

Annual report 2024

Inspirational Poetry



Swedish
Tyre Recycling

"Every great thing the world has seen began as a spark in someone's imagination".

Astrid Lindgren

*"If it goes, it goes
- and if it doesn't, it still goes on".*

Selma Lagerlöf

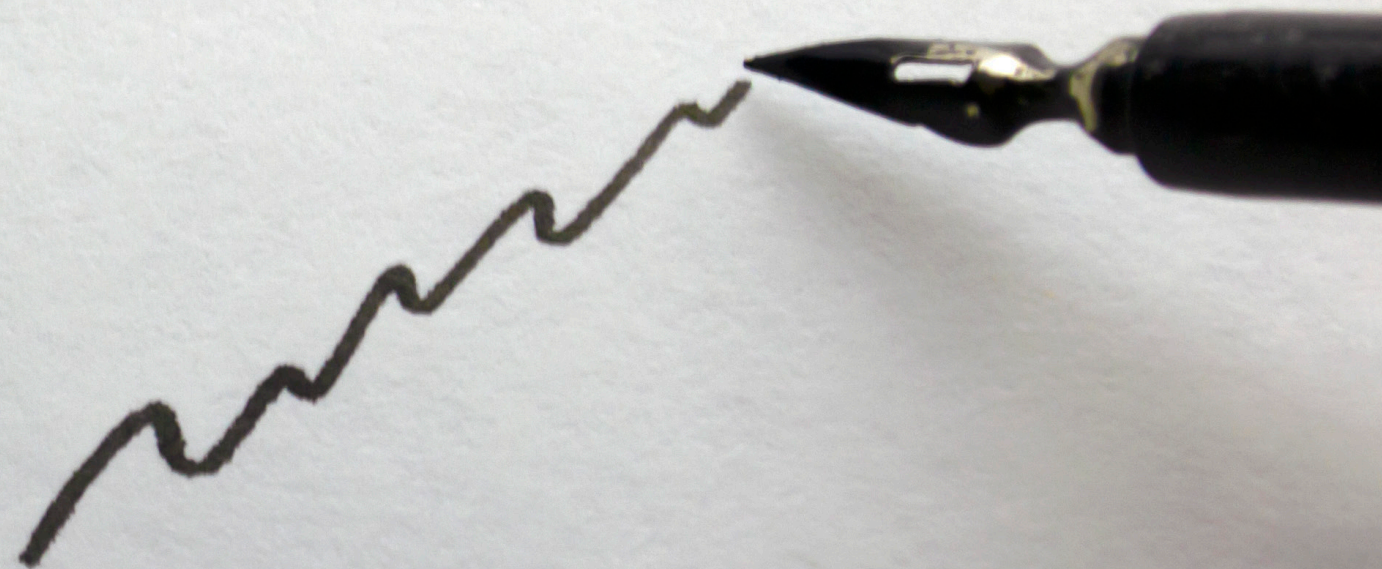
Swedish Tyre Recycling Association

Annual Report 2024
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Foreword

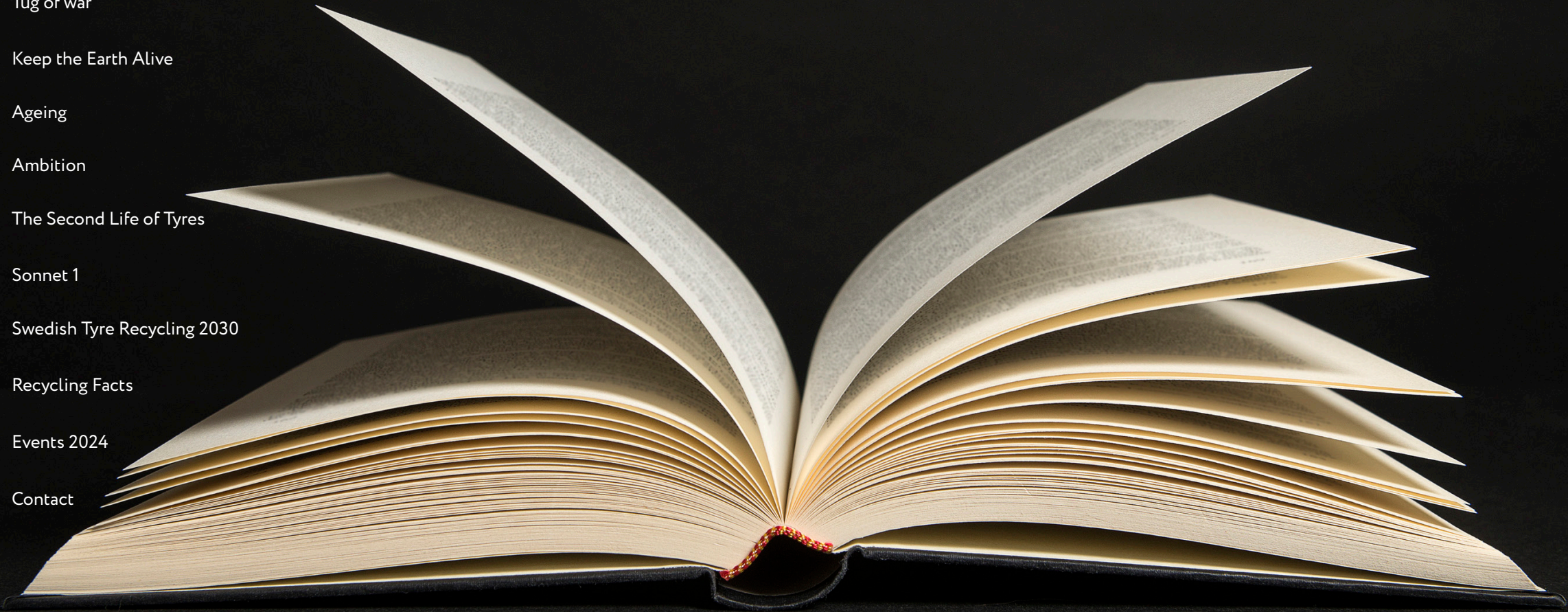
In Swedish Tyre Recycling's anniversary book, we ask ourselves what tyre recycling really is about. "It's about being human" - it's about being a person, about being humane, about finding balance between human needs, the planet's and ecosystems' conditions, health and environment. In the annual report 2024, we explore how we who work with tyre recycling identify with what we do. What attitude do we have and with what gut feeling do we go to work? We have chosen poetry as the form for personal expressions. Poetry, lyrics, quotes, etc. are often a concise way to describe events, thoughts or feelings. The collected works that have been selected or written by hand in the annual report provide a picture of how we view our mission. Perhaps it can inspire you and those around you to also formulate something about us or about your own mission?

Welcome to the 2024 Annual Report, Inspirational Poetry
Fredrik Ardefors, CEO



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Words

What would the world be without words?

Perhaps words and the wheel belong to the same category of unique enablers for humanity. Both are about communication, but one concerns physical movement and the other vibrations in the air. Sometimes they are interchangeable when we interact, but often they complement each other. Here they collaborate in a text about responsible circularity. What would the world be without words? What would the world be without wheels?

What a wonderful world inspired by Louis Armstrong

*I see the world, where used things find new life,
From worn-out paths to fresh starts, free from strife.
From darkened roads to fields of green,
A step toward a future where hope is seen.*

*And I see the world, with hands intertwined,
Turning what was lost into something refined.
Like stars in the sky, we make our stand,
To heal the earth, to take a helping hand.*

*And I see the world, blooming so bright,
As we come together, united in light.
Each piece we restore, each change we make,
A future reborn, for all our sake.*

*I look at the world, where we all play a part,
With strength in our actions and hope in our hearts.
From waste to treasure, we rise and renew,
Together for tomorrow, with skies so true.*

*So when we look at the world, with hearts full of grace,
We see a future where we all have a place.
Through every step, we build our dream,
For a better world, where nothing's lost in the stream.*



This poem, inspired by Louis Armstrong's song "What a Wonderful World", reflects the work with tyre recycling as a symbol for creating a better future for our planet, where perspective and action are key to achieving the goal. It is important for me to be part of something that is positive for our future, but also exciting to share goals with like-minded people and to pursue a goal together. After all, I am leaving this world to my children.

Marizela Snäll, Customer Service Representative & IT Coordinator

The Ugly Duckling by H.C Andersen

And the great swan gently brushed the young swan's feathers with its beak. 'Welcome!' they all said, bowing their heads. But the young one felt so shy, so overwhelmed - it did not know where to look. It was filled with joy, but not with pride, for a kind heart never grows proud. It thought of how it had once ridiculed and chased away, and now it was hearing that it was the most beautiful of all the beautiful birds. The lilac bushes bent their branches towards the water, and the sun shone warmly, kindly. Then its feathers fluttered, its slender neck stretched tall, and from the depths of its heart it cried: 'I never dreamed of such happiness when I was the ugly duckling!'

Just like the despised duckling that turned out to be a magnificent swan, recycled tyre material is a relatively underestimated material whose value and potential are often overlooked. At first glance, end-of-life tyres are often perceived as black, bulky and seemingly unusable. But like the duckling, something valuable hides beneath the unattractive surface. Now this is about tyre recycling, but it can also be a symbolism for something greater, to see beyond the obvious and discover the hidden possibilities. In H.C. Andersen's fairy tale, it took time and transformation for the duckling to be recognised as the beautiful swan it had always been. Similarly, tyre recycling requires vision to release the value and hidden potential that has always been there. At the end of the tale, the duckling was told that it was "the most beautiful of all beautiful birds", despite having previously been despised and driven away. In the same way, recycled tyre material can become one of our most valuable resources in a circular economy, if we only have the wisdom to see beyond the surface.

Frida Grunewald, Communications Manager

In Motion by Karin Boye

*The day of fullness is never supreme.
The finest day burns with thirst and dream.
Our journey has purpose, this much is true,
But the path itself is what beckons you.
The sweetest destination: a single night's rest,
Where flames dance quickly, bread shared with zest.
In places where we lay our heads but once,
Sleep comes gently, dreams sing in response.
Rise up! Move on! Dawn breaks anew.
Boundless stretches our grand venture through.*

The goals for tyre recycling can change over time, and new ones will emerge – but there will always be goals. The journey towards the goal is the most exciting part to be involved in. As there are several goals, the paths are also multiple, sometimes they are straight and staked out, sometimes very winding. Sometimes something can happen that forces a straight path to be redirected, which means a detour, sometimes it can become one-way and sometimes you have to make a U-turn and go back to start again. Sometimes it feels like you are driving on worn summer tyres on ice, sometimes you have studded tyres and drive safely. Regardless, it is an exciting journey towards each goal.

Veronica Roth, Head of Customer Service



Tug of war

*It's a tug of war
Man against nature
Man against man*

*Mine versus yours
Open versus closed*

*Model A or model B
Global or local*

*Emotions towards intellect
Fact towards belief*

*Silo or system
Top or bottom
2050 or 2030*

*Past
Future
Nose
Horizon*

*Thesis and antithesis
Will they come together*

*Can we change perspectives
When what we thought changes*

*Will we see it
Do we understand*

*When truth is challenged
For bad or greater good*

*Let go of the rope
And find the invisible flow*

*Channel the energy field
From conflict to power*

*Dialogue, creation, fun
Sensing, thinking, morphing*

*Respect
Encourage*

*No tug of war
No thug of war*

*To be or not to be
I choose to be*



This poem of mine reflects on the daily reality of trying to find balance in our mission at work and the circumstances that influence society, life, human inadequacy and expectations on performance. It is a mirror image of trying to find new paths in complex realities. It is about being humble but still aiming for leadership through an open mindset.

Fredrik Ardefors, CEO

Keep the Earth Alive,
in style of Nat King Cole

*The river's flowing, the trees are tall,
The birds are singing, hear their call.
But if we don't care, if we close our eyes,
How will we see the stars in the skies?*

*Keep the earth alive, keep it shining bright,
Let the sun rise high, and the stars at night.*

*Take the time to love, take the time to care,
For the world we share, it's precious, rare.*

*The mountains stand with grace and might,
But we must protect them, day and night.*

*Let's plant a seed, and let it grow,
For the earth, we must cherish and show.*

*So let the flowers bloom and rivers flow,
And let the wind sing softly as we go.
For this earth, our home, is the one we hold dear,
Let's give it love, year after year.*

Nat King Cole performed as an artist in the 1950s. During that time, few artists sang about the environment in the way we see today. Environmental awareness as we know it today only gained momentum in the 60s-70s. Nat King Cole had songs that sometimes celebrated the beauty of nature. His songs about love and nature often reflected a deeper appreciation of the world around us. I have chosen this text because it reflects the style of the 50s – simple and positive, but with a message about protecting nature for future generations. It has been reworked to fit the sophisticated and romantic tone that Nat King Cole was known for, with a light and melodic feeling. Already in the 50s, people began to understand the long-term effects of our impact on the environment. Through this text, I want to highlight the timeless simplicity of appreciating and preserving nature, so that future generations can enjoy it just as I do today.

Jenny Eliasson, Customer Service Representative & Transport Administrator

Ageing. Proverb by Ingrid Bergman

*Ageing is like climbing a mountain.
You get a bit out of breath, but the view gets much better!*

Swedish Tyre Recycling... 30 years!

And likewise for a company that recycles - it struggles through fatigue and challenges, but each step renews and gives new life.

At first, it may feel like climbing a mountain, with old materials and lost resources. But when the summit is reached, we see everything from a new perspective. Waste becomes resources, spillage becomes valuable, and the view shows a world where nothing goes to waste.

Ageing, like the path of recycling, bestows wisdom through the years and lessons through the struggle. Every small change leads towards a sustainable future. So as we climb upwards, perhaps a bit tired, we see a world where the old gains new life, and we stand stronger than ever, with a better view - for both ourselves and the planet.

Susanne Björkman, Financial Manager



Ambition. Quote by Oscar Wilde

Our ambition should be to rule ourselves, the true kingdom for each one of us; and true progress is to know more, and be more, and to do more.

This quote by Oscar Wilde underscores the notion that genuine fulfilment and achievement come from within, and that our aim should be to become the best version of ourselves - whatever that may entail. It is up to each individual to determine.

Peter Selemark, Commercial Manager

The Second Life of Tyres

*In a world of wheels, where tyres abound,
There's a hidden treasure, waiting to be found.
Old tyres, worn and weary, tossed aside with haste,
But in their rubbery depths, there's no room for waste.*

*A recycling plant, with machines so grand,
Turns these tyres into something planned.
They shred and grind, with a mighty roar,
Creating new materials, from the old and sore.*

*Meet Jack, a man with a vision so clear,
To boost recycling, year after year.
He works day and night, with passion and zeal,
To show the world, recycling's real deal.*

*But not everyone sees, the value in this quest,
Some folks think recycling's just a jest.
"Why bother with old tyres?" they scoff with glee,
"Burn them for energy, that's the key!"*

*Others, with a calculating gaze,
Say, "Recycling's too slow, let's set them ablaze.
Energy recovery's quicker, and brings in more cash,
Forget about the planet, let's make a big splash!"*

*Yet Jack, undeterred, keeps pushing ahead,
Despite the opposition, and the words they said.
He knows that in the end, his efforts will pay,
For a cleaner, greener world, is on its way.*

*Rubber granulate and powder, from tyres once bold,
Become playground surfaces, for children to behold.
Jack's hard work and dedication start to show,
As the town's landfill shrinks, and recycling grows.*

*Those who chase profits, with their eyes on the price,
Miss the bigger picture, to no one's surprise.*

*For in their quest for money, they fail to see,
The true value of recycling, for you and me.*

*So next time you see, a tyre old and worn,
Remember its potential, to be reborn.
Through recycling's magic, it finds new life,
Reducing waste, and easing Earth's strife.*

The poem is created by AI with inspiration from John Cleese (Monty Python) and is meant to reflect Swedish Tyre Recycling's long-term work to find value in recycled tyre material. There are still those who see tyres as waste, something that should either be buried or burned. Incineration of end-of-life tyres can serve a purpose when it replaces virgin materials, but material recycling as much as possible creates higher value in the end - both economically and environmentally, I believe.

Peter Nordahl, Technical Manager

Sonnet 1

From fairest tyres we desire increase
by William Shakespeare

*From fairest tyres we desire increase,
That thereby beauty's rose might never die,
But as the ripper should by time decease,
His tender heir might bear his memory:*

*But thou, contracted to thine own bright eyes,
Feed'st thy light's flame with self-substantial fuel,
Making a famine where abundance lies,
Thyself thy foe, to thy sweet self too cruel.*

*Thou that art now the world's fresh ornament,
And only herald to the gaudy spring,
Within thine own bud buriest thy content,
And, tender churl, mak'st waste in niggarding.*

*Pity the world, or else this glutton be,
To eat the world's due, by the grave and thee.*

Shakespeare's first sonnet spoke of tyres so fair,
So strong, so bright, yet worn with time and wear.
And when they die, their value lingers still,
For in their form remains a future's will.

If well preserved, they may be born anew,
He warns us not to waste what still has use.
Let not them fade, nor left to rot in vain,
For life returns if we but see it plain.

A word was changed, and some believe they see,
That Shakespeare spoke of heirs, not tyres, indeed.
Perhaps they are right, but think upon this too:
When he wrote verse, no tyres came into view!

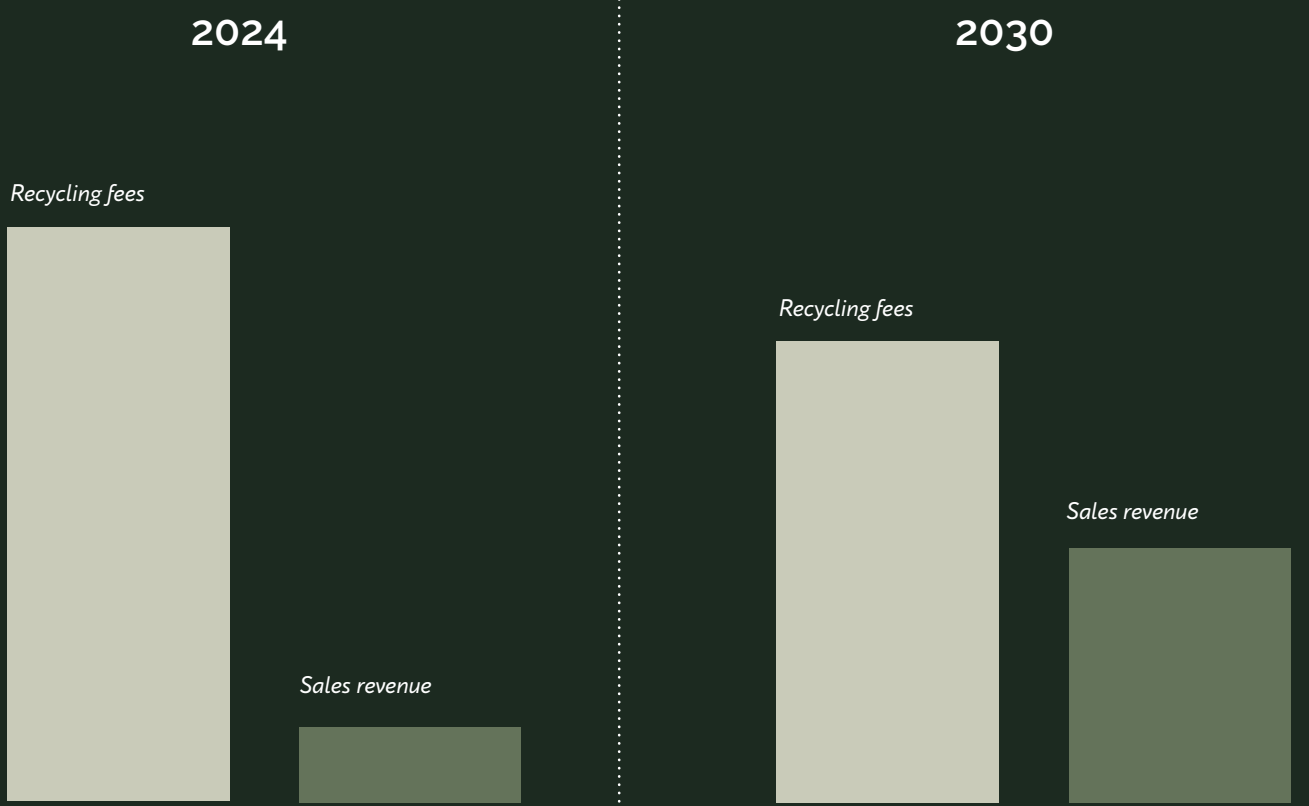
An employee

Swedish Tyre Recycling 2030

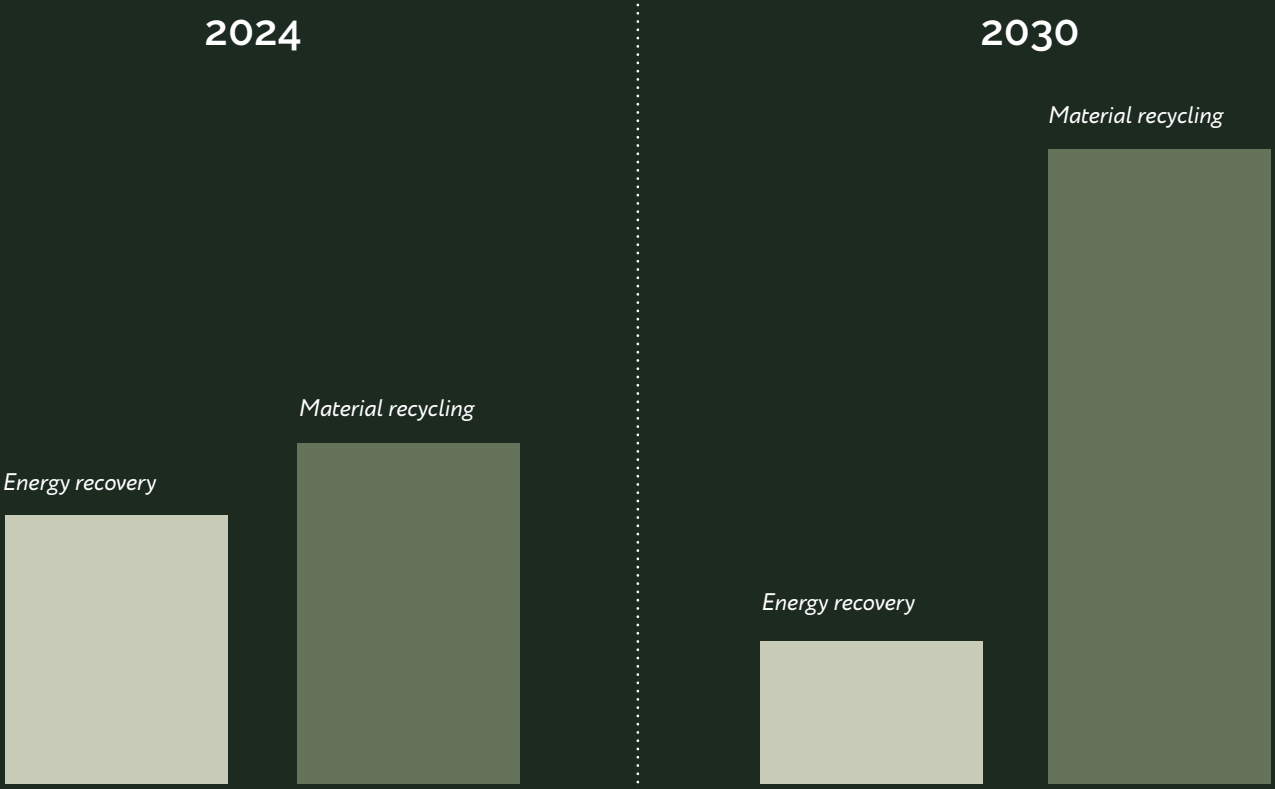
We are raising the bar! Our goal is to contribute to a more positive environmental impact and a more balanced economy for tyre recycling within five years. By increasing value creation for customers who use our recycled material, the value of the material will rise. At the same time, we apply the good

recycling models presented in the White Paper on Sustainability. The goal is to help reduce the overall environmental impact throughout the tyre's lifecycle, from raw material through manufacturing and use, and ultimately move towards a totally positive footprint.

Financial objectives



Circularity



Recycling Facts

Swedish Tyre Recycling Association (SDAB) is an approved producer responsibility organisation for tyres in accordance with the ordinance (2023:133) on producer responsibility for tyres. Since 1995, Swedish Tyre Recycling has organised the collection and recycling of tyres under producer responsibility. The collection and recycling system is financed through recycling fees paid by the importer to Swedish Tyre Recycling. Swedish Tyre Recycling in turn, uses the recycling fees to finance free collection and recycling of end-of-life tyres from tyre workshops and other tyre handlers. After the importer has paid the recycling fees to Swedish Tyre Recycling, these are often passed on by the distributor, who in turn charges the consumer, which means that the consumer takes environmental responsibility by paying a recycling fee when purchasing new tyres.

The amount of end-of-life tyres that Swedish Tyre Recycling’s subcontractors collected on behalf of the company during 2024 was 86,927 tonnes, compared with 84,882 tonnes in 2023. The increased amount of collected tyres during the year reflects the slightly increased tyre sales, which in turn increases the amount of returned end-of-life tyres to collection points.

13, 483 collections were carried out during 2024. The number of affiliated collection points was 5,464 of 31 December 2024. The collection points consist primarily of affiliated tyre

workshops and car repair shops, but also include recycling centres and some other entities that handle tyres without engaging in tyre sales.

The amount of end-of-life tyres that were recycled and delivered to customers in 2024 was 75,541 tonnes, compared to 82,960 tonnes in 2023. The total inventory of collected end-of-life tyres, both processed and unprocessed, at the end of 2024 was just under 32,600 tonnes. This inventory decreased significantly at the beginning of 2025, through large deliveries of processed material.

After collection of end-of-life tyres at a collection point, they are transported to one of Swedish Tyre Recycling’s processing facilities. There they are weighed, inspected and sorted prior to processing. Usable tyres for further use or retreading are sorted out to the extent that is practically possible. The exact sorting and processing carried out depends on the specification of material that the customer has requested.

Swedish Tyre Recycling has, since taking over the collection and recycling operations in-house on 1 January 2023, worked purposefully to increase the proportion of material recycling. During 2024, we can see that this work has also begun to bear fruit.

Sales to various recycling alternatives are detailed in the table below (tonnes):

Recycling by category	2021	2022	2023	2024
Export of whole tyres	1 040	689	349	695
Material recycling for blast mats	8 639	5 978	3 477	2 903
Material recycling for granulate	161	27	0	0
Other material recycling	11 800	18 418	14 170	33 485
Material replacement	11 233	6 967	7 422	7 672
Energy recovery in cement industry	29 344	45 473	35 514	20 810
Energy recovery	18 135	23 210	22 029	9 975
Total recycled	80 348	100 761	82 960	75 541

Solar Cell Statistics

At Swedish Tyre Recycling’s facility in Linköping, solar panels are installed on the production hall’s roof. At the beginning of April 2025, the statistics showed that the facility had produced 46,4 MWh of energy over a year, thereby saving 327,2 tonnes of CO₂ – equivalent to 17,865 trees.

Customer Categories

Breakdown by customer type 2024

Customer Category	Number of tonnes
Tyre resellers	695
Blast mat manufacturers	2 903
Steel recyclers	3 571
Pyrolysis operators	15 376
Heating plants	9 975
Cement industry	27 026
Construction and engineering industry	7 672
Granulater	8 322
Total	75 541

Events 2024

QUARTER 1

Swedish Tyre Recycling is strengthening its organisation by appointing a technical manager to improve quality and support customer applications. The company officially launches its *Art of Recycling* initiative during the Tyre Industry Day. Artist Agnes Widbom opened the day by presenting her artworks created using granulate from recycled tyres. Swedish Tyre Recycling is commencing a project focused on automatic tyre identification and sorting, supported by a grant from the Swedish Energy Agency. The project is scheduled for completion in 2026.

QUARTER 2

In keeping with tradition, Swedish Tyre Recycling releases its annual report during late spring. This year's report was dedicated to celebrating the company's 30th anniversary. The company was founded in 1994, with its first collection undertaken in early 1995. In 2023, the organisation took a significant step towards fully coordinating its operations, spanning from collection and processing to marketing and sales of recycled raw materials. This laid the foundation for the next 30 years of Swedish Tyre Recycling. A foundation designed to enable increased utility, a more positive environmental impact, and higher economic efficiency. The ambition remains, as before, to be a prime example of creating both models and strategies, while contributing inspiration, creativity, and concrete action to support a more sustainable society. In April, Swedish Tyre Recycling and its subsidiary Bon Orbit strengthened their market and sales organisation by recruiting a commercial manager. The recycling facility in Åshammar, just outside Gävle, was inaugurated in May. The facility is operated by the family-owned company Simmarängs AB. The opening was well-attended. The day began with a welcome speech by Jan Fagerström, Business Development Director of Sandviken Municipality, followed by Swedish Tyre Recycling's CEO Fredrik Ardefors. In May, at the invitation of the Bureau of International Recycling (BIR), Swedish Tyre Recycling delivered a presentation in Copenhagen about the company's work and future strategy. BIR is an organisation supporting recycling industry interests at an international level, currently representing more than 30,000 companies worldwide, with direct membership of over 1,000 companies and 36 national associations from 71 countries. Collectively, these members constitute the largest international recycling federation. In June, Swedish Tyre Recycling launched a new website. Updating the website was a natural step following the company's takeover of tyre recycling operations in-house at the beginning of 2023. This created new needs and opportunities to communicate both new and existing initiatives. The website's ambition was to strike a balance between a platform that stands out and feels unexpected for a tyre recycling company, while simultaneously sparking curiosity and interest in visitors, regardless of their prior experience in the field. The initial results from the collaboration with American MycoCycle regarding granulate and fungal mycelium show promising effects in creating biomass and nutrition from the material.

QUARTER 3

On 28 August, Swedish Tyre Recycling inaugurated its facility in Ekeby, southern Sweden. The facility operates in collaboration with Fredrik Malm Transport AB. The site processes approximately 10,000 tonnes of end-of-life tyres annually. This is also the location of Swedish Tyre Recycling's customer service department. Beginning in Ekeby, Swedish Tyre Recycling starts delivering recycled materials in containers, thereby connecting several international customers to the company. Swedish Tyre Recycling visited Michelin's headquarters in Clermont-Ferrand for a study visit. The visit was part of expanded collaborations with various tyre manufacturers, focusing on a holistic view of the tyre lifecycle. These visits aim to deepen knowledge about the tyre as a product before it becomes end-of-life, recognising the importance of understanding the entire value chain, tyres' chemical composition, and future developments. Swedish Tyre Recycling has negotiated with Emtunga Transport to establish an expanded tyre sorting facility in Vårgårda. The facility will handle 10,000 tonnes of tyres per year.

QUARTER 4

On 10 October, Sweden's northernmost tyre recycling facility was completed. The facility in Ånäset, Robertsfors Municipality, is a collaboration between Swedish Tyre Recycling and EcoRub, with a capacity to process up to 10,000 tonnes of end-of-life tyres. In collaboration with C3C, concrete blocks with sound-dampening rubber-clipped sides were developed, and the noise reduction results are extremely promising. Swedish Tyre Recycling's Art of Recycling concept expanded towards the end of the year through collaborations with metalsmith Alexandra Moreno, artist Agnes Widbom, and glassblower Lisa Ericson Hartwig. Alexandra Moreno, a graduate of Konstfack, was invited to Stockholm Craft Week where she contacted Swedish Tyre Recycling to create a sculpture from recycled tyre rubber. The result was "A Knot in Motion", manufactured entirely from granulate and powder from recycled tyres. Agnes Widbom also worked with granulate powder from recycled tyres in her artwork "The Sun". She placed the material on limestone paper, which she then blew out. The breath serves as a metaphor – if we use more recycled materials, the Earth will exist longer, and humans can breathe longer. The artwork was placed in sunlight, where the material shifted to a lighter shade, symbolising a transition from something negative to something positive. The collaboration with glassblower Lisa Ericson Hartwig, also from Konstfack, began at the end of 2024, with the finished result in early 2025. Lisa became fascinated by the steel in tyres and integrated it into her glass painting. During the process, beautiful patterns of air bubbles formed around the steel wires, reflecting light in a unique way. The result was a transparent glass sculpture where the steel functions as a visual detail. In conjunction with Swedish Tyre Recycling's 30th anniversary, this was commemorated with a jubilee book. The book is a tribute to recycled tyre raw material and the infinite possibilities the material offers. It is a coffee table book of over 300 pages, featuring everything from material knowledge and material applications to what happens when tyres meet art. The book was sent for production at the end of 2024, and the printed edition was delivered in early 2025. Swedish Tyre Recycling has contributed resources to the Tyre Specialists' National Association ("Däckspecialisternas Riksförbund, DRF"), both of which are part of the umbrella organisation Tyre Industry Sweden. In autumn 2024, Fredrik Ardefors, CEO of both Tyre Industry Sweden and Swedish Tyre Recycling, left his role as CEO of DRF. Swedish Tyre Recycling has supported DRF by providing resources in several areas, but DRF has ensured the continuation of operations through its own recruitment.

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Interested in Purchasing Material?

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About Swedish Tyre Recycling Association

Since 1994, Swedish Tyre Recycling Association ("SDAB") has been a non-dividend recycling company that, under the ordinance on producer responsibility for tyres (2023:133), organises the collection and recycling of approximately 90,000 tonnes of tyres that are annually discarded in Sweden. To achieve sustainable management of our tyres, we have, starting in 2023, together with regional partners, established a unique and world-leading recycling organisation aimed at increasing material recycling, creating opportunities for new applications, and enhancing the value of recycled tyre raw material. In this work, Swedish Tyre Recycling aims to contribute with knowledge and curiosity about recycled tyre rubber and to develop a recycling organisation that inspires creativity and innovation. Learn more at sdab.se.

