

**New York State  
Environmental Investment Program  
Capital Project Summary  
High Tread International Ltd.**

**Project Background**

High Tread International, Ltd. began operating a tire recycling plant in the City of Lockport, NY in the year 2000. The company processes scrap tires into various sizes of ground rubber, which are sold for use in a variety of value-added products, including automotive parts, other molded products, and sports surfaces.

**Project Description**

In order to continue growing in value-added recycled rubber products markets, High Tread proposed purchasing additional production equipment and upgrading its electrical service. The new equipment would allow High Tread to increase the amount of passenger tires it recycled, and produce a higher value, scrap steel product from the tire wire. Also, because High Tread operates out of two adjacent buildings, an upgrade to its electrical systems would be needed to enable High Tread to lower its overall electrical costs and handle the bigger electric load associated with its increased production.

**Project Results**

High Tread purchased a granulator to process passenger car tires for the crumb rubber market. The company also bought a baler to press its tire wire steel into a denser product that commands a higher

price than the loose tire wire steel formerly marketed. And, High Tread updated the electrical service to its original plant to handle the increased electric load and to tie the two industrial sites together, qualifying the company for lower industrial electric rates.

High Tread far exceeded its performance goals by increasing its recycling of passenger tires by over 3,700 tons/year (nearly double its target). The business also realized an annual sales increase of over \$600,000 from passenger car tire crumb rubber, increased its collection fees for passenger car tires by over \$249,000, reduced its electrical costs by approximately \$75,000 annually, and added over \$450,000 in annual revenue from its steel sales.

This project helped High Tread International Ltd. increase the volume of passenger car tire throughput at its facility by over 3,700 tons/year, with a combined economic benefit of \$1.374 million. The project also helped High Tread increase employment at its Lockport plant by over twenty jobs.

This investment has made High Tread a stronger, more diversified tire recycling company that continues to manufacture a high quality crumb rubber product.

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<b>Contractor:</b>	Niagara County IDA	<b>NYS EIP Investment:</b>	\$265,500
<b>County:</b>	Niagara	<b>Contractor Match:</b>	\$265,598
<b>ESD Region:</b>	Western New York	<b>Total:</b>	\$531,098
<b>ESD Contact:</b>	518/292-5340	<b>Completion Date:</b>	September, 2006