



The Ultimate Solution

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April 2008

SAPPHIRE'S COOPER TIRE WIN REDUCES CARBON FOOTPRINT

Cooper Tire and Rubber Company Europe Ltd - based at Melksham, Wiltshire - has awarded a waste tyre collection contract to Sapphire Energy Recovery, drastically reducing previous miles travelled for waste disposal.

Sapphire Energy Recovery is now transporting the majority of the waste tyres generated during the manufacturing process to Lafarge Cement's Westbury Works just nine miles from Cooper Tire's Melksham factory, where they are consumed in the cement kiln.

Previously, Cooper Tire's waste tyres were transported to a Midlands location over a hundred miles away. The new Cooper Tire waste tyre collection contract is managed by SITA UK Ltd, the recycling and waste management company, out of its Bristol depot.

Scrap tyres have been providing a sustainable fuel alternative for the cement industry for well over a decade, providing an environmentally-beneficial outlet for the 40 million tyres removed from UK vehicles every year.

"We approached Sapphire as part of our aim to help Cooper Tire reduce its carbon footprint in terms of waste disposal," said John Hynes, Waste Contract Manager for SITA UK. "This new contract means the waste tyres travel far fewer miles than they did in the past, which is clearly better for the environment."

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“The disposal route is also beneficial to the environment,” added Ryan Mifflin, head of sales and marketing for Sapphire. “The tyres are fully consumed in the extraordinary heat of the cement kiln, energy is recovered and no waste is produced as a result. It’s a win-win situation for Cooper Tire, SITA UK, Sapphire Energy Recovery and Lafarge Cement.”

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