

Brityrex International 2010 MEDIA RELEASE

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Environment Agency chooses Brityrex 2010 for major tyre trade campaign

*New legislation affects all tyres sold in UK market and manufactured after
January 2010*

The Environment Agency (EA) has chosen Brityrex International as a major platform for an important tyre trade education and enforcement campaign on new legislation covering the chemical make-up of tyres and retread rubber.

With effect from the beginning of January this year new European REACH legislation restricts the amount of PAH (polycyclic aromatic hydrocarbon) that can be used in the rubber production process. These compounds can be present in 'extender oils' used in tyre manufacture.

Some PAHs can be extremely toxic when released into the environment, for example by burning or incinerating used tyres.

Although the onus will be on European manufacturers to comply with the new ruling, distributors found to be selling tyres containing excessive levels of PAH could be faced with enforcement proceedings. One of the problems for retailers and wholesalers will be that there is no visual test to determine the presence of PAH, which means they will need to be absolutely confident that their tyre suppliers are aware of and meeting the tighter standard.

Claire Cox from the EA's Chemical Compliance Team explains:
"Brityrex will provide the ideal opportunity for us to talk to the tyre trade about this development. We need to inform, educate and advise manufacturers, wholesalers and retailers about the new legislation so they can take steps to comply with it.

"We recognise that this will be a potentially complex situation, especially given the global nature of tyre manufacturing and trading that can see tyres made in dozens of different countries arrive for sale in the UK market. Although this is primarily European legislation, manufacturers from other countries around the world will need to comply with it in order to sell their products legally in the European market."

Paul Farrant, managing director of Brityrex organiser ECI International commented:

“This is clearly very important new legislation for the trade to be aware of and it is a mark of Brityrex’s status that the EA has chosen the show to highlight this campaign. With its unique mix of UK and international visitors, delegates and exhibitors we are confident of delivering the right audience to help the EA get their message across.”

The EA Chemical Compliance Team monitors and enforces compliance with marketing and use restrictions where there is a threat to the environment, or to human health through exposure to the environment.

Brityrex International 2010 will again be sponsored by the NTDA, which will hold its popular annual dinner and TAFF Industry Awards alongside the event.

The exhibition will take place on 5, 6 and 7 October at Manchester Central, formerly known as G-Mex. For more details visit www.eci-international.com

Ends

About ECI International Ltd

ECI International is a privately owned, UK-based exhibition company. In addition to Brityrex International it is the owner and organiser of TyrexpoAfrica in Johannesburg (March 2010), TyrexpoAsia in Singapore (March 2011) and Tyrexpo India (2011) Visit www.eci-international.com for more details of all exhibitions

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