



RUBBER OPTIMIZATION AND DEVELOPMENT COMPANY *CEO MESSAGE*

Rubber Optimization And Development Co is passionate in its commitment to partnering with industry leaders to help inspire a more sustainable planet and we are continuously striving to find new and better ways to recycle used tires into Engineered Rubber Asphalt and Allied Products. Tires are one of the most essential pieces of equipment on your vehicle, and though you may not realise it, they wear out fast and contribute to a large portion of waste in junkyards. Around 1 billion tires are discarded per year across the globe and landfills can't hold it all.

Importance Of Tire Recycling

Tires consume large amounts of valuable space and pose various threats to the environment. Due to products used in the manufacture of tires, when caught on fire, tires can burn for days or even months, emitting toxic pollutant gas in the process. Their hollow, round shapes can collect water and become a breeding ground for mosquitoes and waterborne disease while also trapping methane, a harmful greenhouse gas that can tear through landfill lining. Tires are also, unfortunately, non-biodegradable, which means that they will continue to fill waste sites to the brim for years to come without breaking down or decomposing

While there are misconceptions that tire disposal is too time consuming and costly, there are actually numerous benefits to getting rid of tires correctly. The truth of the matter is that tires should be recycled at the same time that a consumer buys another set of tires, new or used. This is not "time consuming" in the traditional sense since the customers' tires must be removed in order for another set to be installed, so there is really no more time involved.

How Are Tires Recycled

When Tires are industrially recycled, they are shredded or ground. This material can be used to create reclaim rubber by selectively breaking chemical bonds (partial de-vulcanisation). Reclaim rubber has almost the original plasticity of the tire, allowing it to be used in tire production, and the manufacture of footwear, tire retreading material, belting, automotive mats and various other moulded rubber goods. So essentially, your scrap tires can be used to make almost any rubber product!

It can also be mixed with asphalt and concrete to serve as construction material or used to make **Rubberized Asphalt to Resurface Roads**. Tire durability is not only useful on the road but also allows the rubber to be used as dock bumpers, sidewalk material and roadway curbing.

Our Technology and Product Range

MIX-Maxer® is a reacted rubber technology that yields a dry flowable powder which dramatically extends the life span of a road through the reduction of rutting and cracking of the road surface. It is introduced into an asphalt mix through a RAP collar at the rate of 10% by weight of the binder for dense grade mixes and up to 20% by weight of the binder in gap or open grade mixes and can accommodate up to 30% by weight RAP in a mix. **MIX-Maxer®** is an engineered product that is a cost-effective alternative to polymer modified binders.

Let's make the world a better place to live for generations to come, while at the same time creating a sustainable environment and creating jobs in the Tire Recycling Industry, which also helps the economy.

Plus, it makes for a Cleaner & Greener Planet

Yours Sincerely, Peter Blyth
President & CEO (Rubber Optimization and Development Co.®)

Excellence in ERA Solutions & Services