

2025 Rubber Recycling Symposium

Preliminary Program-at-a-Glance

Calgary, Alberta

October 8-9, 2025

**Program times and speakers are subject to change.*

“Tires Reimagined: Sustainability in Motion”

DAY 1: INNOVATIONS, POLICIES, & SOLUTIONS

Wednesday, October 8

6:00 - 7:30 am

Exhibitors Move-In

7:30 - 8:30 am

Delegate Registration & Breakfast

8:30 am

Welcome & Opening Remarks

*Chris Figel, Executive VP and General Counsel, AirBoss of America Corp.
& Chair, TRAC Board of Directors*

Carol Hochu, President & CEO, TRAC

09:00 am Global Perspectives on Tire Recycling: Europe, Canada, and the U.S.

This session explores global approaches to tire recycling, highlighting the policies, practices, and innovations that continue to shape efforts in Europe, Canada, and the United States, and comparing their effectiveness in promoting sustainability and circular economy goals. Representatives from ETRMA, CATRA, and USTMA will share regional updates on tire recycling performance, policy frameworks, and diversion rates. Attendees will also hear about innovative and even unexpected projects that could signal the next wave of transformation in sustainable tire management.

Alex Van Gelderen, Senior Manager ELT & Circular Economy, ETRMA

Steve Meldrum, CEO, eTracks Tire Management System and Chair, CATRA

Amelia Chucholowski, Manager, Sustainability and Recycling Policy, USTMA

10:00 am Spotlight on Tire Chemistry: Innovations in 6PPD Alternatives & Beyond

The USTMA is driving progress on one of the most pressing challenges in tire sustainability. Learn about groundbreaking efforts to identify safe, effective alternatives to 6PPD, the antioxidant compound critical to preventing tire degradation caused by ozone and airborne reactive oxygen species. Hear the latest developments from an industry expert as she shares cutting-edge research and insights into emerging strategies for managing chemicals of concern in tires.

Julie Panko, Senior Vice President, Exposure Sciences Principal Scientist

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10:45 am Refreshment & Networking Break

11:15 am Navigating Canada's Plastics Registry: What Tire Sector Stakeholders Need to Know

Phase 2 of the Canadian Federal Plastics Registry introduces new reporting obligations for organizations in the tire value chain. With the 2025 data reporting deadline set for September 2026, George Kendros from Environment and Climate Change Canada will join us to share key updates, milestones, and timelines. This session will help industry stakeholders understand what's required, how to prepare, and what's coming next in Canada's push for greater transparency and circularity in plastics management via a registry that includes tires.

George Kendros, Physical Science Senior Officer, Environment & Climate Change Canada

12:00 pm – 1:00 pm Lunch & Networking Break

1:00 pm Keynote: Stephanie Mull, Executive Director of the Tire Recycling Foundation: Meet the Tire Recycling Foundation—A New Chapter in U.S. Tire Sustainability

Tire Recycling Foundation (TRF) is a national initiative led by the U.S. Tire Manufacturers Association (USTMA) and the Tire Industry Association (TIA). In this session, Stephanie will introduce herself and share TRF's mission, strategic priorities, and vision for accelerating innovation and market development in end-of-life tire management.

1:30 pm Recycled Rubber & Sustainable Infrastructure: Advancing Rubber Modified Asphalt and Tire Derived Aggregate Research and Implementation

This session will showcase innovative strategies for expanding the use and implementation of Rubber Modified Asphalt (RMA) and Tire-Derived Aggregate (TDA). It will present how international learnings on RMA are being translated into local infrastructure solutions with focus on market development and performance-based validation of RMA. The latest State of Knowledge report on TDA will show that TDA not only supports sustainable construction, but also that it aligns with circular economy principles by minimizing waste and emissions.

Dr. Sina Varamini, General Manager, CRM of Canada

Dr. Hany El Nagggar, Professor, Department of Civil and Resource Engineering, Dalhousie University

3:00 pm Refreshment & Networking Break

3:30 pm The Global Threat to Tire Retreading

In an era of shifting global markets, evolving environmental regulations, and increasing competition from low-cost new tires, the tire retreading industry faces unprecedented challenges worldwide. The presentation examines the key economic, technological, and

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policy pressures threatening the global retreading industry. The presentation will outline the environmental and cost benefits at stake, explore strategies to counter misconceptions about retreads, and offer industry stakeholders actionable steps to strengthen retreading's market position, advocate for supportive regulations, and ensure the sustainability of retreading in a competitive global landscape.

David Stevens, Managing Director, Tire Retread & Repair Information Bureau (TRIB)

4:15 pm	Closing Remarks
5:00 – 6:30 pm	Networking Reception

DAY 2: SOLUTIONS IN RECYCLING & MANUFACTURING

Thursday, October 9

7:00 – 8:30 am Breakfast

8:30 am Driving Sustainability in Tire Manufacturing

Reducing the environmental footprint of tire production is a critical pillar in the global push for sustainability. Leading tire manufacturers are pioneering innovative technologies and strategies to meet key economic, environmental, and social performance goals. In this session, representatives from top global tire companies will explore their sustainability journeys, sharing bold ideas, real-world challenges, and their evolving vision for a greener future.

Maureen Kline, Vice President, Public Affairs & Sustainability, Pirelli Tire North America
Louise Touze, Director for Public Affairs, Michelin Canada

10:00 am Refreshment & Networking Break

10:30 am What's New in Non-Mechanical Tire Recycling Technologies?

As the circular economy for tires gains ground, pyrolysis and devulcanization stand out as the most commercially viable non-mechanical methods for transforming end-of-life tires. Pyrolysis converts scrap tires into oil, gas, and recovered carbon black through thermal decomposition, while devulcanization breaks sulfur bonds in rubber to restore flexibility and reusability. Join industry experts as they unpack the latest innovations, practical advances, and future potential of these powerful recycling technologies.

David Steinmetz, Technical Director, MTG Recycling Services, Kal Tire
Dr. Linda Mitchell, Science, Research and Innovation Manager, at Tyre Stewardship Australia

12:00 – 1:00 pm Lunch & Networking Break

1:00 Keynote: Fredrik Ardefors, CEO of Swedish Tyre Recycling Rubber Reimagined: A Nordic Update

Back on our conference stage, Fredrik Ardefors, CEO of Swedish Tyre Recycling (SDAB), returns to share what's new in Sweden's pioneering tire recycling system.

2:00 pm CEO Panel

Returning by popular demand, our closing session spotlights a dynamic panel of CEOs from the tire recycling and rubber molded products sectors. With deep industry insight, they'll share candid perspectives on evolving market trends, innovation challenges, and the path to thriving within the circular economy.

Barry Takallou, President & CEO, CRM
Emmie Leung, Founder & CEO, Emterra Group
Paul Downey, CEO, Pliteq

3:30 pm **Closing Remarks**

DAY 3: OPTIONAL TOUR—Kal Tire Retread Facility

Friday, October 10

TRAC has organized a tour of Kal Tire retread facility. Pre-registration for the tour is required and available for a nominal fee. Interested attendees can secure their spot by registering at <https://www.tickettailor.com/events/rubberrecyclingsymposium2025/1667930>.

Preliminary Itinerary as follows:

8:00 am	Depart the Fairmont Palliser Hotel
8:45 am	Arrive at Kal Tire retread facility (7307 40 St SE Unit 105, Calgary, AB T2C 2K4)
Noon	Lunch
12:30 pm	Depart Kal Tire
1:00 pm	Arrive Fairmont Palliser Hotel

About Kal Tire

Kal Tire is Canada's largest retreading company, helping commercial truck and mining customers extend the life of their tires and reduce their carbon footprint by applying a new tread to the casing of used tires. Each time Kal retreads a commercial truck tire, almost 57 liters of oil are saved compared to manufacturing a new tire. This environmentally friendly practice also reduces the amount of virgin materials required to manufacture a tire (rubber, steel, and carbon black). To meet the growing demand for this alternative to scrapping tires, Kal Tire has expanded its retread services internationally, operating six state-of-the-art OTR (off-the-road) tire retreading facilities in Canada (two), the UK, West Africa, Mexico, and Chile.