



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.

Is Your Business Information Up to Date?

Stay Compliant: Keep Your Business Contact Details Up to Date

Ensure your PICTUS registration is as a user, not just a contact. **Log in** to review your account details and **make changes**. Verify your business address and information following the [PICTUS guide](#).

[Access the PICTUS guide](#)

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

2024 Highlights of Tire Recycling in BC

In 2024, an impressive **5.6 million car tire equivalents were collected** through TSBC's tire recycling program. This brings the total number of car tire equivalents collected and processed since 1991 to over 122 million.

Thank you! Your participation is key to the success of the tire recycling program in BC, supported by a network of **over 2,000 collection locations**.

A special thank you to the [R2R locations](#) for your dedication to making a difference in your communities and throughout BC. In 2024, **761 R2R locations** participated, offering free drop-off for "orphan" tires (clean and off-rim).

At least 25% of registered collection locations in each Regional District participated in the R2R program, ensuring broad coverage across BC.

[Read Article](#)

Tire Recycling in BC

2024 Highlights



is the not-for-profit organization responsible for managing the collection and recycling of scrap tires in BC since 2007. Tire Stewardship BC helps tire producers (retailers) meet their regulatory obligations through its ministry-approved EPR plan.

5.6 MILLION

scrap tires* were collected as part of the tire recycling program in 2024

Since 1991, **over 122 million scrap tires*** have been collected and processed



2022 2023 2024
Tire recycling awareness increased by 3% from 2023

What Happens to the Scrap Tires?

Scrap Tire Collection at Registered Locations → Pickup & Transportation → Recycling & Transformation

Playground Surfaces Running Tracks Mats & Tiles Arena Flooring Agricultural Mats

Over 2,000 Collection Locations
Registered retailers that will take back a scrap tire from the consumer at the time a new tire is sold

761 Return-to-Retailers
Registered locations that will take up to 4 "orphan" tires, clean and off-rim, from the public for free

At least 25%
of registered retailers in each Regional District are Return-to-Retailers

100%
of collected tires are processed in Delta, BC

<p>As of 2024,</p> <p>Over \$6.3 Million awarded in community grants</p> <p>349 Projects funded in 90+ Communities across BC</p>	<p>In 2024,</p> <p>11.8K Scrap Tires* repurposed in community grant projects</p> <p>20 Collection Events hosted across BC to collect "orphan" tires</p>
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Supported Organizations & Initiatives

Scrap tires* refer to car tire equivalents.
Orphan tires are tires that drivers take home instead of leaving with the retailer for recycling.

Visit [TSBC.CA](https://www.tsbc.ca) to find:

- Your nearest Return-to-Retailer location
- News and updates
- Community events and programs
- Annual reports

Join us on social media

[@TiresBC](#)

- Retailer Hub**
- Participant Resources**
- Scrap Tire Pick Up**
- Tire Recycling in BC**