TSBC.CA](https://tsbc.ca)**, helping consumers easily find your store.
- **Increase foot traffic** and potentially turn first-time visitors into loyal customers.
- Show your commitment to your community and **gain positive local recognition**.
- Host a tire collection event at your location, with TSBC support for advertising, truck coordination, and **social media promotion**.

[Learn More](#)

#### What Are Your Responsibilities as an R2R?



- **Accept up to 4 clean, off-rim passenger and light truck tires** during business hours.
- **Provide clear instructions** on where, how, and when customers can drop off their tires.
- **Ensure tires are sorted and easily accessible** for collection.

[Explore the R2R Search Tool](#)

#### Ready to Join or Have Questions?

Contact us today at [1.866.759.0488](tel:18667590488) or email [registrations@tsbc.ca](mailto:registrations@tsbc.ca) to get started or to learn more.

### Remember: Updating Your Business Information is a Requirement\*

#### How Can You Access and Change Your Information in PICTUS?

1. **Ensure that your registration in PICTUS is as a user, not just a contact.** Upon signing in, users can review account details, while only master users are able to make changes.
2. **Once logged into PICTUS, verify your business address and review your business information.** If updates are needed, please follow the instructions in the [PICTUS guide](#).

[Access the PICTUS guide](#)

Still unsure? Please contact us by phone [1866.759.0488](tel:18667590488) or by email at [contact@tsbc.ca](mailto:contact@tsbc.ca) for assistance.

**\*Requirement under the Terms & Conditions: *The applicant agrees to keep all contact details for their registration up to date. This includes the business name, phone number(s), physical address (and mailing if different); and the name, phone number and email address of individuals identified as contacts for the business.***

**Retailer Hub**

**Participant Resources**

**Scrap Tire Pick Up**

**Tire Recycling in BC**