



MEDIA RELEASE

Thursday, June 16, 2011

**MORE GREEN INITIATIVE FOR WINDSOR-ESSEX REGION
WINDSOR RUBBER PROCESSING LTD.
FROM USED TO USABLE**

Windsor-Essex County, Ontario, Thursday, June 16, 2011 - Today, **MPP Windsor-West and Minister of Economic Development and Trade Sandra Pupatello, City of Windsor's Mayor Eddie Francis, and Lindsay Boyd, Chair of the WindsorEssex Economic Development Corporation (WEEDC)** were joined by numerous guests from across the Windsor-Essex region to welcome Windsor Rubber Processing Ltd. to the business community at a grand opening event held at the company's manufacturing facility **at 1680 Kildare Road in Windsor, Ontario, Canada.**

Windsor Rubber Processing Ltd. is a registered Ontario Tire Stewardship (OTS) Hauler, Processor, Recycled Product Manufacturer and Collector, which transforms waste tires recycling back into usable crumb, buffing and returning mulch raw materials back into the manufacturing process. Windsor Rubber Processing Ltd. will also be manufacturing patio pavers, rubber sidewalks, rubber mats, as well as equine rubber crumb material. Windsor Rubber Processing Ltd. is a privately-held company, led by three local businessmen, **Peter Valente, David Williams, and Max Ofner.**

Peter Valente the company spokesman said, "The owners and staff of Windsor Rubber Processing Ltd. are very excited and proud to be here today to show the world that Windsor is open for business. And we are looking forward to a long mutually beneficial relationship with our customers and suppliers. We would like to take this opportunity to thank the entire municipality, provincial and federal representatives for relentlessly pursuing us to open Windsor Rubber Processing Ltd, here in beautiful Windsor Ontario. His Worship, Eddie Francis, Mayor of Windsor, the staff at the WindsorEssex Economic Development Corporation, who works tirelessly to promote the advantages to starting businesses in Windsor. We expect to hire 20 people within the first year of operation, and will be working closely with the Ontario Works program to fulfill our staffing requirements."

"I'm delighted that Windsor Rubber Processing will be opening its doors and creating new jobs right here in Windsor-Essex," said **Sandra Pupatello**, Minister of Economic Development and Trade and MPP for Windsor West. "Here's a company that was thinking outside of the box and found a way to recycle waste, transforming it into a new marketable product."

Mayor Eddie Francis stated, "It's a great pleasure to welcome and congratulate Windsor Rubber Processing Ltd. on the opening of their new manufacturing facility, a company that will provide an alternative to the traditional tire disposal methods. We are excited that Peter Valente and his partners are creating more jobs for our City while being an environmental solutions provider to the tire industry by recycling, reusing and reclaiming 100% of discarded waste tires. On behalf of City Council and residents of Windsor congratulations as Windsor Rubber Processing rightfully takes its place within the region's growing green economy."

Lindsay Boyd, Chair of the WindsorEssex Economic Development Corporation added, "Windsor Rubber Processing Ltd. is an excellent example of the diversification of Windsor and Essex County, and the continued local green initiatives. Peter Valente and his business partners understand there are opportunities for growth in today's challenging economy by announcing their investment in its new Windsor facility. On behalf of the WEEDC Board, Ron Gaudet, CEO and staff we would like to congratulate Peter, David, Max and the Windsor Rubber staff on this very exciting day."

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Windsor Rubber Processing Ltd.

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About Windsor Rubber Processing Ltd. - Windsor Rubber Processing's goal is to ensure materials used to create tires can be reused rather than generating more waste for landfills. By recycling tires we help to maintain the general well being of the environment by providing an alternative to traditional tire disposal. We provide an environmentally friendly and economically viable tire derived product solution for scrap tires. We are an OTS processor conveniently located close to all trucking, rail and shipping ports within the region. We accept tires from OTS Haulers. We will process tires from the private sector; who are not registered with the OTS program. We allow all tire sizes and shapes without rims and solid rubber tires as well as forklift tires with rims. Our state of the art processing facility is capable of manufacturing: Crumb Rubber Premium 100% Steel Free Rubber Mulch Buffing Rubber Product Rubber Sidewalls Patio Rubber Pavers Rubber Mats made from Ontario passenger, truck and OTR tires.

WindsorEssex Economic Development Corporation

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About the WindsorEssex Economic Development Corporation (WEEDC) - The WEEDC is the lead economic development agency proudly representing Windsor-Essex, Ontario, Canada's fastest growing economy (Conference Board of Canada) and one of the world's Top 7 most intelligent communities (Intelligent Community Forum). Acting as a catalyst and network developer WEEDC works to positively impact the region by providing services including business attraction, retention and expansion, small business and entrepreneurial development, and community development activities.

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