



Maple Program helps customers advance sustainability with proven data

Today, more than ever, the sustainability of mining companies is being closely monitored. Tracking environmental impact and ESG targets, and exploring responsible solutions are all critical steps for modern mining operations.

For decades, Kal Tire has focused on providing and developing sustainable solutions as part of its tire management services. Offerings such as retreading, Ultra Tread™ and Ultra Repair™ not only extend the service life of tires, often by thousands of hours, and reduce total cost of ownership, but they also use fewer raw materials and less fossil fuel than in the manufacture of new tires.

While the environmental benefits of these offerings have been widely understood—reduction of carbon footprint and the amount of scrap tires to landfills—there has previously been no proven way to quantify actual environmental savings.

Until now.

“We always knew retreading was better for the environment, and many have made those claims. We saw an opportunity to be able to tell customers how much better and provide quantifiable information,” says Darren Flint, VP tyre lifetime services and VP Europe and West Africa, Kal Tire’s Mining Tire Group. “Our customers are very committed to sustainability and the demands of their ESG initiatives are changing. We set out to develop a creative, fact-based solution that would accurately quantify the environmental benefits of our tire life offerings and enable customers to satisfy stakeholder reporting requirements.”

The result is the **Maple Program**, which is based on Kal Tire's custom-built carbon calculator. The calculator determines actual data related to carbon and oil savings achieved when using Kal Tire's sustainable tire solutions, and the Maple Program shares that data for customers' environmental reporting.

Accredited and certified by SCS Global Services, an international leader in third-party environmental certification, Kal Tire's carbon calculator provides oil and carbon emissions saved in raw material consumption and in production energy during retreading compared to producing a new tire. The Maple Program shares that actual proven data in a certificate and recognizes customers with one to five maple leaves according to tonnage or percentage of the fleet running retreads or when using Ultra Tread, and now Ultra Repair™, which has recently been added to this important environmental program.

Ultra Repair is Kal Tire's exclusive process for repairing large injuries to a tire that would otherwise be scrapped.

With Ultra Tread, the tire is removed after completing its planned hours on the front position of haul trucks. Instead of being rotated to the rear to run out the remainder of life, the Ultra Tread process is performed, restoring the tire to its original tread depth and returning to the front position. Depending on the tire's strength and integrity, this process can potentially be performed multiple times, bringing even greater carbon savings and returns on investment.

"Giving customers accredited fuel and production emission savings for each of these offerings is another way we can help mines meet their sustainability goals while reducing their tire spend," says Flint.

To help customers gain the necessary data to demonstrate their efforts when retreading or using Ultra Repair, in developing the carbon calculator, Kal Tire analyzed more than 125,000 retreading production records spanning 20 years and thousands of Ultra Repair and Ultra Tread records.

Launched in 2019, the Maple Program was first rolled out in Chile, where 2021 environmental laws dictate responsible tire recycling, of which retreading is an option. In the UK, customers are mandated to pay disposal fees on scrap tires and the Maple Program has seen a strong response there, with many national quarry groups already signed up to the program.

"We've been so inspired by customers keen to create positive change, and this is just one piece of their ESG strategy—but it's a really accessible, practical piece of work with tremendous opportunity for impact."

The Maple Program is now rolling out to other regions where Kal Tire operates.



Sample Maple Program certificate detailing a company's carbon savings.



MINING MAGAZINE 2020 AWARD WINNER

The annual Mining Magazine Awards recognize outstanding companies, projects and technologies that have made a mark on the mining sector over the past year. Kal Tire was honoured to receive the award in the category of Environmental Excellence for its Maple Program.

