

VELORIM LTD

Restoring the environmental credentials of cycling



Introduction

- Trustees of Bicycle Recycling Charity
- Scrap 50% of donated bikes
- Recycle:
 - Steel
 - Aluminium
 - Plastics
- Can't recycle the rubber



The Problem

- 30,500,000 tyres and
- 150,000,000 inner tubes disposed of each year
- 44,000 tonnes going to landfill
- **PLUS**
- In excess of 50,000 tonnes stockpiled across the UK



The Figures

- Two Routes
 1. Published information through ONS
 - a. 11,000,000 cyclists
 - b. Average of 7 miles per day
 - c. Tyre replacement at 2,000 miles (Average – Schwalbe)
 - d. 30,500,000 tyres replaced per year
 2. Survey of 5,000 independent cycle shops through ACT
 - a. 29,200,000 tyres and
 - b. 108,730,000 inner tubes sold each year



Recycling Options

- Insert into car tyres – too expensive
- Reuse – impractical
- Craft remanufacturing – minor market
- Rubber derived fuel – environmentally damaging
- **There are no facilities, worldwide, that recycle bicycle tyres at scale**
- The only practical option is disposal in landfill



Until now ...



The Process

- Collect tyres and tubes - free to individuals
- Small charge (negotiable) for commercial operations – 25p
- Reprocess them into:
 - Rubber Crumb or
 - De-vulcanised rubber sheet
- Sell onto the open market
- Creating a circular economy



Charges

- There will be costs involved
 - Logistics
 - Packaging
 - Administration
- Covered through charges or membership fees



Support

- C2RD
- Cycle-R
- Inovaplus Ltd
- IDS Global Ltd
- Association of Cycle Traders
- Staffordshire County Council
- Madison Bikes
- Serco (Boris Bikes, London)
- Schwalbe Tyres
- Veolia
- Staffordshire Chambers of Commerce
- South Staffordshire College
- Wolverhampton University



Issue

- By the end of 2020, the UK Government will introduce legislation requiring ALL tyres and inner tubes to be recycled

Outcome

- It will be a major coup for the industry to pre-empt any legislation
- It will prove the 'green' credentials of cycling



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- Problem Solved!



Questions

- We are happy to answer any questions

