



## 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.

### Your PICTUS Account Just Got Safer

Activate your PICTUS authenticator - *it's quick, easy, and keeps your account protected.*

#### Why Multi-Factor Authentication (MFA)?

- Stronger **security** against unauthorized access.
- **Protection** against remote work vulnerabilities.
- **Compliance** and industry standards.
- Boosted customer and partner **trust**.
- Easy and **cost-effective** implementation.

#### How to Log In

1. **Check your inbox** for an email titled "Tire Stewardship BC - New authenticator password."
2. Click the link to **open PICTUS** and log in with the temporary password provided.
3. **Choose OTP** Email for 2FA and verify it.
4. **Change your password** using the temporary one as the old password.
5. Enter the verification code sent to your email to **finish setup**.

[View the Step-by-Step Guide](#)

#### Need Help?

Contact us at [contact@tsbc.ca](mailto:contact@tsbc.ca) or call [250-598-9112](tel:250-598-9112).

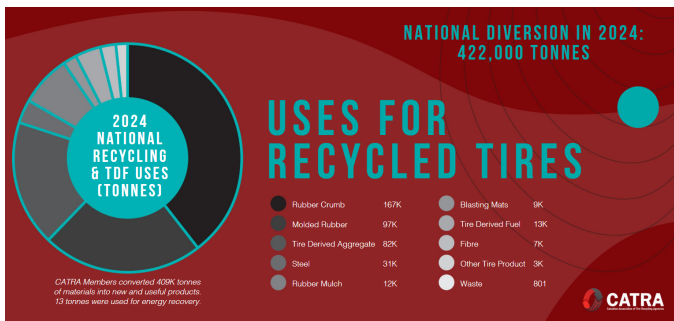
### From Your Shop to the Community

With your support and participation, **BC diverted 56,000 tonnes of tires** from landfills in 2024.

**BC leads the way** with a closed-loop system: all tires collected in the province are processed, used, and recycled locally. Recycled rubber is then manufactured into products such as mats for **agriculture, recreation, and automotive use**.

The **Canadian Association of Tire Recycling Agencies (CATRA)** has released its 2024 **Annual Report**, highlighting a decade of steady growth and innovation in tire recycling across the country.

[Read the Annual Report](#)



### 5 Reasons to Prepare Your Customers for Winter Tires

Be **ready** for unpredictable weather

Improve **safety** on cold roads

**Avoid** the seasonal rush

**Protect** the life of all tires

**Boost** vehicle performance

[Learn More](#)

