



## welcome

Dear Members,

Welcome to the September edition of the Rubber Association of Canada's official e-Newsletter. We are so pleased to be hearing about the various activities taking place across Canada this month, and we kindly ask you to keep us updated on your organization's initiatives as we are happy to report them in our monthly e-newsletter. With Canada's Waste Reduction Week around the corner (taking place from Oct. 21-Oct. 27) we encourage you to find ways to get involved in the community, and we would love to hear how you or your organization will be involved in the week-long initiative this year!

Sincerely,

*The Rubber Association of Canada*

## RAC Mourns the Loss of Moe Tresoor

By Glenn Maidment  
President

We were very saddened to learn of Moe's passing on Aug 29th. Up until very recently Moe was still an active board member of Tire Stewardship Manitoba and had served that organization and its earlier incarnations for 16 of 20 years, most recently as Treasurer.

Personally, I had known Moe only by reputation for many years but finally got to meet him in the mid '90s when we started to get more involved in scrap tire

issues. I only realized then that he and I had similar starts to our tire careers as we both worked for the same tire company as sales reps on the road, albeit a few decades apart.

Over the past six years or so we worked very closely together to put TSM on a sound financial footing that was also good for tire dealers and consumers alike. Moe was 80 years young when he finally stopped working. All told, he spent the better part of sixty four years in the tire business, 64 years selling tires, servicing customers and being of service to his chosen profession.

A life well lived – and a job well done.



*The RAC mourns the loss of Moe Tresoor who died on August 29, 2013.*

## Tire Explosion Sees Employer Fined

Ontario Ministry of Labour  
Court Bulletin

An employer who failed to properly supervise a worker who was permanently injured when a tire exploded has pleaded guilty in court and fined \$60,000.

On October 12, 2011, a worker employed by 1494366 Ontario Inc. – carrying on business as Langille's Scrap & Cores – was dismantling a truck at the work site at 150 Ranch Industrial Park Road in Port Perry. The worker was attempting to remove a tire using a propane torch to loosen the lug nuts. The worker did not

first deflate and remove the tire from its rim.

Most of the lug nuts were removed when the tire exploded from the wheel assembly. The worker was thrown more than 20 feet and sustained cracks and fractures in limbs, a dislocated knee, torn tendons, facial fractures and loss of an ear.

A Ministry of Labour investigation determined that the cause of the explosion was the use of the propane torch on the tire. Heating a wheel rim that has a tire mounted to it can result in an increase of tire pressure, the degradation of the tire's chemical and mechanical properties, and

the release of flammable gases within the tire, as well as an explosion. Langille's Scrap & Cores pleaded guilty to failing as an employer to provide information, instruction and supervision to a worker to protect the health and safety of the worker contrary to the Occupational Health and Safety Act. A fine of \$60,000 was imposed by Justice of the Peace Ronald Prestage. In addition to the fine, the court imposed a 25-per-cent victim fine surcharge as required by the Provincial Offences Act. The surcharge is credited to a special provincial government fund to assist victims of crime.



## In the Community

### ReThinkTires Roadtrip a Big Success This Summer

By Krista Cassidy,  
OTS Program Coordinator

For the fourth year in a row, Ontario Tire Stewardship (OTS) embarked on a province-wide summer tour visiting 40 festivals and fairs over 12 weeks. Formerly the Tire Life Check Tour, the tour was re-branded this summer to the RethinkTires Roadtrip. The updated name, tent, and displays not only reflect OTS' new branding, but they also better reflect the team's mission to increase awareness of all the beautiful, innovative recycled tire products that are made right here in Ontario.

Over the 12 weeks and 40 events, the team interacted with over 52,000 people! Every interaction is a great opportunity to educate someone about the Used Tires Program and how they can incorporate recycled tire products into their home, garden, and community in ways they might never have thought of.

With a striking green tent, our display easily draws visitors in, but the fact that they stay for minutes at a time and even return later with their family and friends tells us that people are interested in our story and want to learn more.

At OTS, we're always looking for dynamic ways to share our message and raise awareness about this great industry in Ontario. Our summer-long Roadtrip has been a great success in interacting with Ontario residents and we look forward to engaging even more people in the future.

# 2013 RecycleDrive

October 15 - 31, 2013

Recycle your used motor oil, old tires and car, boat and home batteries for **FREE!**



## CAA Autogreen and OTS Team Up to Host RecycleDrive

Ontario Tire Stewardship and CAA Autogreen have teamed up again this year for its 2013 RecycleDrive.

Between October 15-31, anyone can drop off used tires, batteries, and oil for recycling at 29 participating CAA Ap-

proved Auto Repair Service (AARS) facilities.

The AARS location that collects the most tires will designate a local school to receive \$20,000 worth of greenery and products made from recycled tires to beautify the community school

building, grounds or play space of their choice.

CAA Autogreen will also donate an additional \$1 towards the community investment prize for every tire collected during the RecycleDrive event.

The first 50 people who visit

a participating AARS location with their recyclables will receive a free pack of yard waste bags.

Please visit [www.caasco.com/recycle](http://www.caasco.com/recycle) for more information about the RecycleDrive and for participating locations.

## Tire Clinics to be Offered at Canadian Tire Locations Throughout New Brunswick This October

*Recycle NB, Canadian Tire and the RAC have teamed up to host tire clinics at Canada Tire locations in New Brunswick for this year's Waste Reduction Week*

### By Recycle NB

October 21 to 27 is Waste Reduction Week in Canada. Again this year Recycle NB, Canadian Tire and the Rubber Association of Canada have teamed up to offer tire clinics at Canadian Tire stores throughout New Brunswick.

"We want New Brunswick drivers to check the tire pressure on their vehicles," says Recycle NB Chief Executive Officer Pat McCarthy. "It's a small act that has a big impact on the environment and on their safety."

The Rubber Association of Canada estimates that Canadians waste about 643 million litres of fuel each year due to improperly inflated tires. The result is that one million tonnes of carbon dioxide—a harmful greenhouse gas—are released into the atmosphere.

McCarthy says, "If drivers get in the

habit of checking their tires, they can save some money on fuel, protect the environment and improve the safety of their vehicle."

Between October 21 to 26, New Brunswickers can drop into any Canadian Tire for a free tire check. If they register on the Recycle NB website, their name will be entered in a draw to win four winter tires. Donna Kelly took part in the clinic at the Canadian Tire Store in Miramichi and was the lucky winner of the 2012 draw. McCarthy welcomed Ms. Kelly's effort to protect the environment and hopes that many New Brunswickers follow her example and participate in this year's clinics. He also hopes that they will make regular tire pressure checks a habit. McCarthy says, "It only takes a minute to check your vehicle's tires but proper tire pressure and maintenance help reduce global warming."

Proper tire care is one way to

protect the environment but McCarthy says recycling old tires is another. "New Brunswick has had a waste management program for tires for over 16 years. The program protects the environment by diverting waste tires from landfills

and turning them into recycled rubber products." The program has diverted one million tires per year from the province's landfills.

For more information on Recycle NB and its programs, visit their website at [www.recyclenb.com](http://www.recyclenb.com)



*Donna Kelly of Miramichi took part in Recycle NB's Waste Reduction Week Tire Clinic at Canadian Tire in 2012 and won a set of four winter tires. Pictured above from left to right: Anne MacDonald, General Manager Canadian Tire, draw winner Donna Kelly, and Murray Driscoll, Past Board Chair of Recycle NB.*



## BeTireSmart.ca

*Our National Flagship Consumer Education Program*

contact us

t: (905) 814-1714

f: (905) 814-1085

e: [info@rubberassociation.ca](mailto:info@rubberassociation.ca)

[www.rubberassociation.ca](http://www.rubberassociation.ca)

[www.betiresmart.ca](http://www.betiresmart.ca)

2000 Argentia Road | Plaza 4, Suite 100

Mississauga, ON | L5N 1W1