

Overview
The Tire Industry Association
and
The Tire and Rubber Recycling Advisory Council



TTRAC's Advisory Council

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Tire and Rubber Recycling Advisory Council (TRRAC)

- ▼ TTRAC's Advisory Council is a working group of recycling professionals within the TIA. TRRAC's Council represents specific areas of expertise in marketing, processing, collection, crumb rubber and end-product manufacturing. The position of government liaison is filled by a state regulator involved in scrap tire issues who serves as an advisor and resource to TRRAC and the TIA Board of Directors on regulatory issues.
- ▼ TRRAC's Commitment is to provide TIA members with those services necessary to enhance their success as a vital and integral part of the tire and rubber recycling and transportation industries.
- ▼ TRRAC's Mission is to ensure long term viability of tire and rubber recycling worldwide, while pursuing economic and environmental benefits.
- ▼ TRRAC's Overall Goal is to address the unique needs of the rubber recycling segment of the international tire industry.
- ▼ TRRAC's Specific Goals are targeted toward contributing to the tire and rubber recycling industry by:
 - promoting the reuse and recovery of tire and tire derived materials
 - increasing the marketability of recyclable tires and recycled rubber products and applications.
 - maintaining a vigorous, constant and credible advocacy program
 - Promoting and assisting the tire and rubber recycling industry's legislative, judicial and regulatory arenas.
 - providing our members with information and tools needed to function and thrive including educational, training and networking opportunities.

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TRRAC/TIA Product Stewardship

- ▼ Lifecycle of the Tire
 - TRRAC created the Lifecycle of the Tire educational tools to improve the public's knowledge of tire and rubber recycling by showcasing the important contribution tire recycling makes to the economy through the creation of new businesses, jobs and products and to the environment by reducing the number of tires landfilled or stockpiled.
 - Provide retailer education.

- ▼ Advocate Responsible Generator Education
 - Conduct responsible generator workshops / roundtables - target is tire retailers
 - Developed Generator's checklist for managing scrap tires

- ▼ Working on code of Practice / Responsible Recycler Program to include:
 - Storage prior to collection
 - Collection / transport
 - Recovery / disposal
 - Storewide policy and franchise education
 - Recovering additional costs / educating the consumer

- ▼ Other Resources
 - Developed Guidelines on How Government Can Help.
 - Developed "Elements for Scrap Tire Legislation."
 - Developed Scrap Tire and Rubber Recycling Terminology