



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.

Accepting Tires from the Public, A Key Part of Being an R2R

As an R2R location, you are responsible for:



Training staff on the tire recycling program



Assisting the public with tire drop-off inquiries



Accepting eligible tires from the public for free during business hours

How Does It Benefit Your Location?

Engage local potential customers

Get featured in [TSBC's online directory](#).

Demonstrate **leadership** in your community

Make the most of your participation!

[Learn More](#)

Thank you, R2Rs, for Supporting Your Communities

Over 6,000 "orphan" tires have been collected through our recent tire collection events, thanks to the incredible support and collaboration of the following **R2R participants**.

- Kal Tire Hope
- Integra Tire Grand Forks
- Top Grade Tire Recycling
- Kal Tire 100 Mile House
- Kal Tire Terrace
- Kal Tire Williams Lake
- Kal Tire Golden
- Bella Tire Service Centre
- Kal Tire Squamish
- Kal Tire Salmon Arm



[View Upcoming Events](#)

4 Innovative Products Made in BC from Recycled Tire Rubber

Thanks to your support of the tire recycling program of BC, old tires are being transformed into **new, innovative, locally-made products**.

Here are just some of the products created by local businesses from **BC recycled tires**:

- [Rubber stall mats](#)
- [Feeding pans for farm animals](#)
- [Rubber mulch](#)
- [Truck bed mats](#)

Find out more details about the BC products and where to buy them here:

[Read More](#)



Coming soon: Multi-Factor Authentication (MFA) for PICTUS

To enhance security on TSBC's e-commerce platform (PICTUS), **Multi-Factor Authentication (MFA) will be implemented by the end of the year**.

MFA adds an extra layer of protection by requiring users to verify their identity through a secure authentication process—beyond just a password. Once the launch date is confirmed, **we'll send detailed instructions** to guide you through the process.

Important: Each user must log in with their own email address.

Stay tuned for more details in our upcoming update!

Did You Know? Tires from Coastal Cleanups Are Recycled Too!

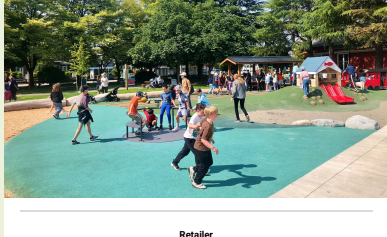
Tire recycling in BC is made possible through a **strong network of participants** and partners. One standout example is our partnership with [Ocean Legacy Foundation](#),

which operates a recycling facility in Richmond.

This collaboration helps **divert discarded tires** from oceans and waterways. As a result, they are responsibly **recycled and transformed** into useful products, such as durable **rubber surfacing**.

See how **2,925 BC recycled tires** helped transform Steveston Park's playground in Richmond!

[See the Transformation](#)



**Retailer
Hub**

**Participant
Resources**

**Scrap Tire
Pick Up**

**Tire Recycling
in BC**