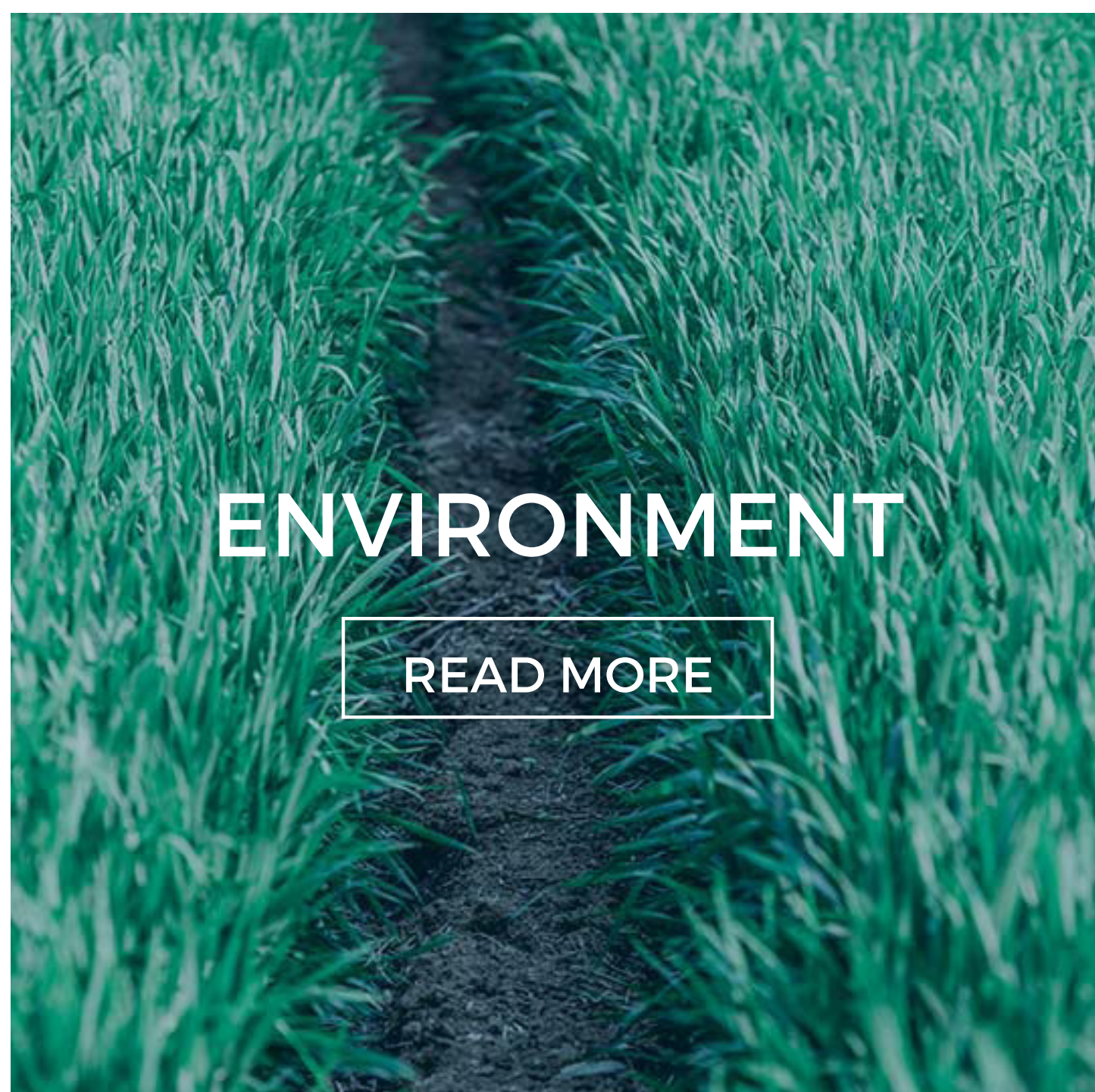


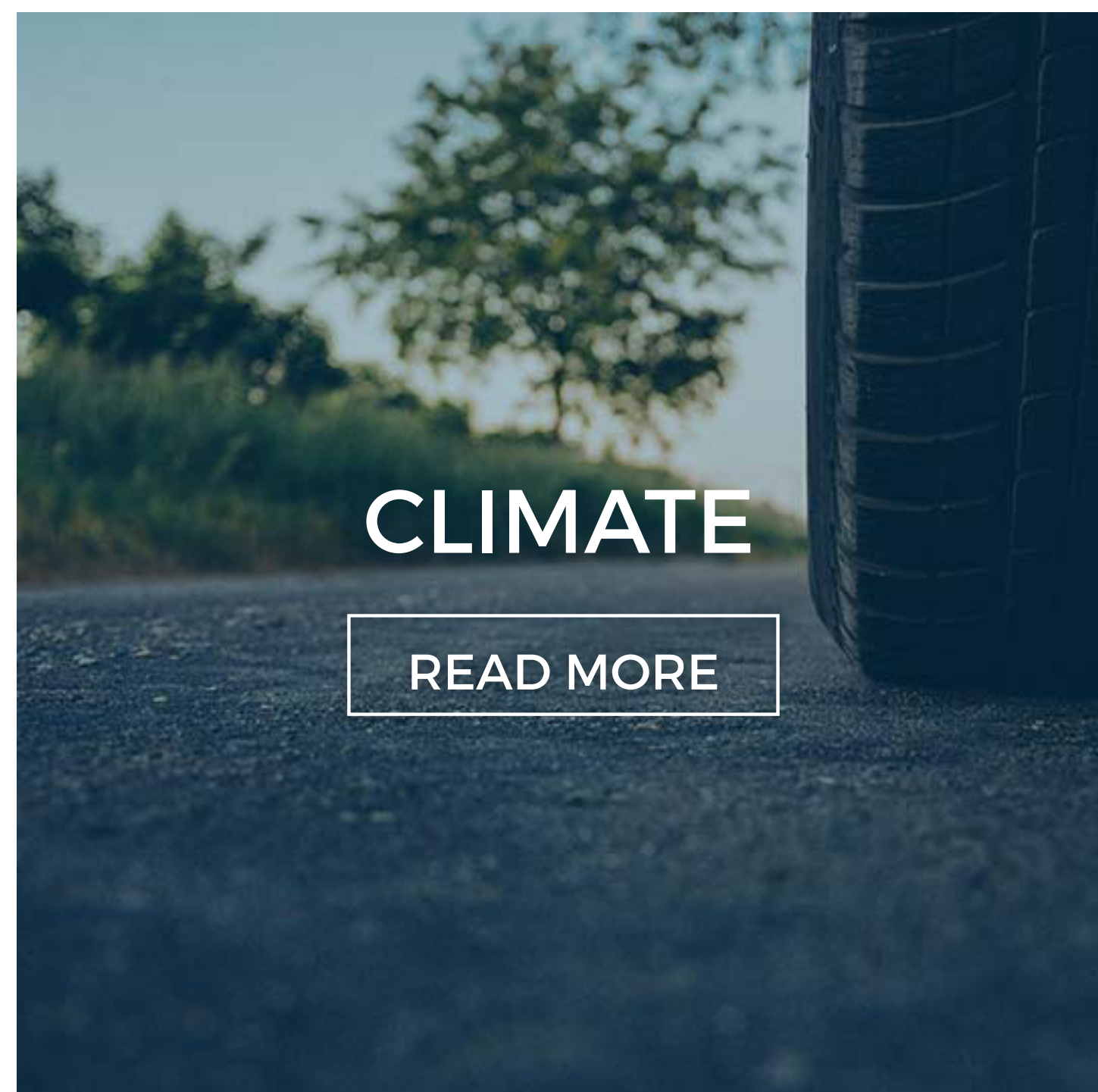
# SUSTAINABILITY

HOME | SUSTAINABILITY



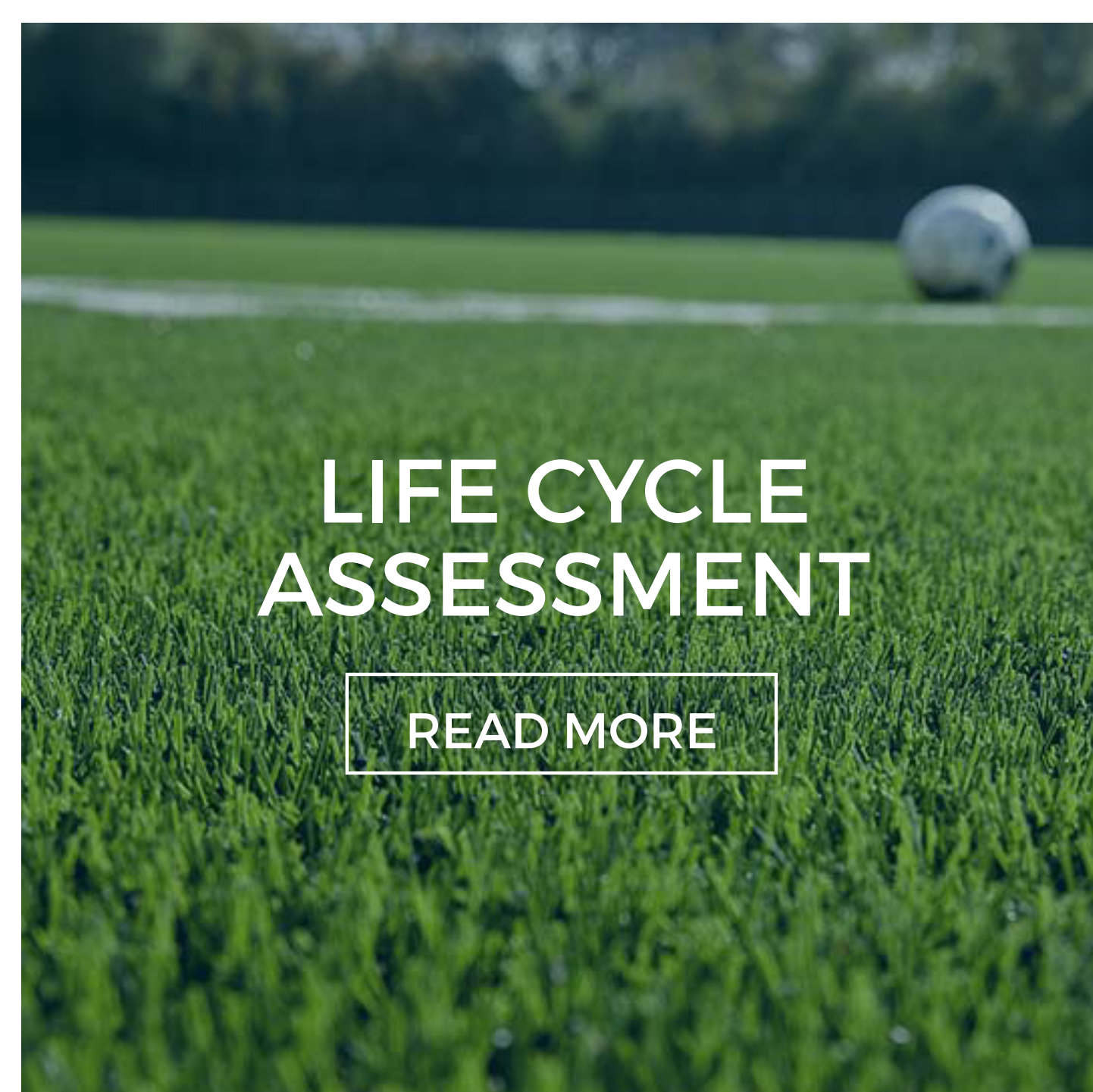
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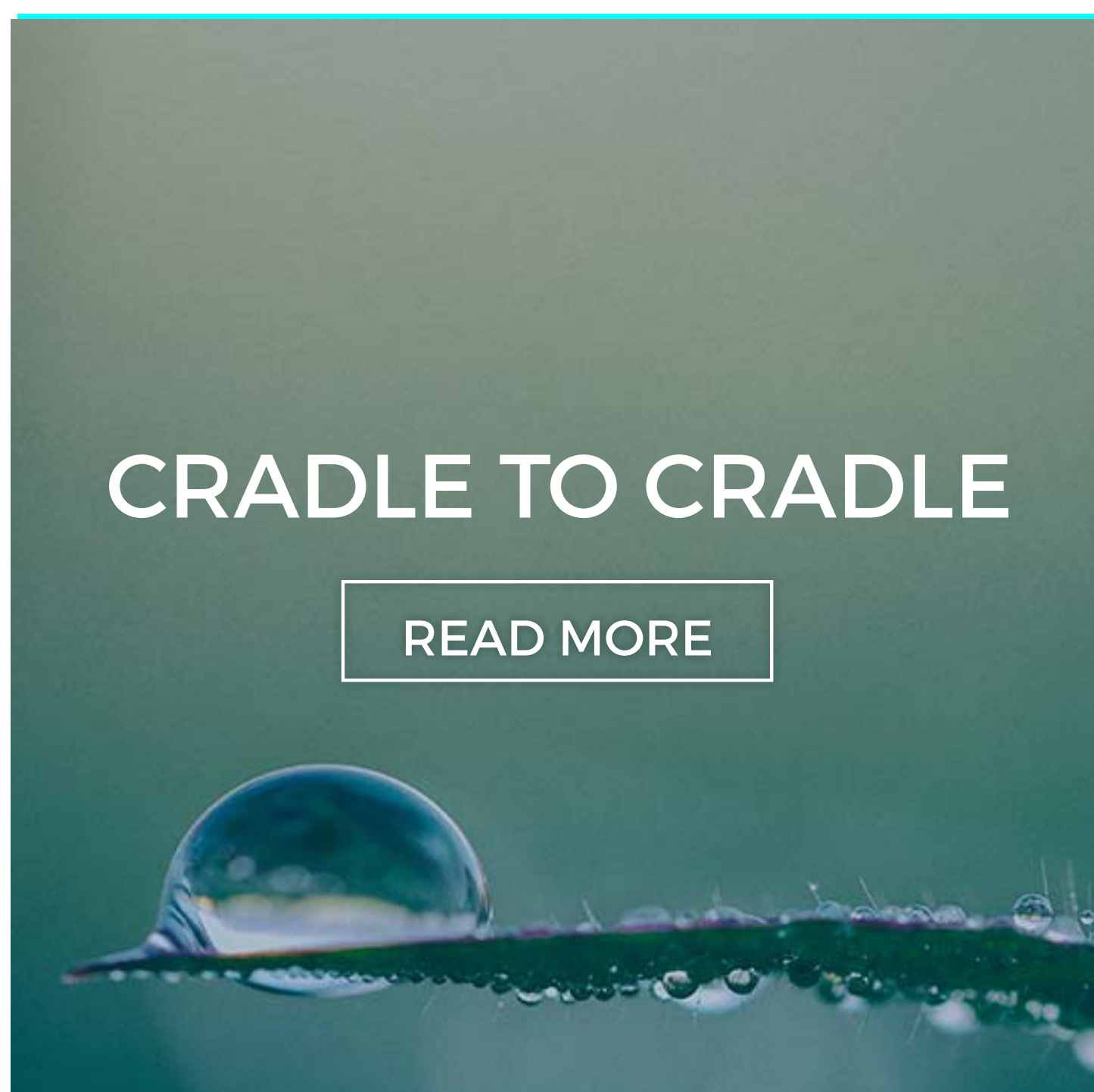
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## “GENANVENDELSE – MEANS RECYCLING IN DANISH”

Tyres are made from rubber, steel and textile. The quality of tyres is a safety matter of life and death for the motorists – therefore the tyre manufacturers only uses the very best raw materials in the production.

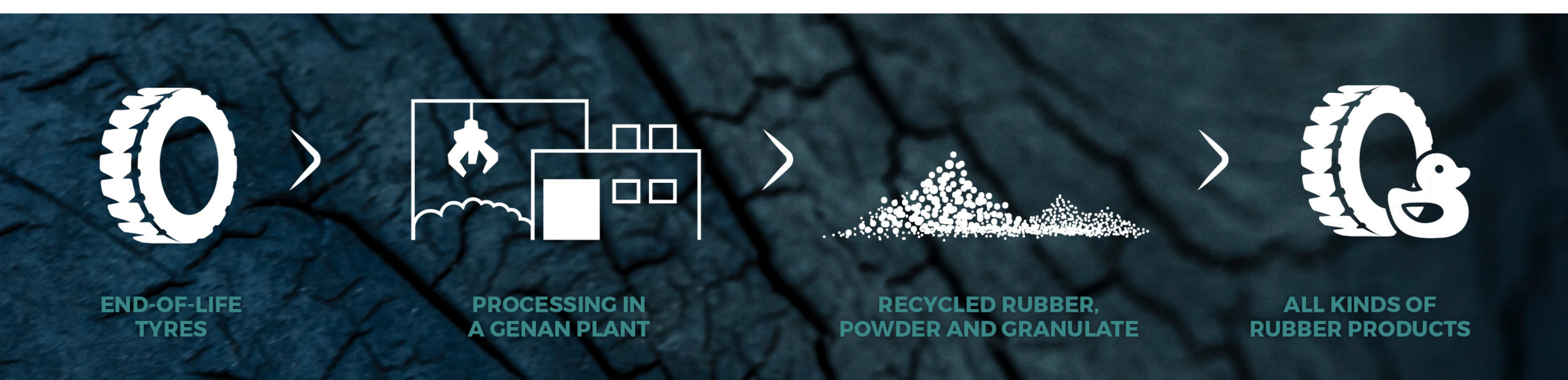
For decades tyres were landfilled after end of use, a very unsustainable disposal solution that, unfortunately, is still widely used throughout the world. Later, the energy content of end-of-life tyres was utilized by incineration in e.g. cement kilns. This was clearly a step forward in comparison with landfilling, but the good raw

materials were destroyed, and only a small fraction of the energy originally invested in the production of the tyre was recovered. The most sustainable solution is material recycling by processing the end-of-life tyres into new, high quality, raw materials which are able to substitute virgin rubber and steel.

A solution is only truly sustainable if you can document the positive impact on the climate, if there are no negative impacts to the environment, if there are no health risks connected to the use of the recycled materials

and if the quality of the recycled materials is so high that the public and the industry are prepared to use it for substitution of virgin materials.

Tyres are made from scarce resources. Supply of virgin steel will be limited in the future and production of natural rubber means clearance of rain forests leading to lack of biological diversity and less absorption of CO<sub>2</sub> from the atmosphere.



“  
**Substitution of natural rubber by recycled rubber powder saves rainforests by avoiding new rubber plantations.**  
**And it saves CO<sub>2</sub> as rainforests absorbs more CO<sub>2</sub> than rubber plantations.**  
 ”



WATCH THE VIDEO

KNOWLEDGE-BASED  
**RECYCLING**  
 CONCEPTS



EMBED  
<https://www.youtube.com/watch?v=kRTw71dxvnt&t=5s>