



OFFER

Just for
November and
while stock lasts
SBR 0.8-2.5mm
certified
by **SGS** as
per **DIN** and **FIFA**
requirements
only for
EUR 135/mt
EXW Patras



this issue

World's Largest Tyre **P.1**

Retired Tyres into Sculptures **P.2**

Tips to Switch to a More Environ-
mentally Friendly House **P.3**

World's Largest Tyre

The Statue of Liberty has its fans, but perhaps a more fitting giant symbol of America stands beside I-94, near the Detroit Metro Airport. It is the **World's Largest Tire** and it is an automobile tire, thank you, not a tire to some fruit-loopy pivoting windmill or solar cell.

put it up for sale on eBay in 2003 to raise money for a local historical society. The city hoped that someone would pay hundreds of thousands of dollars for the nail, the final price paid by local businessman Ralph Roberts was \$3,000 (Roberts lends out the nail for local events).

The original tire was a bias-ply whitewall with a mid-1960s hubcap. It has undergone several renovations over the years, and we hear that it is again being updated.

We believe that it has a **patriotic destiny**. Let's go, American auto industry! Build three more of these big babies (and maybe a spare), attach them to a suitably proportioned car, air-drop the juggernaut overseas, and show the rest of the world what the U.S.A. is all about!

Our enemies would throw up their hands in humility and go home, while everybody else would see how terrific we are, and concede that we really do need all of their oil.

Source :
<http://bit.ly/oPoDVy>



This 12-ton, 80-foot-tall behemoth was built to withstand hurricane-force winds, and served as a Ferris wheel (and a huge advertisement for Uniroyal) at the 1964-65 New York World's Fair. Twenty-four gondolas circled the tire where the treads are today, carrying nearly two million people. The tire was moved to Allen Park in 1966 and, although urban legends tell of it breaking loose and rolling across I-94, there's no evidence that this has ever happened.

In 1998 Uniroyal stabbed the tire with a **11-foot-long, 250-pound nail** -- another "world's largest" -- to promote their puncture-resistant Tiger Paw Nailgard tire. The big tire withstood the assault and the nail was eventually removed and given to Allen Park, which then



John McSweeney



Solar Bridge on Blackfriars Station, London

The historic London site is undergoing a multi-million pound retrofit, which includes extending the platform along Blackfriars Bridge, a structure built in 1886.

When complete in 2012, the Victorian bridge will play host to some 6,000 square metres of photovoltaic (PV) panels, making it London's largest solar array.

The UK company managing the installation, expects the panels to generate around 900,000kWh of electricity a year, providing half of the station's energy and reducing annual CO2 emissions by an estimated 511 tonnes.

Other energy saving measures, such as rain harvesting systems and sun pipes for natural lighting, are also being fitted at Blackfriars, as part of Network Rail's plans to reduce carbon emissions by 25 per cent per passenger kilometre by 2020.

One other solar bridge is known to exist, the Kurilpa footbridge in Brisbane, Australia, although 16,000 solar panels were laid on the top of a train tunnel in Belgium earlier this year. The array is capable of powering all of the country's trains for one day a year.



Source: <http://bit.ly/shOPEI>



Retired Tyres into Sculptures

What to do with old tires? Well, we can use them to make wonderful parks for our children. Or, if you're an inventive artist working with discarded materials, you can create awesome sculptures like the ones featured below. Tires sure have come a long way since they were constructed out of iron and steel in the horse and wagon era. Back in those days, workers known as wheelwrights forged the tires in a hot fire and then let them cool and contract around the wooden wheels. Some even insist that this action of "tying" the tire to the wheel is where the modern-day word originates. (Though others think that the word comes from the root "attire.")



Rubber pneumatic tires didn't come along until John Boyd Dunlop invented one in 1887 for his son's bicycle. Today, more than a billion are produced each year. That presents a real problem because it takes a tire years to decompose. Some states have even banned tires from landfills. So hopefully we'll start seeing more uses like those pictured below. Beautiful!

Source: <http://bit.ly/qRFLJB>



Tips To Switch To A More Environmentally Friendly House



Learning how to exist a little more greenly is an imperative part of getting along in today's culture, no matter who or where you are on our delicate, barely sustainable world. Fortunately, living green doesn't cost you much effort or funds. It really isn't that hard to lessen your carbon "footprint". Here we will discuss a few ideas and steps to help you contribute your stake to our global future, while reducing your carbon footprint.

For a lot of us, truly doing something about carbon emissions seems unworkable. We've been lied to, particularly about how difficult it is to do something worthwhile. The truth is, if you'll simply do a only some of these things, you'll find out how simple it can be:

1) Put your home's temperature lower, even just a couple of degrees will help. You may not even make out the change this creates .

emissions considerably by utilizing energy saving light bulbs (also known as eco-friendly bulbs). Not only will these conserve electricity but statistically they are also recognized to last longer and shine brighter than regular light bulbs. An additional modest thing you can do is to merely turn out the lights when they're not needed, mainly if you're going out for an extended period.

3) Get a nice, warm blanket and wrap it around your hot water tank. It sounds funny, but you can sincerely reduce your carbon footprint by decreasing the quantity of electrical power you need to use to maintain your geyser's temperature.

4) Endeavor making use of eco-friendly washing products and air fresheners. Even though it may seem like such a minor adjustment, cooperatively this will reduce the amount of toxicity that is re-

5) Recycling, even after all these years, is even now one of the most important things you can do. Nothing is less complicated – all that's needed is just a little preparation. Start by separating your waste by types, such as plastic, paper and glass, and then start throwing each away into labeled containers – there's nothing to it. You'll find there are drop-off points for much of this material, often situated right at the busier shopping centers and other useful points around town.

Obviously, it won't take a lot of time or effort – or money – to institute these types of simple changes. To encourage a more beneficial, greener future for us and our kids, all we need to do is work collectively.

Source: <http://bit.ly/v8blqS>

RECYCLED TIRE ROCKER

A rocker from old tires.



Step 1: Find yourself a tire and saw it in half.

Step 2: Spray paint your tire with a white primer.

Step 3: Once your primer dries, cut 2 2x4's the width of the tire and level, then screw in. 2 screws on each side.

Step 4: Cut a 1x8 plank (we used cedar – as it was the scraps we had available) to the length of the tire.

Step 5: Attach the plank to the 2x4's already attached to the tire.

Step 6: Reassemble your pieces.



Source:

<http://bit.ly/opfxW2>

This Month's Q&A Recycling Tips

Q: Why does it seem like more cities are turning away from curbside recycling?

There are a couple of reasons for the change. The primary reason is that costs for collecting the material continue to increase. They have found it more convenient to establish a central recycling location and request that residents bring their items there. This is a logical extension of collecting hazardous materials from households. But there are two other factors. One is that consumers find that the streets

are increasingly congested on collection days, and believe the streets are unsafe. Second, residents are inconsistent with following the rules for recycling and either mix items improperly, or place garbage in with the recyclables.

Source: <http://bit.ly/rZNitq>





Product Info: Recycled Textile

Vehicle tyres contain textile in various percentages depending on their type. During the granulation procedure, textile is being separated for the other elements and then sold as an alternative fuel with a 7.200 KCal / Kg heating value.

Featured Stadium SAFA Club Stadium Beirut (Lebanon)

SAFA Club Stadium has been granted a **two star award** for the project of Real FT 60 slide which has been installed using Tyres Herco premium quality SBR Rubber Granules.

Safa Stadium is a multi-use stadium opened in 1948 but it is currently used mostly for football matches. It serves as the home for Safa SC Beirut and has a capacity of 4,000 people.



LICENSING CERTIFICATE

FIFA is pleased to confirm that the **REAL FT 60 slide** has been installed at the **SAFA Club Stadium – Beirut (Lebanon)** for the company **GreenFields B.V.**

From 11 February 2009 to 10 February 2010, this installation has been certified according to the **"FIFA Quality Concept Football Turf – 2 Star"**

Licence No. AZ-00.81

Mr. Joseph S. Blatter
President
Federation Internationale de Football Association
Zurich, 11 February 2009



Tyres Herco SA

Office: 6 Pontou Street, Kifissia 14563, Greece
Factory: Industrial Area, Patras 25018, Greece
Telephone: +30 210 625 4063
Fax.: +30 210 625 4763
email: operations@herco.gr
website: www.herco.gr

Visit us through Social Media

