



L'Economia Circolare dei PFU



# REPORT 2025





L'Economia Circolare dei PFU

# REPORT 2025

Data consolidated as of December 31, 2024

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download the digital report





# INTRODUCTION

In 2024, EcoTyre continued to improve its End-of-Life Tyre (ELT) management activities, focusing on several important aspects such as service coverage, achieving regulatory targets placed on us, and advancing circular economy initiatives.

Thanks to the collaboration and commitment of our internal and external staff, our 77 EcoTyre Logistics Partners, and our 19 Recycling Partners, we have once again exceeded legal targets this year and increased both the number of tyre dealers served and the territorial distribution of our service.

Our collection system has once again proven to be comprehensive, covering every corner of Italy, guaranteeing efficient service even in the most remote areas and for small operators, in line with our commitment to leave no one behind.

In 2024, we conducted over 16,000 collection missions, improving our presence and service timeliness even in the most peripheral or disadvantaged areas. This result demonstrates our dedication to maintaining high quality standards in ELT management throughout the national territory.

On the Circular Economy front, the "From Rubber-to-Rubber" research and development project has made significant progress, thanks also to important partnerships with prestigious national and international university research institutes. These high-profile collaborations are allowing us to significantly expand the application horizons of devulcanized rubber directly derived from ELTs.

We are thus contributing decisively to the growth of a new industrial supply chain of true Circular Economy, allowing the use of large quantities of used rubber instead of consuming virgin raw materials. Today, "Green Rubber" can be used in various industrial applications, such as tyres, gaskets, modified bitumen, sheeting, or pipes. This result puts us at the forefront and motivates us even more to continue on this path.

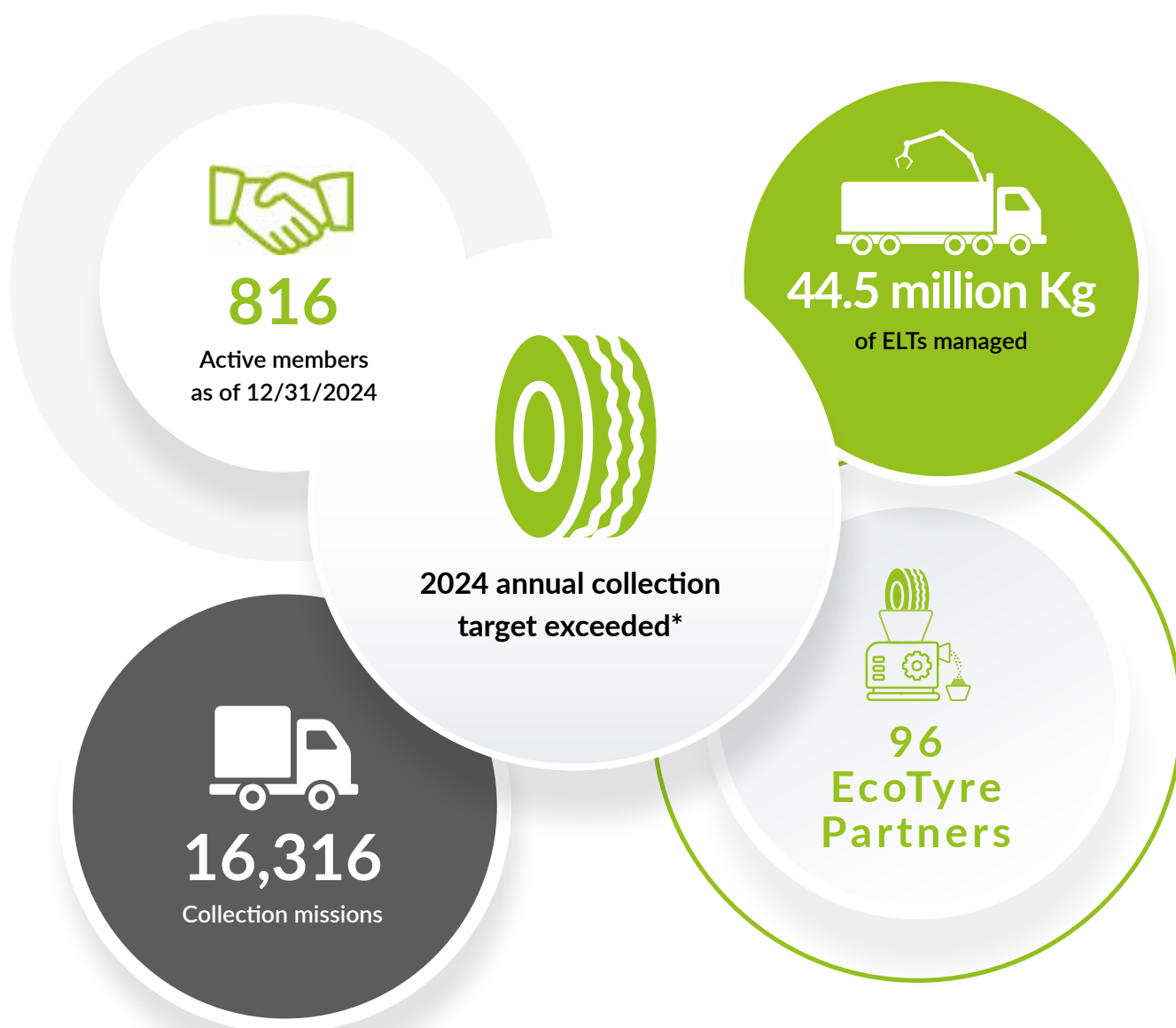
Finally, we enthusiastically continued the PFU Zero Project – sponsored by the Ministry of Environment and Energy Security – which, thanks to collaboration with Local Authorities and environmental associations such as Legambiente and Marevivo, enables extraordinary interventions for ELTs dispersed in the environment and awareness-raising activities on the correct recovery of end-of-life tyres.

As tradition dictates, our activities are illustrated and summarized in this Annual Report, which serves not only as an account of the results, data, and projects managed in the previous year, but also as a dynamic consultation tool. Thanks to various links with QR Codes, which can be scanned with any smartphone, it is possible to access our online portal to consult data and information updated in real-time.

Have a good reading



**ENRICO AMBROGIO**  
PRESIDENT OF ECOTYRE



#### CAPILLARITY

EcoTyre provides services to tyre dealers in every corner of Italy, including the most remote towns.

#### TRANSPARENCY

Information on collection, updated in real-time, is accessible on the Consortium's website.

#### RELIABILITY

Members benefit from a reliable service and a robust reporting system.

#### COST-EFFECTIVENESS

Efficiency in logistics management ensures that the environmental fee remains competitive.

\*Referenced to the National Collection Plan

**SINCE 2011: INNOVATIVE ELT MANAGEMENT**

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**83 MILLION ELTS RECOVERED**

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**CONTINUOUS COMMITMENT TO RESEARCH AND INNOVATION**

## WHO WE ARE

14 YEARS AS PIONEERS IN THE CIRCULAR ECONOMY  
OF END-OF-LIFE TYRES

Founded in 2011, EcoTyre has quickly established itself as one of the leaders in the End-of-Life Tyre (ELT) management sector. Our credibility and the quality of services offered have convinced hundreds of producers and importers to choose us, making our Consortium the Italian entity with the largest number of registered companies

We have built our operational model around the principles of the Circular Economy, developing a comprehensive collection system that covers the entire national territory. Each year we improve the efficiency of our processes, combining environmental sustainability with competitive costs, always trying to maintain high quality standards.

Complete traceability is guaranteed at every stage: from the collection point to the final destination. This systematic approach allows for proper management that eliminates environmental risks.

EcoTyre constantly invests in research and development to optimize the collection system and, above all, to ensure that materials recovered from tyres can be effectively recycled and given new life.

The Circular Economy today represents a global priority and a continuous stimulus to improve our competitiveness. Our commitment also extends to raising public awareness through communication initiatives that promote the values of environmental sustainability.

## THE ELT COLLECTION SYSTEM





15,473 WORKSHOPS AND ELT PRODUCERS REGISTERED

77 LOGISTICS PARTNERS

19 RECYCLING FACILITIES

## OUR ELT MANAGEMENT NETWORK

A COMPLETE SUPPLY CHAIN: FROM TYRE REPLACEMENT  
TO FINAL RECOVERY

The End-of-Life Tyre (ELT) management cycle involves various specialized actors working in synergy to ensure eco-sustainable recovery. Here are the main protagonists:

- **Producers and Importers:** through their membership with EcoTyre, they fulfil regulatory obligations related to the end-of-life management of tyres placed on the Italian market;
- **Sector Operators:** tyre dealers, workshops, and other professionals who benefit from the free ELT collection service directly at their premises after tyre replacement operations;
- **EcoTyre:** coordinates and manages collection and transport on a national scale, also handling reporting for members to the relevant institutional bodies;
- **Logistics Partners:** ensure comprehensive collection and logistics management of ELTs throughout Italy;
- **Recycling Partners:** execute the recovery process by separating rubber from ferrous and textile components, transforming it into granulate of different sizes. This material is used in the production of recycled rubber products: sound-absorbing panels, impact-absorbing pavements, urban furniture, sports facilities, and, thanks to the "From Rubber-to-Rubber" project, also in the production of new tyres and other rubber products.

## THE ENVIRONMENTAL FEE

- The amount of the fee is established by the Consortium based on the costs necessary to ensure ELT management in compliance with environmental regulations and health protection.
- As provided by Ministerial Decree 182/19, EcoTyre applies a differentiated fee based on the weight of the tyres to be treated, with annual revision communicated to the Ministry of Environment and Energy Security.
- The contribution must also be paid by foreign entities that import tyres into the Italian market through web channels.
- The environmental fee is used exclusively to finance collection throughout the national territory, without profit purposes.

# WHAT WE DO

## INTEGRATED MANAGEMENT OF THE ELT SUPPLY CHAIN WITH EFFICIENCY, TRANSPARENCY, AND INNOVATION

EcoTyre operates as a responsible manager on behalf of its members, tyre producers and importers, guaranteeing the entire life cycle of ELTs in accordance with the European principle of "Extended Producer Responsibility," which attributes to producers the accountability for managing the end-of-life of their products.

### **DIGITIZED ADMINISTRATIVE MANAGEMENT**

Our staff manages the entire administrative process through advanced IT systems that allow:

- Monthly declarations of quantities placed on the market by members;
- Annual reporting of tyres sent for recovery;
- Digital management of economic flows related to environmental fee;
- Automatic issuance of the certificate of correct ELT management.

This complete digitization optimizes time and costs for all actors involved.

### **SERVICE TO OPERATORS**

We have developed a dedicated platform that allows tyre dealers to:

- Request free ELT collection at their workshops;
- Monitor the order status in real-time;
- Verify the effective recovery initiation of the materials.

### **INSTITUTIONAL DIALOGUE**

We maintain a constant relationship with institutions, particularly with the Ministry of Environment and Energy Security, making our experience available to improve the regulatory framework of the sector.

### **VOLUNTARY INITIATIVES**

For over ten years, we have been promoting the "ELT Zero" project, which includes:

- Extraordinary interventions to collect abandoned tyres in the environment;
- Collaborations with local and volunteer associations;
- Communication campaigns to raise awareness against waste abandonment;
- Activities to promote the correct disposal chain.

## RESEARCH AND INNOVATION

We have invested significantly in Research and Development, with particular attention to advanced recycling. The "From Rubber-to-Rubber" project represents our flagship: an innovative technology that allows materials derived from ELTs to be used to produce new tyres and other rubber products, thus completing the circular economy cycle.



107 DIRECT AND INDIRECT PERSONNEL

22.5 MILLION EUROS OF GENERATED VALUE

2 RESEARCH & DEVELOPMENT (R&D) SPECIALISTS

## OUR SOCIO-ECONOMIC IMPACT

ECOTYRE OPERATES WITH A LEAN AND EFFECTIVE ORGANIZATIONAL MODEL

Based on the strategic coordination of a network of specialized suppliers to guarantee excellent quality standards.

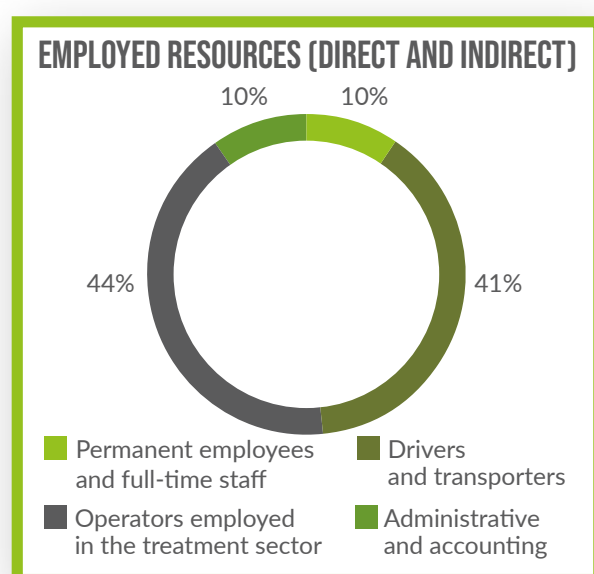
In 2024, our professional ecosystem involved 97 people who contributed to maintaining the ELT collection service at levels of efficiency, timeliness, and coverage that distinguish EcoTyre in the market.

We have developed an agile central organization, supported by an extensive network of external collaborators. In parallel, we have implemented advanced digital platforms that optimize both daily operations and reporting processes.

The Consortium's activities annually generate an economic value of about 22.5 million euros, representing a significant contribution to the Circular Economy sector in Italy.

Our workforce is divided into:

- 10 direct employees and full-time collaborators;
- 41 drivers and logistics operators;
- 44 specialists in materials treatment;
- 10 administrative and accounting professionals;
- 2 high-profile external research and development consultants.



ORGANISATIONAL MODEL AS PER LEGISLATIVE DECREE 231/01

ISO 9001:2015 AND 14001:2015 CERTIFICATIONS

EXCELLENCE RECOGNIZED BY MEMBERS AND PARTNERS

## TRANSPARENCY AND QUALITY

FOR ECOTYRE, ETHICS AND SUSTAINABILITY REPRESENT  
THE FUNDAMENTAL PILLARS OF EVERY ACTIVITY

Continuous improvement and excellence quality standards guide our work daily.

An organization operating in the waste sector must necessarily base its activities on non-derogable principles: full regulatory compliance, high quality standards, environmental protection, and safeguarding the health of working people and citizens.

In this perspective, we have implemented specific tools for planning, reporting, and completing operational activities:

- Organizational Model 231: since 2020, EcoTyre has adopted an Organisational, Management, and Control Model in compliance with Legislative Decree 231/01, which defines guidelines, operational procedures, and verification methodologies for activities. To guarantee compliance with the Code of Ethics, an independent Supervisory Body has been established that oversees adherence to principles and obligations by all personnel;
- Quality certifications: since 2018, the Consortium has maintained ISO 9001:2015 (Quality Management) and ISO 14001:2015 (Environmental Management) certifications, testifying to our commitment to international standards of excellence.

This structured approach has significantly contributed to the loyalty of members and partners, who recognize and appreciate our professionalism in terms of technical competence, timeliness in responses, quality of equipment used, and effectiveness of the communication system.

**816 CONSORTIUM COMPANIES**

**ITALIAN AND FOREIGN PRODUCERS AND IMPORTERS**

**HIGH LOYALTY RATE**

## OUR MEMBERS

ECOTYRE MAINTAINS A CONSTANT DIALOGUE WITH ITS CONSORTIUM MEMBERS, BUILDING RELATIONSHIPS OF MUTUAL TRUST AND PROVIDING PERSONALIZED SERVICES TO BOTH LARGE COMPANIES AND SMALL ARTISANAL, COMMERCIAL, AND INDUSTRIAL ENTITIES

Since its foundation, EcoTyre is confirmed every year as the first Consortium in Italy by number of members. This primacy is the result of a continuous commitment to ensuring:

- Simplicity and transparency in management;
- Reliability in compliance with current regulations;
- Punctuality in administrative deadlines;
- Leadership in Circular Economy.

Our ability to adapt to the specific needs of each Consortium company, from small local entities to multinationals in the sector, represents a distinctive value that incentivizes the annual renewal of the partnership with EcoTyre.

The constant growth in the number of members testifies to the solidity of our operational model and the quality of services we offer within the tyre supply chain.

### MEMBERS 2011-2024



ECOTYRE LIVE  
scan the QR code to  
discover the member  
list updated  
in real-time



15 CATEGORIES OF ECO-FEE

AMOUNT REDUCED BY 30% IN 14 YEARS

OPTIMIZATION FOR LOGISTICS COSTS

## EFFICIENCY AND CIRCULARITY

ECOTYRE'S SYSTEMATIC APPROACH COMBINES OPERATIONAL EFFICIENCY AND MARKET COMPETITIVENESS, WITH A TRANSPARENT REGULATION THAT CLEARLY DEFINES THE AMOUNT PAID BY CONSUMERS

The environmental fee is structured into 15 different categories of tyres, in accordance with the directives of the Ministry of Environment and Energy Security. Each category is determined based on the weight of the tyre and provides for a specific economic contribution at the time of purchase.

Over the years, EcoTyre has implemented a strategic reorganization of its logistics network to:

- Optimize transport loads;
- Reduce operational costs;
- Pursue the best possible environmental management.

This strategy has allowed the development of a more efficient collection system, always maintaining a high quality standard both in the service offered and in environmental protection.

A determining factor for cost containment has been the implementation of a dedicated IT portal for logistics, which has significantly simplified communication between tyre dealers and EcoTyre in the management of collection operations, reducing administrative times and costs.

**44,548,474 KG COLLECTED IN 2024**

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**583,420,485 KG OF ELTS DELIVERED FOR RECOVERY SINCE 2011**

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**TARGET REACHED AND EXCEEDED**

## COLLECTION IN ITALY

THANKS TO ITS NATIONAL COLLECTION PLAN, ECOTYRE MANAGES TO DELIVER FOR RECOVERY EVEN MORE WASTE TYRES THAN WHAT THE LAW WOULD REQUIRE

EcoTyre is responsible for sending for recovery at least as many tyres as those placed on the market by its members. To guarantee a continuous and comprehensive service, the Consortium develops a National Collection Plan that takes into account seasonal variations in tyre type and quantity as well as specific territorial needs.

In 2024, a total of 44,548,474 kg of ELTs were collected across all Italian regions. Of these, about 42 million kg came from the national replacement network (tyre dealers), 2 million kg from ACI car dismantlers, while the rest came from special recovery missions associated with our PFU Zero Project.

In 14 years of activity, EcoTyre has delivered approximately 583.5 million kg of ELTs for proper recovery, equivalent to about 77 million individual tyres.





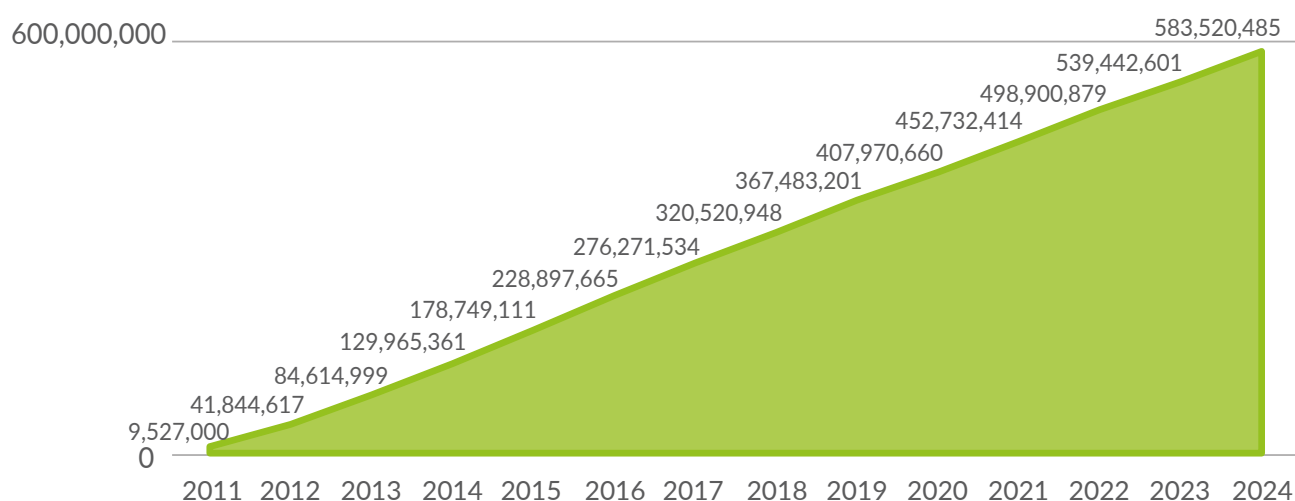
*77 MILLION TYRES DELIVERED FOR SUITABLE RECOVERY IN 14 YEARS: ALL LINED UP, THEY WOULD EXCEED THE ENTIRE EQUATORIAL CIRCUMFERENCE OF THE EARTH*

100%



ECOTYRE MAKES AN IMPORTANT CONTRIBUTION TO KEEP UP WITH THE ENVIRONMENTAL NEEDS OF OUR SECTOR. **IN 2024** WE COLLECTED MORE THEN THE LEGAL TARGET

CUMULATIVE COLLECTION 2011-2024 (kg)



**16,316** COLLECTIONS IN ITALY IN 2024

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**2,308 KG** AVERAGE WEIGHT PER COLLECTION

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**77** SPECIAL COLLECTION MISSIONS THROUGH "PFU ZERO"

## OUR OPERATIONS ON THE GROUND

NATIONWIDE COVERAGE WITH COMPLETE PRESENCE ACROSS THE TERRITORY

In 2024, EcoTyre completed a total of 16,316 collection operations. Most of these:

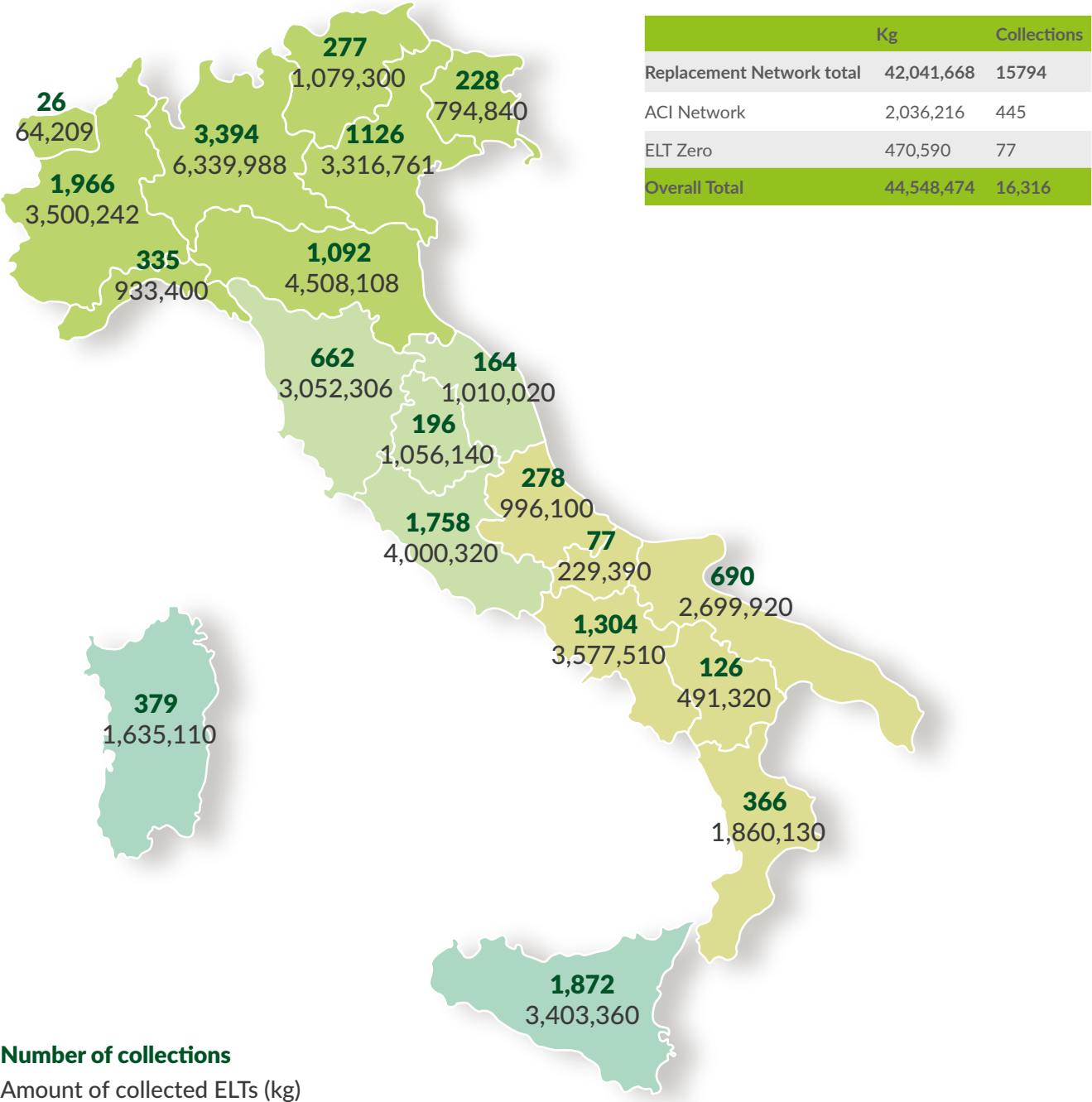
- 15,794 served tyre dealers and repair shops;
- while 445 served car dismantlers in the ACI network;
- Moreover, another 77 missions consisted of special interventions at abandoned tyre dumps identified through our PFU Zero Project.

The collection system operates at both provincial and regional levels, with a distribution of managed volumes that strictly respects the collection targets set by Ministerial Decree 182/19 and subsequent regulatory additions.

Planning takes into account seasonal variations in requests from Italian tyre dealers, ensuring timeliness and efficiency even during periods of higher demand, such as seasonal tyre changes.



# ECOTYRE EFFICIENTLY SERVES EVEN THE SMALLEST AND MOST REMOTE BUSINESSES



	Kg	Collections
Replacement Network total	42,041,668	15794
ACI Network	2,036,216	445
ELT Zero	470,590	77
Overall Total	44,548,474	16,316

## FAST ACCESS TO DATA

ALL COLLECTION DATA IS REPORTED IN A TIMELY MANNER ON A DEDICATED SECTION OF THE ECOTYRE WEBSITE. A CHOICE OF TRANSPARENCY THAT ALLOWS ANYONE TO MEASURE OUR COMMITMENT MONTH BY MONTH

EcoTyre systematically publishes all collection data in a dedicated section of its website. This choice of transparency allows anyone to verify, month after month, the concrete results of the Consortium's commitment.

The innovative "EcoTyre Live" platform represents a turning point in sharing information with stakeholders and the public. Through interactive tables and graphs, it is possible to analyze collection trends according to various parameters:

- Geographical distribution;
- Type of ELTs managed;
- Number of tyre dealers served.

This excellence in reporting reflects one of EcoTyre's distinctive competencies, essential for fulfilling its obligations both towards the Ministry and towards its members.

The results of the National Collection Plan are constantly compared with the targets established by regulations, with the explicit intent of systematically exceeding them. This proactive approach translates concretely into a greater number of collections carried out and higher quantities of waste sent for recovery.



The transparency portal on our website's homepage

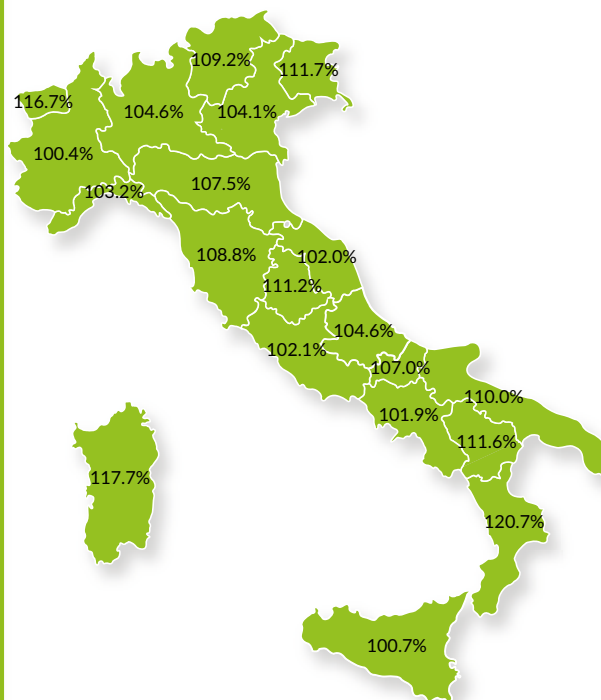
ECOTYRE LIVE  
Scan the QR code  
to access our real-time  
collection data



## FOCUS - COLLECTION TARGET



## ACHIEVEMENT BY REGION



**15,473 PICK-UP POINTS**

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**96.2% OF TRUCKS IN OUR FLEET HAVE EURO 5 OR EURO 6 ENGINES**

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**67.01% OF OUR COLLECTIONS SERVE SMALL TRADERS**

## ECOTYRE NETWORK

OUR PARTNER PROVIDE EFFICIENCY AND SUSTAINABILITY

96 operators work with EcoTyre to ensure the most efficient and sustainable management, collection and recycling system possible

Our 77 Logistics Partners take care of the day-to-day collection and shipment of waste tyres. Our coordinating efforts make it possible to offer a complete service that monitors each tyre's life cycle from the moment it is generated until it reaches its final recovery destination. There, our 19 Recycling Partners treat it appropriately and transfer it to its final material-recovery or energy-recovery destination.

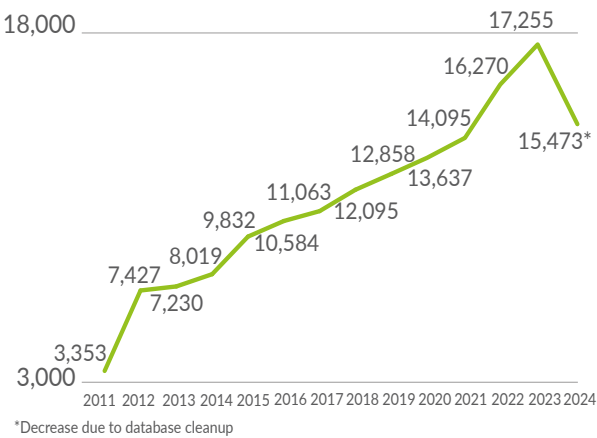
Partners are selected from a sustainability perspective, with priority given to local businesses and plants to reduce the miles covered by the collected waste. In 2024, 96.2% of the transport fleet consisted of Euro 5 or Euro 6 vehicles.

Punctuality of collection remains very high, with 81.46% of collections carried out as scheduled in urban centers and 76.54% in peripheral areas. A further 9.88% is carried out within 5 days of the scheduled date.

EcoTyre is strongly focused on small traders needing more frequent collections also because of their limited storage capacity. In 2024, 68.22% of our collection missions served small traders for a maximum of 300 tyres per mission.

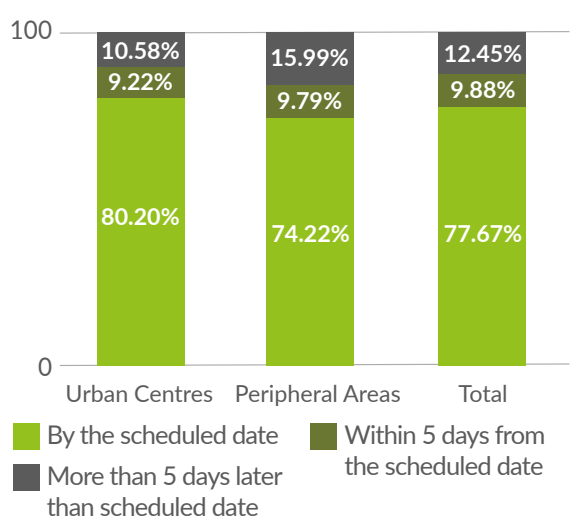
*OVER 2,000 PICK-UP POINTS REGISTERED  
IN THE PAST YEAR, WITH OUR  
PUNCTUALITY INDEX IMPROVING*

**GROWTH OF PICK-UP  
POINTS 2011 - 2024**

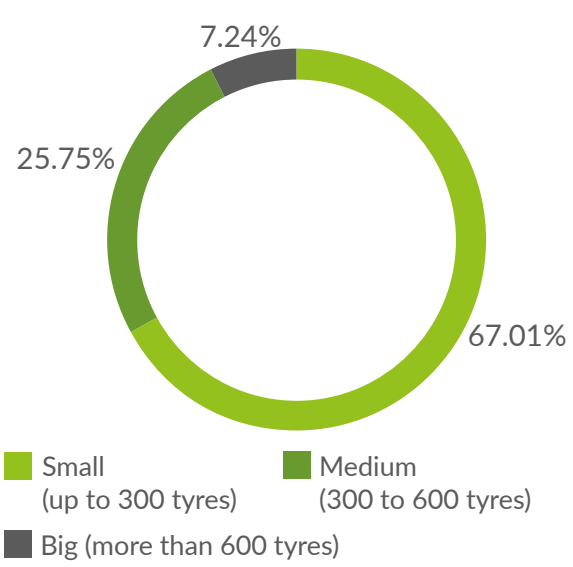


The fleet used by  
EcoTyre is made up  
of **96% Euro 5**  
or **Euro 6** vehicles

**PUNCTUALITY INDEX (SHARE OF  
COLLECTIONS CARRIED OUT AS SCHEDULED)**



**COLLECTIONS BY SHOP SIZE**



**445 ACI COLLECTION OPERATIONS**

**2,036,216 KG COLLECTED**

**100% TERRITORY COVERAGE**

## COMPLETE SERVICE FOR AUTO DISMANTLERS

COLLABORATION WITH THE ACI PFU COMMITTEE

EcoTyre has been operating for years as a strategic partner of the PFU Committee (established by ACI – Automobile Club of Italy), carrying out dedicated collection activities at auto dismantler facilities. This ensures that tyres originally mounted on new vehicles are properly directed to recovery channels.

Ministerial Decree 182/2019 established a separate supply chain for tyres placed on the market as equipment for newly registered vehicles. The PFU Committee, established at the Automobile Club of Italy, coordinates the collection of these ELTs from auto dismantlers regularly registered in the Public Automobile Registry.

In 2024, EcoTyre's activities in this area achieved significant results:

- 445 collection operations at auto dismantlers throughout Italy;
- 2,036,216 kg of ELTs collected and sent for recovery;
- Complete coverage of the entire national territory.

This service represents a fundamental component in ensuring complete circularity in tyre management, ensuring that tyres from the automotive supply chain follow proper recovery and valorisation paths.

Region	WASTE TYRES COLLECTED (KG)	NO. OF COLLECTIONS
ABRUZZO	2,400	1
BASILICATA	3,700	1
CALABRIA	67,280	15
CAMPANIA	1,400	1
EMILIA ROMAGNA	693,546	135
FRIULI VENEZIA GIULIA	13,280	3
LATIUM	29,980	5
LIGURIA	56,370	18
LOMBARDY	59,880	12
MARCHE	61,400	10
MOLISE	4,000	1
PIEDMONT	125,200	27
APULIA	170,030	37
SARDINIA	443,980	83
SICILY	3,660	2
TUSCANY	170,380	52
TRENTINO ALTO ADIGE	41,630	14
VENETO	88,100	28
OVERALL TOTAL	2,036,216	445





# PFU ZERO: CONCRETE COMMITMENT TO THE ENVIRONMENT

## EXTRAORDINARY PICK-UP AND ENVIRONMENTAL AWARENESS

EcoTyre has been carrying forward the "PFU Zero" project for 13 years, always under the patronage of the Ministry of Environment and Energy Security. The initiative pursues the ambitious goal of eliminating the presence of abandoned ELTs throughout the national territory.

The project develops along two complementary directions:

- Extraordinary interventions: identification and removal of illegal ELT deposits, in collaboration with environmental associations and local authorities;
- Awareness campaigns: information aimed at citizens on the proper management of these wastes and on the virtuous recovery chain.

### RESULTS 2024

During 2024, EcoTyre carried out 77 extraordinary interventions that allowed the recovery of 470,590 kg of abandoned ELTs. These operations significantly contributed to the environmental restoration of numerous areas, improving the safety and healthiness of public spaces.

### STRATEGIC PARTNERSHIPS

The success of the "PFU Zero" project is based on established collaborations with important environmental associations:

Legambiente: for over 11 years, EcoTyre has actively participated in the "Clean-Up the World" campaign, with extraordinary interventions concentrated mainly in Calabria and Sicily, contributing to raising awareness among local communities;

Marevivo: the collaboration focuses on protecting Italian coasts through:

- underwater interventions for the removal of ELTs from seabeds;
- agreements with smaller islands to guarantee periodic collection of ELTs;
- protection of marine ecosystems and coastal biodiversity.

Fare Verde: EcoTyre has carried out four specific collection interventions, integrating extraordinary operations with educational moments aimed at young people, to convey the importance of correct waste management practices and the potential for recycling materials contained in tyres.

ECOTYRE LIVE

Scan the QR code and find  
out more about the  
ELT Zero missions

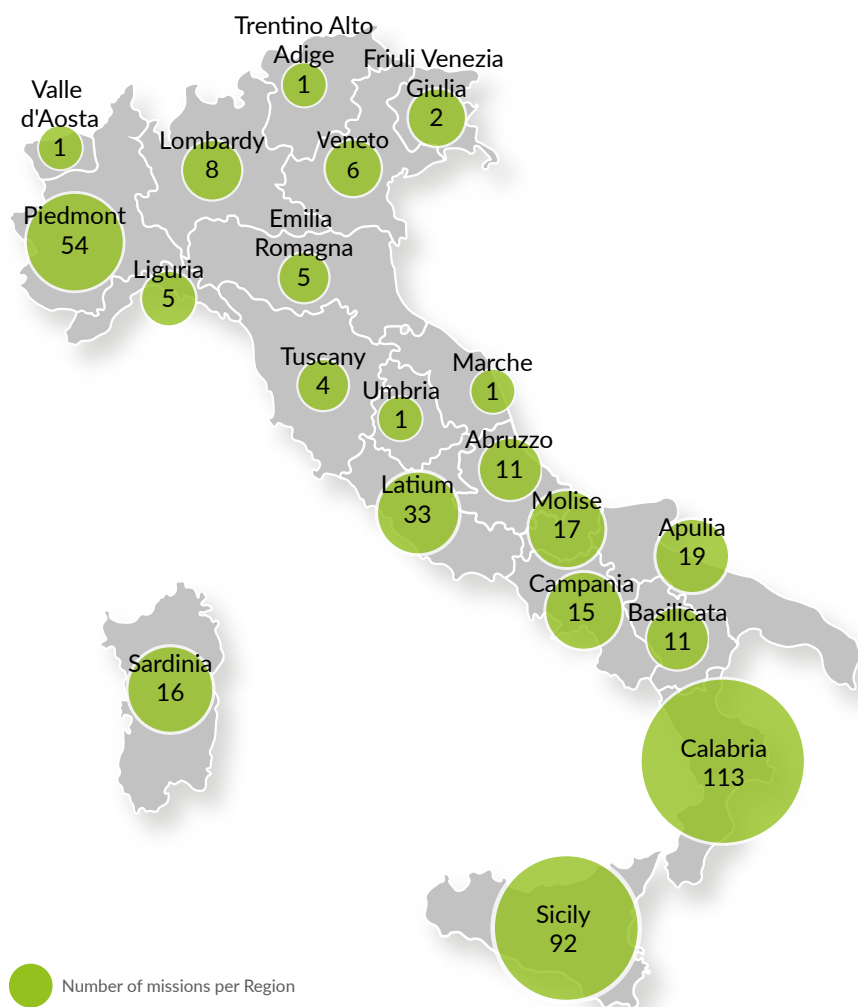




Bosco di Milo (CT)



Gaeta (LT)



Isola delle Femmine (PA)



Alghero (SS)



Mazara del Vallo (TP)

**70% RECYCLABLE RUBBER IN ELTS**

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**52.2% DIRECTED TO MATERIAL RECOVERY**

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**2 KG OF CO<sub>2</sub> SAVED PER TYRE**

## PIONEERS OF THE CIRCULAR ECONOMY

### PRIORITY TO MATERIAL RECOVERY

In the circular economy, material recovery represents the absolute priority as it enables the production of secondary raw materials. EcoTyre concentrates all its research and development efforts on this solution, actively promoting the recycling of ELTS.

Recycling ELTs is fundamental to valorise the valuable materials that compose them:

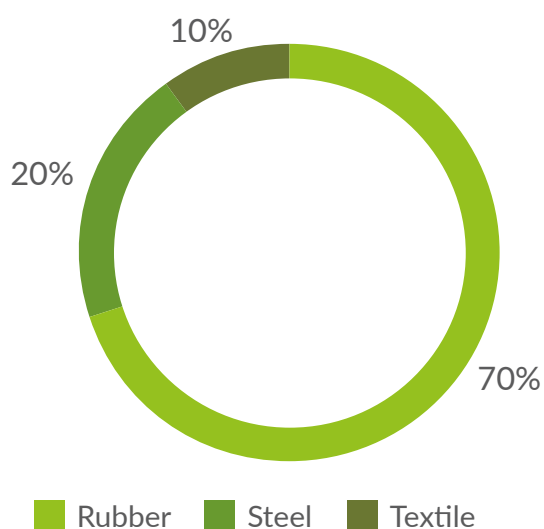
- 70% recyclable rubber;
- 20% steel;
- 10% textile fibers.

All these components are completely recoverable. Although energy recovery represents a more sustainable alternative compared to the use of traditional fossil fuels, recovering materials remains the primary objective.

**EcoTyre's innovative "From Rubber to Rubber" project has concretely demonstrated the possibility of using recycled rubber in the production of new tyres and other rubber products.** The environmental benefits are evident: recycling a single tyre saves about 2 kg of CO<sub>2</sub> compared to thermal valorization, confirming material recovery as the most ecologically advantageous choice.

*OUR FROM RUBBER-TO-RUBBER PROJECT MAKES  
IT POSSIBLE TO REUSE ELTS TO PRODUCE NEW TYRES*

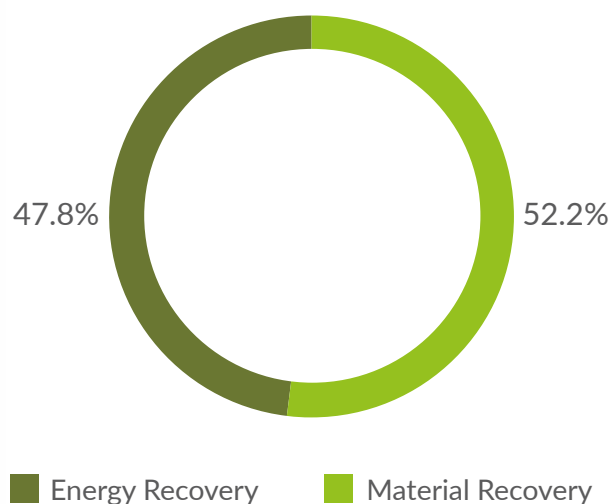
TYRE COMPONENTS



**100%** of waste tyres  
can be recycled

**52,2%**  
of waste tyres  
destined to recovery

TYPE OF RECOVERY



# FROM RUBBER TO RUBBER: A WINNING BET

## NEW TYRES AND NEW RUBBER PRODUCTS OBTAINED FROM ELT RECYCLING

An apparently simple but profoundly innovative idea: transforming ELTs into new tyres and rubber products. Thanks to EcoTyre's determination, this challenge has been successfully overcome, making it possible today to obtain secondary raw materials from ELTs, destined for the production of tyres with characteristics equivalent to those made with virgin materials.

### AN INNOVATION JOURNEY

The "From Rubber to Rubber" project, launched by EcoTyre in 2016, pursued the ambitious goal of reusing rubber recovered from ELTs collected in Italy in the production of new tyres and other rubber products.

This milestone has been reached: today, numerous trucks on Italian roads operate on tyres produced with recycled rubber from ELTs. The fundamental technological breakthrough involved two key processes:

- The devulcanization of granulate obtained from ELTs
- The revulcanization of the compound for new products

The path was not without obstacles: intense research and development work was necessary, followed by the creation of the first prototypes for road tests and finally the industrialization of the process, realized thanks to EcoTyre's partners.

### STRATEGIC PARTNERSHIPS

Thanks to collaboration with leading industrial partners and important Italian and foreign university institutions, it has been possible to concretely develop opportunities for reusing recycled rubber in the production of elastomers for new products.

The purpose of the "From Rubber to Rubber" project has found its concrete realization through the imminent use of "green tyres" on trucks in EcoTyre's collection fleet and the availability for the entire industrial chain of new "green" rubber that can be used for the production of various rubber products in the normal production cycle.



*Since we founded our consortium, we knew that simply setting up an efficient collection and management chain for waste tyres would not have been enough. The secondary raw materials contained in them, and rubber in particular, had to be valorized. That is why we created a research and development team that had a simple yet brilliant idea: using ELT-derived rubber to make new tyres.*

*Our numerous partners contributed with their scientific, technical and operational expertise to the production and testing of the project's results. Today we can say that it was a winning choice and we have finally brought green tyres to the road, in line with the spirit of the circular economy.*

ENRICO AMBROGIO  
PRESIDENT OF ECOTYRE



**Up to 30%**

The amount of green compound contained in the recycled rubber that is used

**1,5 milioni**

kilometers of road tests

ECOTYRE LIVE

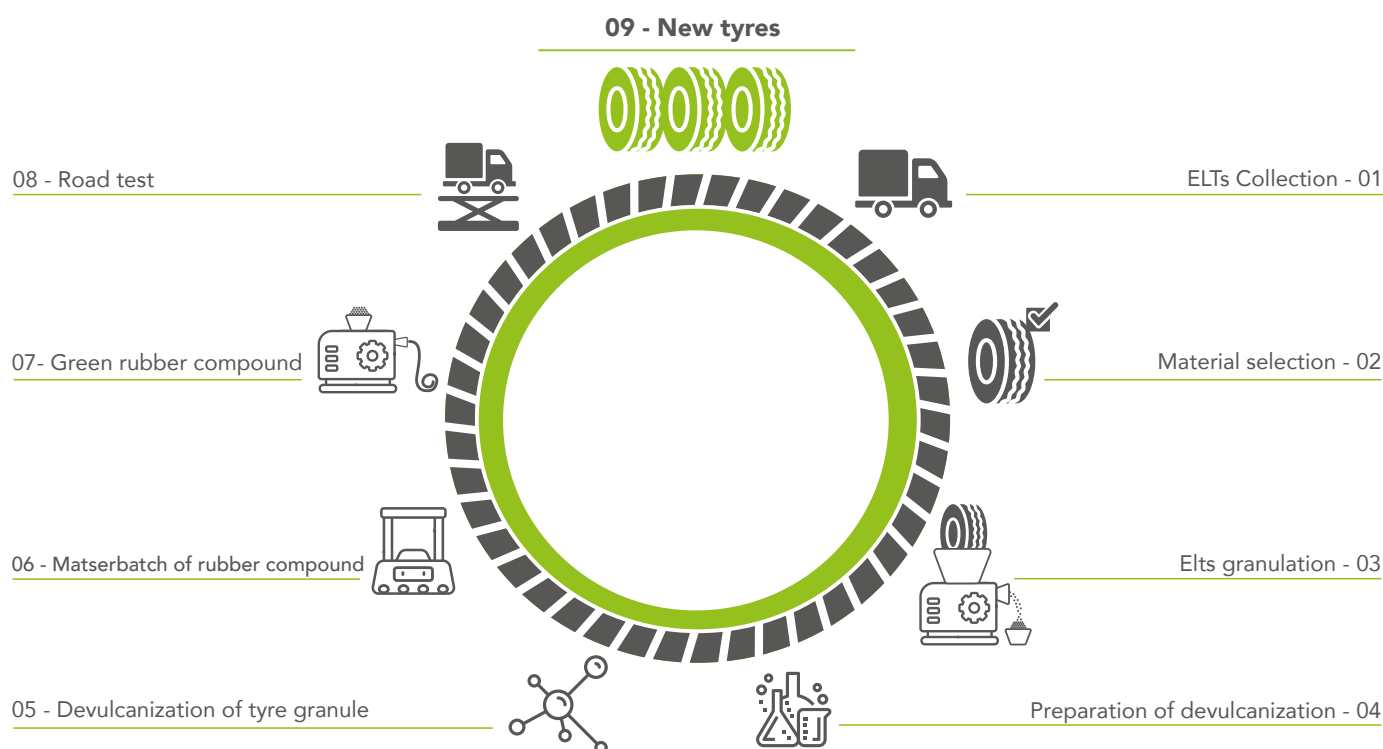
Scan the QR code to check out the latest news "From Rubber to Rubber" project



Target to be achieved by **2028**: green tyres for our entire fleet

# Now on the road!

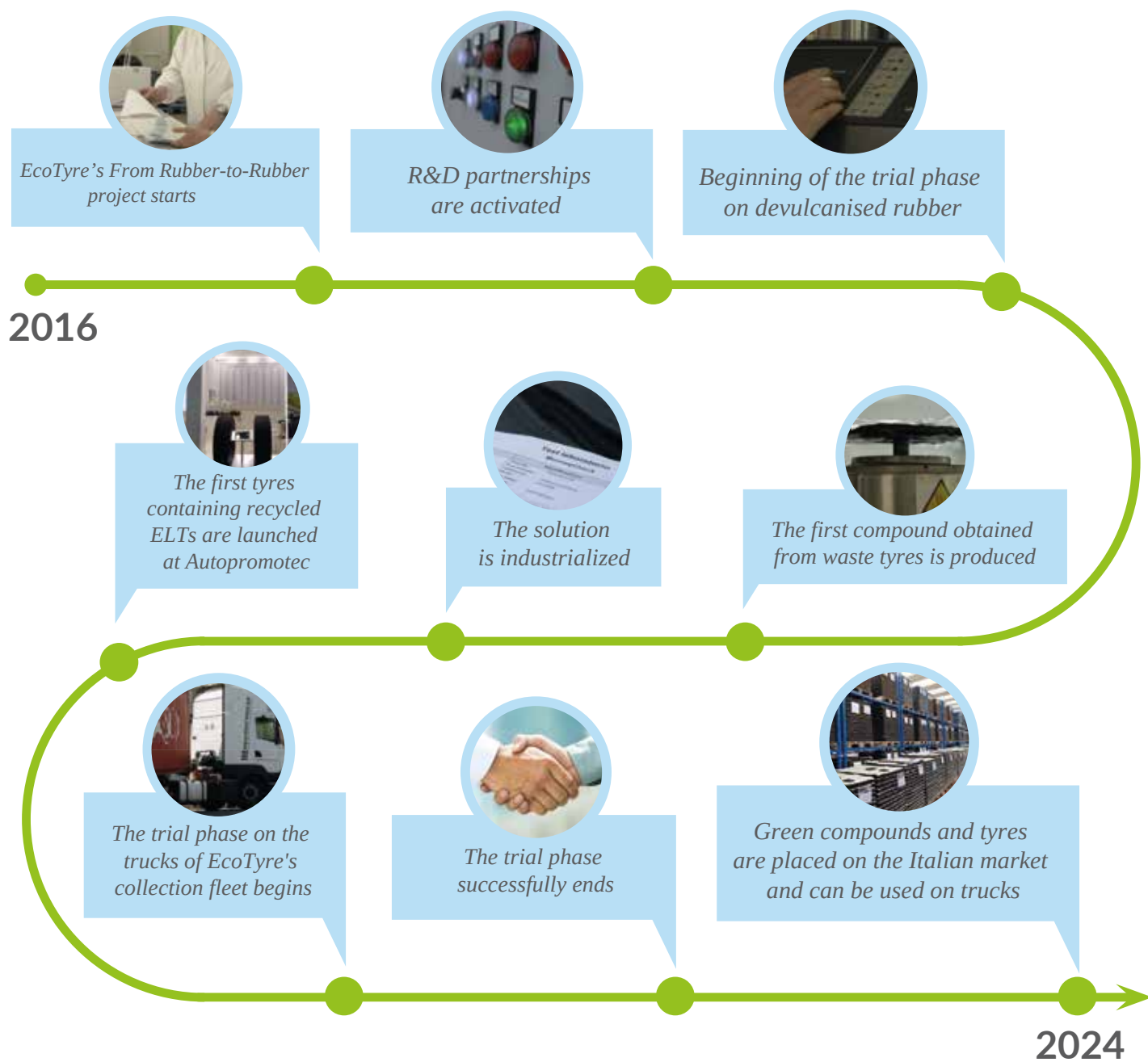
The first tyres produced with ELT-recycled rubber



## From Rubber-to-Rubber, Phase 5.0

An EcoTyre Project







**EcoTyre S.c.r.l.**

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