

No fear.  
No limits.  
No excuses.

**Annual report 2025**

*Theme: Attitudes*



**attitude** noun

- *a feeling or opinion about something or someone, or a way of behaving [...]*

*It's too hard.  
It would never work.  
What if it is dangerous?  
It works well enough as it is.  
We don't really know how to do it.  
The regulators need to lead the way.  
Someone else could probably do it better.*

***We got tired of excuses and decided to act.***



## Foreword

The world of tyre recycling is full of attitudes, both positive and negative. Some people think it could not be that hard to deal with those round black objects, while others consider it a dirty and demanding work. There are those who believe that tyres should not be recycled at all since it should be possible to produce tyres that do not wear out. Some want to make new tyres from old ones, while others argue that this is almost impossible. There are those who love the material and those who feel uncertain about what it contains.

A common attitude is that tyre recycling is difficult to develop in a way that benefits both the environment and the economy. This is a mindset that we want to challenge with this annual report. Because we have tried, seen that it is possible, and are determined to take the next step from a subsidised activity to a

market driven business. Now we want to share our insights from having dared to challenge established truths, both our own and those of others, and to act on what we believe in. This is the story of how we have acted on our convictions and overcome fears, limits and possible excuses. Are there similarities with an athlete, an artist, an entrepreneur or perhaps a punk rocker?

Most things are possible if you truly want them. But it starts with a clear goal and the right attitude. When different attitudes meet, tensions tend to arise. Use them to move closer to your goal.

Welcome to Swedish Tyre Recycling's annual report for 2025 with the theme of attitudes.

*Fredrik Ardefors, Chief Executive Officer*

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*May your choices reflect  
your hopes, not your fears.*

Nelson Mandela

*Life shrinks or expands in  
proportion to one's courage.*

Anais Nin

*The real voyage of discovery  
consists not in seeking new landscapes,  
but in having new eyes.*

Marcel Proust

*We cannot solve our problems  
with the same thinking we used  
when we created them.*

Albert Einstein

# Believing in what you do

All change starts with the will to achieve something. With clarity of mind and a strong sense of purpose. Swedish Tyre Recycling has consistently acted on a firm believe in tyre-derived materials, confident that it has far more to offer than many people realise.

Vulcanised rubber is a revolutionary invention that was adopted early by the tyre industry for its unique properties. Nearly 200 years of development have made it an integral part of everyday life. It has transformed the way we move and reshaped society as a whole. It is difficult to imagine modern society without tyres. Much of what we take for granted would not even exist. Yet the general level of awareness of the tyre's potential as a secondary raw material remains surprisingly low.

In Sweden, almost 7 million tyres reach end-of-life each year, generating more than 90,000 tonnes of tyre material that still retains unique properties suitable for use in new applications. For this reason, Swedish Tyre Recycling does not view tyre recycling as the end of a chain of responsibility, but as the beginning of something new. This conviction runs throughout the entire organisation.

Swedish Tyre Recycling has built a corporate culture around a shared determination. When everyone is aligned, equipped with the tools to act, and fully committed to succeeding, results often follow naturally. It is rooted in a collective attitude of wanting to get the job done and having the courage to take the leap. **Without fear. Without limits. Without excuses.**



# Wanting to do what it takes

Since its establishment in 1994, Swedish Tyre Recycling has aimed to increase both material recycling rates and the value of recycled tyre-derived raw materials. In recent years, efforts to realise these ambitions have progressed and evolved further. A multi-stage strategy has been developed, building on and extending the original objectives. The ambition is to move from a largely subsidised operation to a market-driven business, with the long-term goal of creating such high and

sustainable raw material value that recycling fees for those placing tyres on the market can be reduced or eventually removed altogether.

At its core, the strategy is based on commercialising the operation and ensuring that all necessary functions are in place, from logistics and regulatory compliance to production, research, innovation, sales, marketing, finance, IT and HR. Every part is essential to achieving long-term progress. There are no shortcuts.

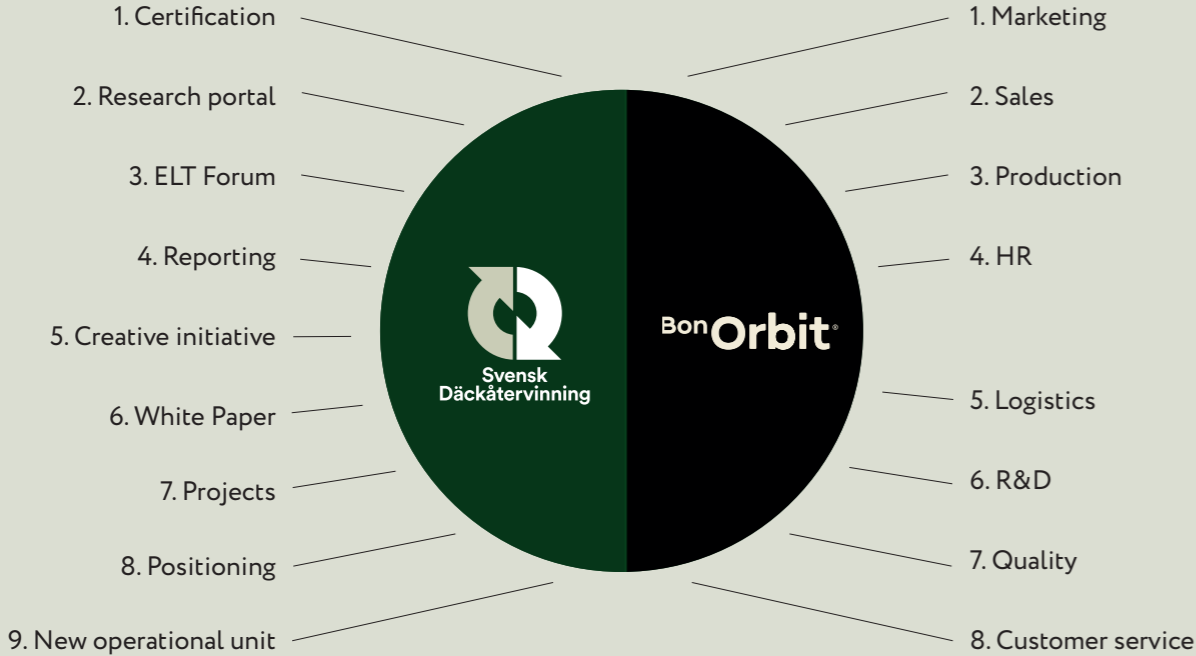
*The progress made by Swedish Tyre Recycling would never have been possible without our dedicated employees and Board of Directors. Their expertise and curiosity continue to drive change throughout this ever-evolving organisation.*

**Fredrik Ardefors, CEO**



# Building blocks

Swedish Tyre Recycling has worked with determination to move from a subsidised activity to a market driven business. Strategic choices have been made to develop the organisation, shape the perception of recycled tyre materials, and expand the opportunities to refine the material. This development is based on a number of clearly defined building blocks. Several of these now sit within the new operational entity Bon Orbit. Together, Swedish Tyre Recycling and Bon Orbit form a combined structure that is unique in the world.



## 1. Certification

**CERUB** is the first international, industry-driven traceability scheme for materials recovered from used tyres. The label is initiated in collaboration between tyre recycling organisations in Sweden, Finland, Norway and the Netherlands, and guarantees traceability, transparency and documentation throughout the production chain. CERUB also provides an important foundation for End-of-Waste, the reclassification of recycled material into new raw material.

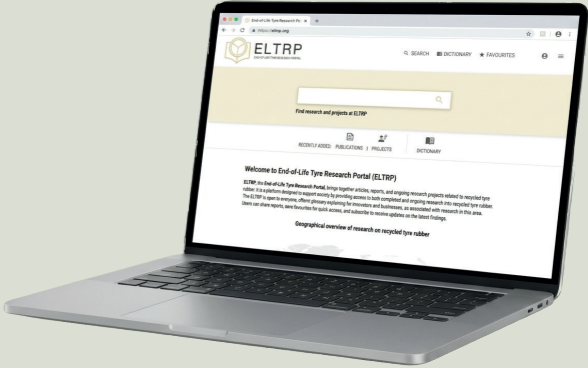
[www.cerub.org](http://www.cerub.org)



## 2. Research portal

**End-of-Life Tyre Research Portal (ELTRP)** is a global knowledge database that brings together research reports and projects on recycled raw materials from tyres from around the world. Swedish Tyre Recycling has developed the portal to create transparency around tyre materials and to demonstrate how they can be used safely for nature and living organisms.

[www.eltrp.org](http://www.eltrp.org)



### 3. ELT Forum

**End-of-Life Tyre Forum** is an international forum initiated by Tyres Europe, where representatives from all producer responsibility organisations in Europe meet several times a year to receive updates, exchange ideas and safeguard shared interests.

### 4. Reporting

All entities placing tyres on the Swedish market are required to report to Swedish Tyre Recycling and pay a recycling fee corresponding to the cost of collection and recycling, ensuring that the tyre can eventually be recycled. Swedish Tyre Recycling has agreements with all importers of tyres in Sweden and reports to the Swedish Environmental Protection Agency called Naturvårdsverket.

### 5. Creative initiative

**Art of Recycling** is a creative initiative from Swedish Tyre Recycling, where artists are invited to interpret tyre recycling. By presenting recycled tyre material in unexpected ways, new perspectives on circularity are offered. The initiative aims to spark curiosity about what tyres can be and what they may become.

[www.artofrecycling.se](http://www.artofrecycling.se)

### 6. White Paper

**The White Paper "The Road to Sustainability"** is a compilation of the Swedish tyre industry's perspective on sustainability, with a focus on recycling. The publication is based on extensive background work exploring what true sustainability is. It addresses everything from what constitutes good recycling to key considerations, regardless of what material is being recycled.



**Agnes Widbom**

In the image series *Sun, breath and sunlight* transform recycled tyre particles into images, connecting cycles in body nature and material. The artwork is created through a camera-less photographic process called a *photogram*, in which sunlight creates images through shadow and exposure. The result is a series of images that engage with broader questions of circularity and why we recycle, ultimately for a cleaner and therefore bluer atmosphere.



**Lisa Hartwig Ericson**

The artist has created a glass sculpture using steel threads from recycled tyres, through an open and experimental process in which the materials have been treated as co creators, allowed to shape the final expression. A film documenting the work received an award at the Swedish Design Awards 2025. The shimmering glass piece is a reminder that remarkable things can emerge when we dare to let go of control.



**Alexandra Jansson Moreno**

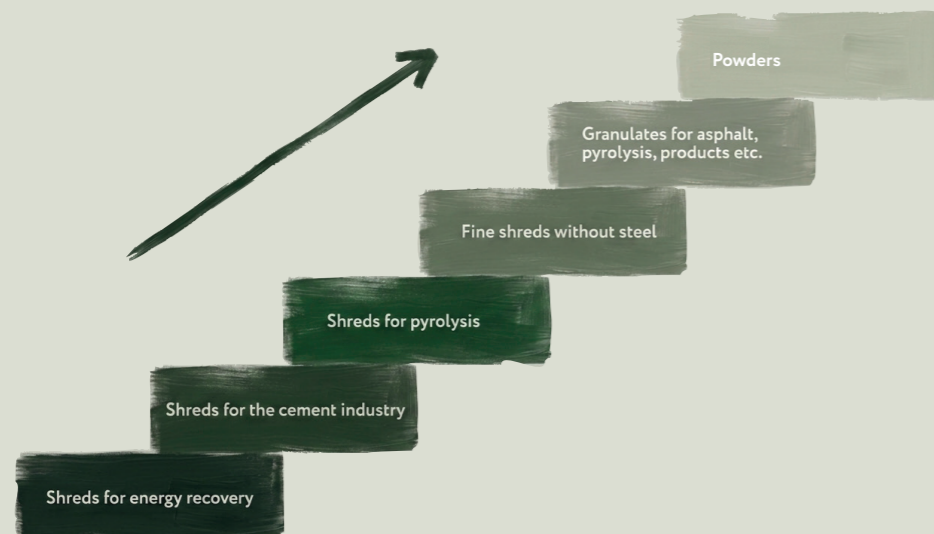
The sculpture series *A Knot in Motion* explores the boundaries between object and subject, organic and synthetic, human and material. The artist draws on a posthumanist perspective that challenges the notion of humans as superior to nature. Instead, the world is presented as a knot in motion, where everything is interconnected and mutually dependent.

## 7. Projects

Swedish Tyre Recycling participates in a number of national and international projects to monitor developments and help drive progress within the tyre and recycling sector. One example of an ongoing project is the introduction of digital product passports: **CIRPASS**.

## 8. Positioning

A central element of value creation is strategic positioning. This involves moving upwards in the value chain to more refined material fractions that both rank higher according to models for good recycling and deliver stronger returns. By positioning themselves at the top of the chain Swedish Tyre Recycling is establishing a leading position, clearly demonstrating that rubber, steel and textile from recycled tyres are high value raw materials. The ambition is for more sustainability driven organisations to adopt this value creation model.



## 9. New operational unit

In autumn 2025, Swedish Tyre Recycling and Norwegian Tyre Recycling entered into a structural partnership concerning the management of end-of-life tyres. Together, we are creating the opportunity to accelerate value creation through a new processing facility, where the majority of the total volume of end-of-life tyres in both countries will be processed into more refined material fractions than has previously been possible in the Nordic region. This initiative is of international significance and unique in its kind. The operational activities in both countries will be managed

through the jointly owned company Bon Orbit, which operates in line with the principals' objectives relating to material recycling, profitability and risk management. The transition to the new structure will take place in stages during 2026, on 1 January in Sweden and on 1 September in Norway. Ahead of Norway's entry, the new processing facility will be completed, strategically located at SAAB's former plant in Trollhättan, Sweden. During 2026, the production line at Swedish Tyre Recycling's existing facility in Linköping, operated by Bon Orbit since spring 2025, will also be upgraded.



# Bon Orbit

Bon Orbit is a key enabler for Swedish Tyre Recycling and Norwegian Tyre Recycling in realising their ambitions to increase the share of material recycling and raise the value of recycled tyre raw materials. During 2026, the jointly owned company will gradually assume responsibility for all operational tyre recycling activities covered by producer responsibility in Sweden and Norway. In total, this includes the collection, processing and market placement of over 150,000 tonnes of end-of-life tyres each year.

## Flexi loop

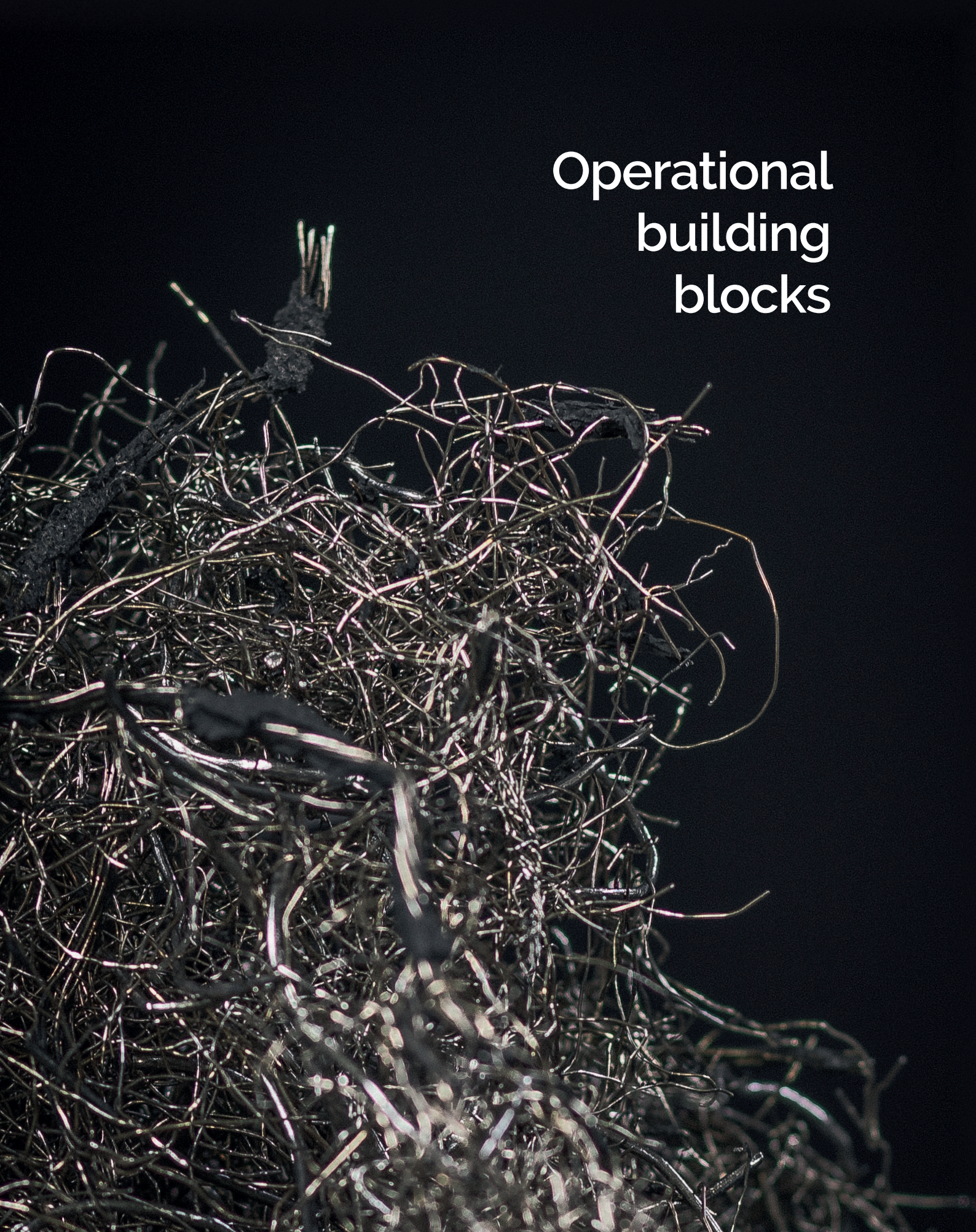
Recycling can be structured according to two different models. Either a product is recycled according to the principle of closed loop into a new product with the same application as the original, or it is recycled in a way that enables broader uses, where the original product may be one of several possible end markets. Historically, tyre recycling has primarily been suited to the latter model, known as flexi loop recycling. By sorting and processing end-of-life tyres into recycled steel, textile and rubber in a range of sizes, the conditions are optimised for the material to be used in recycling applications that deliver both strong environmental benefits and sound economics.

[www.bonorbit.com](http://www.bonorbit.com)

## "Single malt" and "Blended"

Bon Orbit's processing facilities will use new technology to automatically scan and sort all incoming end-of-life tyres. This is highly significant, as all tyres have different compositions and their content also varies between different parts of the tyre. By sorting the incoming tyres, Bon Orbit will be able to produce selected materials that are, for example, in demand among recycling customers within pyrolysis who aim to reintroduce recycled raw materials into new tyre manufacturing or retreading. We refer to sorted recycled material from a specific tyre type as "Single malt". In addition, customers requiring specific blends, such as 60 per cent truck tyres, 30 per cent summer tyres and 10 per cent mining tyres, will be able to order what is known as a "Customer blend".

# Operational building blocks



## 1. Marketing

We are building an image not only for ourselves but for the entire tyre recycling industry. Primarily, it revolves around changing people's perceptions, attitudes and feelings towards the material. Our digital showroom, **Bon Orbit Gallery**, is a tool for inspiring new ways of thinking. It presents innovative uses of recycled tyre materials in real products from around the world.

[www.bonorbit.com/inspiration](http://www.bonorbit.com/inspiration)

## 2. Sales

Our work on quality has opened up new markets for the material, and our sales efforts are continuously focused on developing new areas of application. By working with customers who value the environmental benefits and performance of the material, we move upwards in the value pyramid. Product data and EPDs provide the facts.

## 3. Production

We are currently building a world leading facility for the production of recycled tyre materials. This initiative has been preceded by study visits to leading facilities, learning about the best solutions while also looking beyond what has previously been possible. As a result, during 2026 we will be able to offer raw materials at an entirely new level. With increased sorting, higher quality and more refined material fractions, we will push the boundaries of what the material can be used for

## 4. HR

We are building a team where the right attitude is as important as the right competence, and where curiosity and an urge to learn are key qualities.

## 5. Logistics

The collection of end-of-life tyres is managed through a proprietary mobile application, where those responsible at the collection points can book tyre pick ups as needed. The app has made work more efficient for customer service and lorry drivers, while also providing insights into which tyres are most commonly available for collection and where. This is an important step in moving from bulk input to sourcing of components. Tyre collection is carried out free of charge for the approximately 6,000 affiliated collection points in Sweden.

## 6. R&D

Research and development is conducted in-house and in collaboration with external partners. The focus is on defining the material, evaluating new areas of application for recycled raw materials, and ensuring that all applications meet relevant requirements. Several international collaborations have been established, along with the use of AI as a support tool for analysis.

## 7. Quality

Our recycled raw materials are continuously monitored and tested to ensure the highest quality. The material is thoroughly documented for each application and always based on the applicable requirements within the customer's specific industry. We participate in several standardisation forums.

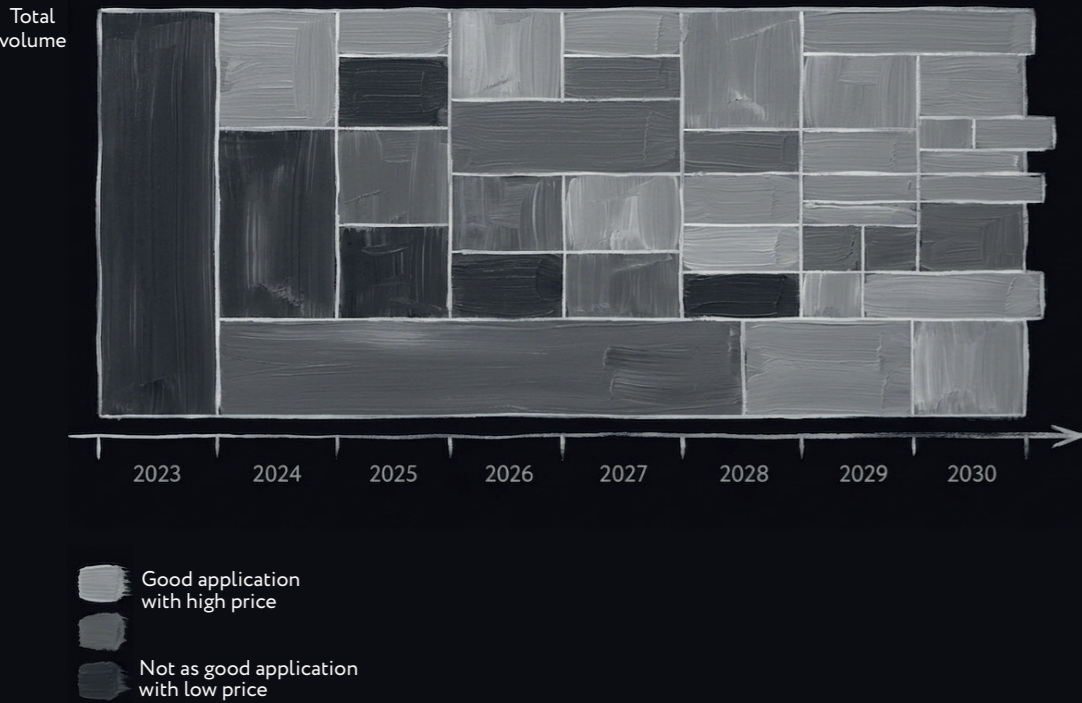
## 8. Customer service

It should be easy to join the recycling system, use our services and purchase material. Customer service ensures smooth operations across the organisation, with a constant focus on customer and system perspectives.

# Sales portfolio

The model illustrates how Bon Orbit's sales portfolio is expected to evolve over time. Buyers who intend to use recycled materials in ways that support increased material recovery and enhance the material value will be prioritised. The distribution of applications will also emphasise diversification, responding to a market that is developing at an increasingly rapid pace. This approach en-

courages new innovations while reducing the risk of lock in effects. The assessment of different material applications is based on the tyre industry's criterias for good recycling. A key prerequisite for undertaking this type of development journey is maintaining control over the collected material. Ownership also enables the establishment of longer term contracts with both customers and suppliers.



# Criterias for good recycling

**Societal benefits**

Is there a commercial or well documented demand of the material? Does the material add real societal benefit in the product?

**Reduced resource appetite**

Does the material reduce society's need for virgin resources?

**Safe use**

Is the usage of material safe for humans, other living creatures and the environment? Are risks identified and manageable?

**Life cycle analysis**

Is the material better suited to a specific application from an overall sustainability perspective than other materials? Are there alternative materials that deliver greater environmental benefits in this particular application?

**Best use of the material**

Does the material deliver greater environmental benefit in this application than in other applications?

**Impact on ecosystems and the carbon cycle**

Is the material's impact on ecosystems and the carbon cycle identified and balanced?

**Continued circularity**

Can the material be recovered and reused again after this application?

**Certified**

Is the material CERUB certified or equivalent (if applicable)?

**"Circle of Care"**

Is there an identified chain of responsibility leading to the next application?

# Applications

Tyre rubber is developed to be wear resistant, friction creating, temperature resistant, UV resistant, durable over time, vibration reducing, sound absorbing, draining, strong, flexible, and chemically stable, among other properties. This unique combination of characteristics creates a wide range of potential applications for the material in its recycled form. Tyres also contain steel and textile, which can be mechanically recycled and used in new material applications.

## Interior design and fashion

Furniture, plant pots, shoes, clothing, belts, bags, coasters, wallets, sculptures, carpets, woven wall hangings, artwork and much more – only the imagination sets the limits for how recycled tyre materials can be used. Get inspired by creations from around the world at [www.bonorbit.com/inspiration](http://www.bonorbit.com/inspiration)

## Water purification

Recycled tyre material can be pre treated so that its surface binds phosphorus and forms a biofilm capable of purifying water through ion exchange and biological processes. Treated material can be advantageously used to break down pollutants in both greywater and blackwater.

*End-of-Life tyres are a goldmine for innovation. By commercialising the material and adopting a business driven approach, the recycled raw material gains better opportunities to reach customers in new and innovative fields.*

## Construction

The properties of tyre-derived material offer significant advantages in construction applications, particularly as the material is insulating, shock absorbing and structurally robust. Examples of applications include external cladding, roofing, reinforcement and, notably, rubberised concrete, which weighs only half as much as conventional concrete and can be manufactured with drainage properties.

## Sport and leisure

Gym mats and surfaces for applications such as playgrounds and sports facilities can be effectively produced using recycled tyre rubber. These products are durable, provide effective shock absorption and offer great grip.

## 3D printing

3D printed products that incorporate recycled tyre rubber in the material mix receive increased elasticity and strength.

## Pyrolysis

Pyrolysis is a chemical process used to recover materials such as carbon black, oil, limonene, and steel from end-of-life tyres. These materials are essential in tyre manufacturing, and many players are working to refine the pyrolysis process in order to produce high quality recycled raw materials suitable for use in new tyres.

## Rubberised asphalt

Rubberised asphalt used on roads can reduce noise levels and extend the lifespan of the road. On bicycle lanes, improved shock absorption can be achieved, reducing the risk of injury for vulnerable road users. In both applications, drainage can be improved while rutting and cracking in the road surface are reduced.

## Energy

Tyre material has a high energy value and can be used to increase temperatures in energy recovery processes for residual waste. It is commonly used as a supplementary fuel in combined heat and power (CHP) plants.

## Cement

Shredded tyres containing steel can replace virgin raw materials in cement production, in addition to serving as an energy source.



# Results this far

Since our recycling journey began, the opportunities for recycled tyre material to be used more effectively in new material recycling applications have increased significantly, and the intrinsic value of the material is now being realised. Material recycling in Sweden has increased from just over 30 per cent in 2022 to approximately 75 per cent, while the value of the recycled material has shifted from being negligible or even negative to contributing positively to the overall economics of the producer responsibility system. Attitudes towards recycled tyre material have also changed dramatically. Enquiries about mate-

rials for innovative ideas are increasing, students are reaching out to undertake thesis projects on creative applications, and artists are making contact to explore possibilities for artistic interpretations. This growing interest is a clear indication that the material has become more attractive. The changing attitudes are also reflected internally within the organisation. The number of applications for our new job positions has reached record levels, and unsolicited applications have risen sharply. In addition, media interest in tyre recycling and recycled raw materials has shifted from questioning or critical to curious and positive.

	Before	Now
	“Waste to get rid of”	“Valuable and in-demand material”
	Waste classification (ceiling for value creation)	End-of-Waste (new raw material/product)
	Silo thinking	A holistic approach across the value chain
	One identity	Multiple identities
	Bulk input to production	Sorting prior to production
	National input, limited to producer responsibility	Broadened input, multiple markets, blasting mats, etc.
	Sale of mixed material	Sale of “single malt” or “blended” according to specification
	One kind of material mix from whole tyres	Tyre components as separate materials
	Fragmented ownership across the value chain	Consolidated volumes
	Large shreds as the primary product	Steel-free granulate as the baseline product
	Negative material value	Increasing material value

# Next step

Imagine a steel industry, an IT company or a food production company. We need to view tyre recycling as a similarly fully fledged operation, built on the same kind of commercial foundation as any other sector. This annual report highlights the activities within our direct control and how we have begun to build a new type of organisation. At the same time, there are perspectives in changing the system that extend beyond the scope of one or two countries. Two particularly important areas we wish to highlight within the near future are the need for education and international exchange.

## Educational platform

There is a strong interest in recycled tyre material. Since the launch of the international research portal ELTRP, Swedish Tyre Recycling has identified a growing need for a complementary educational platform. International discussions are ongoing about developing ELTRP with basic learning courses, short videos and other educational content to increase knowledge of processes, materials, applications and related areas within tyre recycling.

## International cooperation

By collaborating within CEN, the European Committee for Standardization, participating in projects on digital product passports (CIRPASS), and engaging in conferences on rubberised asphalt or tyre recycling more broadly (for example through ETRA or Canadian initiatives) knowledge of the material's potential continues to grow. As attitudes towards the material become increasingly positive, a number of international forums are expected to emerge. Organisations such as Tyres Europe and the Tire Industry Project will play important roles in supporting international development.





# Do what you want

*What do you want to achieve?*

*What attitudes stand in your way?*

*Which new attitudes do you need to reach your goals?*

We hope this annual report inspires you and challenges you to reflect on your own life. Most things can be changed. If we can transform the perception of what appears to be an uninteresting secondary material, build value and create a market for it, then where is the limit to what you can achieve? We would also like to highlight that anyone can practise and develop a positive attitude. It all comes down to determination and the courage

to believe in what you do. By changing your perspective, something dynamic happens: old truths fade away, making room for new ideas, feelings and visions. Ultimately, you are in control of your own life. Don't let the wrong attitude stand in the way of your goals.

Please feel free to share your thoughts on this annual report with us. Perhaps it will lead us both to something positive and unexpected!

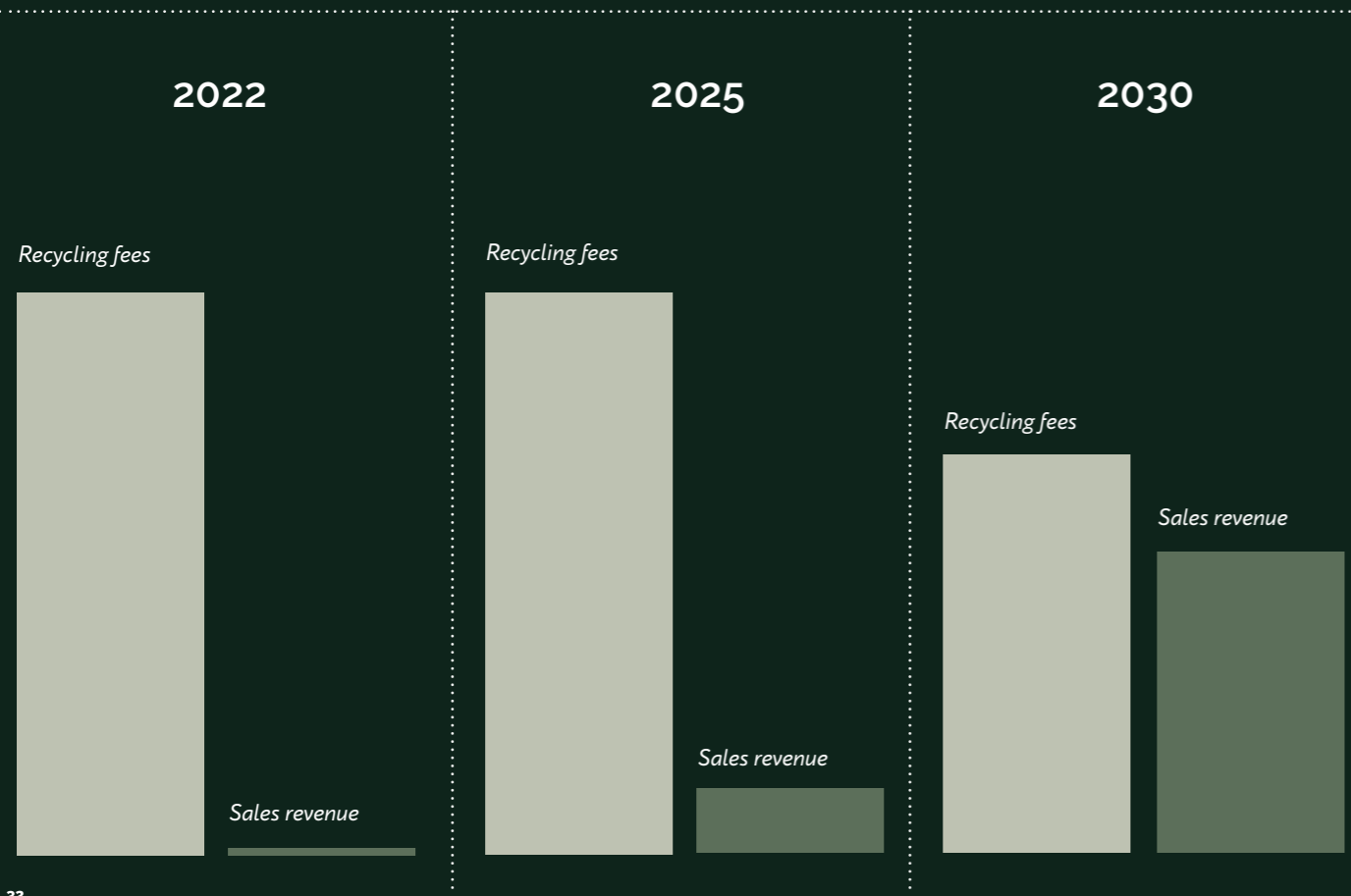
# Swedish Tyre Recycling 2025

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 itself will rise. At the same time, we apply the models for good recycling presented in the White Paper of Sustainability. The goal is to help

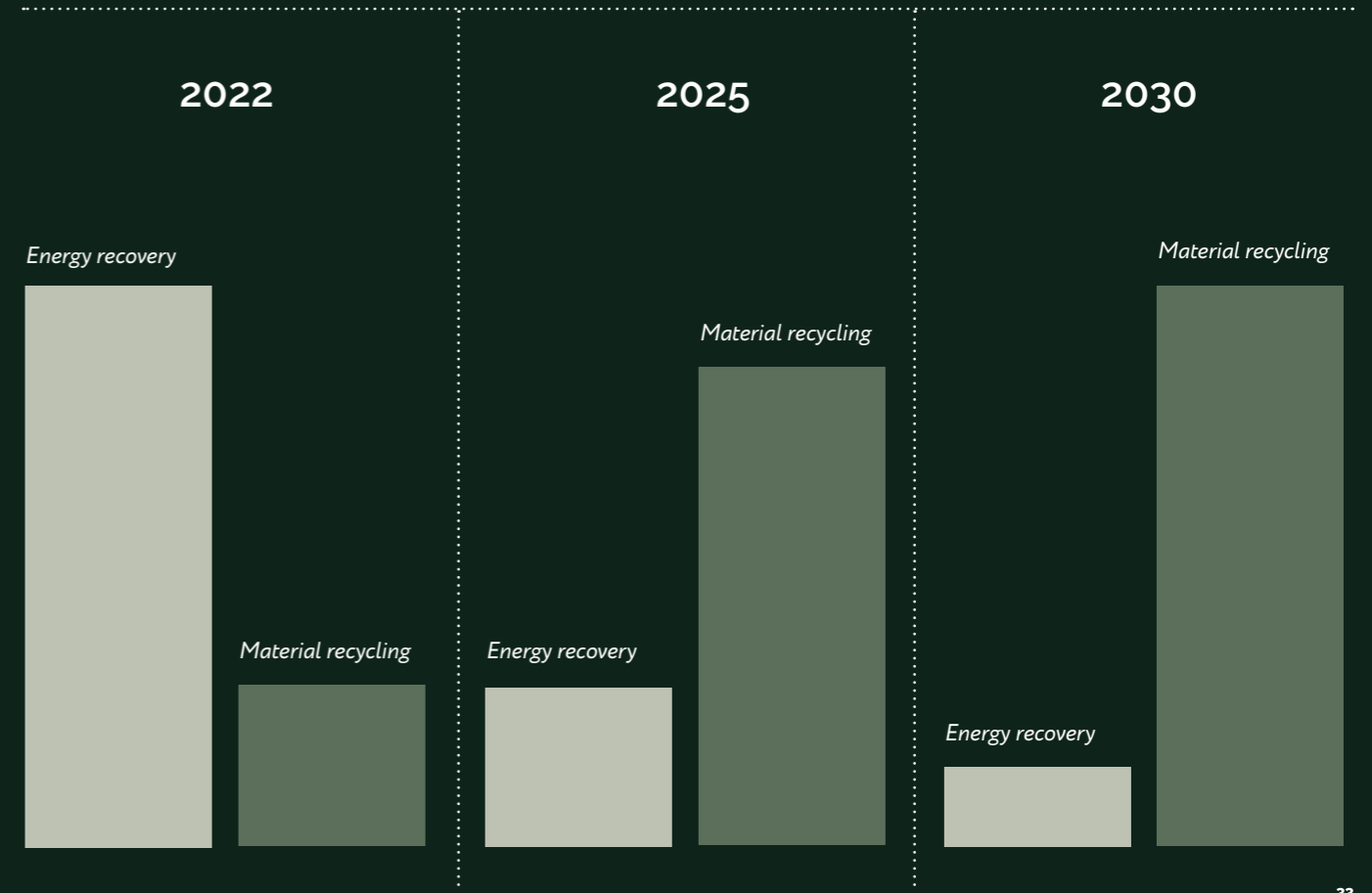
reduce the overall environmental impact throughout the tyre's entire life cycle, from raw material extraction and manufacturing to use and recycling, and ultimately move towards a totally positive footprint. The charts illustrate the situation before we took operations in-house in 2023, and the road ahead.

Eco-fees per tyre category	Pris per däck
Passenger car tyres and light commercial vehicle tyres	20 SEK
Moped, Scooter and Motorcycle tyres	20 SEK
ATV tyres	20 SEK
Bus and truck tyres	120 SEK
Agricultural and forestry tyres (varies by dimension)	20-700 SEK
Off-the-road and industrial tyres (varies by dimension)	20-5 000 SEK
Solid rubber tracks/press-on tyres (varies by dimension)	120-220 SEK

## 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 the producer responsibility. The collection and recycling system is financed through eco-fees paid by the importer to Swedish Tyre Recycling. Swedish Tyre Recycling in turn uses these fees to fund the free of charge 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, meaning 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 2025 was 94,060 tonnes, compared to 86,927 tonnes in 2024. The increased volume of tyres collected during the year reflects slightly higher tyre sales, which in turn increases the number of end-of-life tyres returned to collection points.

A total of 13,996 collections were carried out in 2025. The number of affiliated collection points was 5,860 as of 31

December 2025. These primarily consist of affiliated tyre workshops and car repair shops, but also include municipal recycling centres and some other entities that handle tyres without engaging in tyre sales.

The volume of end-of-life tyres that was recycled and delivered in 2025 was 103,990 tonnes, compared to 75,541 tonnes in 2024. The total inventory of collected end-of-life tyres, both processed and unprocessed, at the end of 2025 was just under 23,000 tonnes.

After collection from a collection point, the end-of-life tyres are transported to a processing facility operated on behalf of Swedish Tyre Recycling. There, the tyres are weighed, inspected and sorted prior to processing. Tyres suitable for reuse or retreading are separated to the extent that this is practically possible. The exact sorting and processing carried out depends on the material specifications requested by the customer.

Swedish Tyre Recycling works systematically to increase the share of material recycling. Following major investments, we can continue to see that these efforts are delivering results. In 2025, the share of material recycling reached 75 per cent.

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

Recycling by category	2022	2023	2024	2025
Export of whole tyres	689	349	695	324
Material recycling for blast mats	5 978	3 477	2 903	4 090
Material recycling for granulate	27	0	0	0
Other material recycling	18 418	14 170	33 485	70 879
Material replacement	6 967	7 422	7 672	2 652
Energy recovery in cement industry	45 473	35 514	20 810	13 695
Energy recovery	23 210	22 029	9 975	12 349
<b>Total recycled</b>	<b>100 761</b>	<b>82 960</b>	<b>75 541</b>	<b>103 990</b>

## Customer categories

*Breakdown by customer type 2025:*

Customer category	Number of tonnes
Tyre resellers	324
Blast mat manufacturers	4 090
Steel recyclers	3 038
Pyrolysis operators	2 387
Heating plants	12 349
Cement industry	17 786
Construction and engineering industry	2 652
Granulater	61 363
<b>Total</b>	<b>103 990</b>

## Solar power statistics

Swedish Tyre Recycling has installed solar panels on the roof of the production hall at the facility in Linköping. The facility generated 333.9 MWh of energy in 2025 and thereby saved 690 tonnes of CO<sub>2</sub>, equivalent to just over 37,000 trees.

# Events 2025

## QUARTER 1

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At the end of 2024, Swedish Tyre Recycling's anniversary book *Repurposed Performance* was completed, and in February a successful book launch was held with guests from several different industries. The book is available for purchase both online and in-store through two retailers. Please visit [sdab.se/jubileumsbok](https://sdab.se/jubileumsbok) for more information. During February, glass artist Lisa Hartwig Ericson completed a unique work of art in which she used steel from end-of-life tyres to create a glass sculpture. Lisa was invited by Swedish Tyre Recycling through the *Art of Recycling* initiative to interpret tyre recycling through her artistic expression. The glass sculpture can be experienced digitally on both [sdab.se](https://sdab.se) and [artofrecycling.se](https://artofrecycling.se). On the 10th of March, Tyre Industry Day was held, an industry event in which Swedish Tyre Recycling participated as one of the contributors.

## QUARTER 2

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In accordance with tradition, Swedish Tyre Recycling publishes its annual report in late spring. The theme of the 2024 report had a more personal touch. All employees at Swedish Tyre Recycling were invited to choose a work more than 70 years old, such as song lyrics, a poem or another form of poetry, to describe their view on tyre recycling. During spring, a facility in Vårgårda became operational and started their mission of handling sorting and interim storage of approximately 10,000 tonnes of end-of-life tyres per year. During the same period, Swedish Tyre Recycling carried out study visits to Japan and India to deepen its insights into tyre recycling in an international context, as well as to visit customers on site. At the same time, the subsidiary Bon Orbit expanded and several changes were implemented. Among other things, a decision was taken for the subsidiary to assume responsibility for the operational activities at Swedish Tyre Recycling's facility in Linköping. A new Facility Manager was appointed as part of the transition. During spring, Swedish Tyre Recycling was also awarded for the making of End-of-Life Tyre Research Portal (ELTRP), at the Recircle Awards, held by the trade journal Tyre and Rubber Recycling in Bologna, Italy. During Almedalen Week, Swedish Tyre Recycling took part in two programme events. The first was a panel discussion on producer responsibility organised by El-Kretsen, Sweden's largest producer responsibility organisation for the collection and recycling of electronics. The second event was hosted by the international network Social Venture Network, where Swedish Tyre Recycling was invited to give an extended individual presentation on the theme "End-of-life tyres, problem or societal benefit?".

## QUARTER 3

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Swedish Tyre Recycling received double awards at the prestigious Swedish Design Awards 2025. One award for the anniversary book *Repurposed Performance* in the category Editorial, Book, and one award for the film *When Glass Meets Steel*, which portrays the glassblower Lisa Hartwig Ericson as she creates a glass sculpture using steel threads from recycled tyres as part of the *Art of Recycling* initiative. During autumn, Swedish Tyre Recycling and Norsk Dekretur started a joint venture regarding the management of end-of-life tyres in both countries. The operational activities will, in stages during 2026, begin to be coordinated through Bon Orbit, a jointly owned company between the parties. As part of this initiative, a new state of the art processing facility will be built in Trollhättan, Sweden, featuring technology intended to improve the quality of recycled raw materials and pave the way for new circular applications. Swedish Tyre Recycling's Head of Sales was appointed Chief Executive Officer of Bon Orbit and began building the organisation by recruiting several key personnel. One of the first appointments was a new Head of Production Engineering, who played a key role in designing the new facility while also leading the upgrade of the production line at the existing site in Linköping.

## QUARTER 4

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The quarter is characterised by reorganisation and preparations for Bon Orbit to assume the role of operational entity on 1 January 2026. Team building within Bon Orbit is progressing, and at the turn of the year several roles within operations are transferred from Swedish Tyre Recycling. The news of the new structure receives global attention. In October, the Chief Executive Officer of Swedish Tyre Recycling is invited as a keynote speaker to deliver a one hour presentation at one of the largest international conferences in the industry, the *Rubber Recycling Symposium* in Calgary, Canada. The presentation creates a ripple effect, with organisations from several countries getting in touch to collaborate or to seek support in initiating similar development journeys. The strong level of interest leads to further engagements with companies in different parts of the world. A foundation is established for expanded international cooperation. During this period, discussions are also initiated on developing a forum for collaboration between producer responsibility organisations in Sweden, with the aim of increasing the exchange of knowledge and experience. In October, a new work of art within *Art of Recycling* is presented. The artist Jonas Torstensson presents the piece *Metamorphosis*, a sculpture made from recycled rubber and glass. The work is based on the concept of inverted properties, with rubber taking the form of a hard cobblestone and glass appearing as soft and fluid. The sculpture challenges perceptions of material properties and serves as a reminder that not everything is what it seems to be.

# Contact

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## Interested in purchasing material?

Contact Bon Orbit

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Photos: Google Gemini (page 4, 22), iStock (page 9, 13, 29, 30),

Daniel Roos (page 11), True North (page 15, 17, 18, 20, 24)

Definition of attitude (page 3): Cambridge Dictionary



#### **About Swedish Tyre Recycling**

Swedish Tyre Recycling (SDAB) is a non-profit circular economy company which, under the statutory producer responsibility for tyres (2023:133), organises the collection and recycling of approximately 90,000 tonnes of tyres that reach end of life each year in Sweden. To achieve sustainable tyre management, Swedish Tyre Recycling has established a unique, world-leading recycling organisation. The aim is to increase material recycling, create opportunities for new applications, and enhance the value of recycled tyre materials. In this work, Swedish Tyre Recycling seeks to contribute with knowledge, spark curiosity about recycled tyre rubber, and inspire creation and creativity. Learn more at [sdab.se](https://sdab.se)