

# Case Study: Building a better future - replacing coal with tyres



Tyrewise

## Golden Bay

### LOCATION

Portland, Whangarei

### ROLE

Processor | Manufacturer - Innovator

### TYRES RECYCLED

Passenger | Truck | OTR

### WHAT THEY MAKE

Golden Bay is Aotearoa New Zealand's only local cement manufacturer, producing close to 1 million tonnes of cement a year. They co-process end-of-life tyres (ELTs) alongside wood waste as an alternative fuel in their cement kiln.

Whangarei



FIND OUT MORE

[www.goldenbay.co.nz](http://www.goldenbay.co.nz)



Golden Bay produces EcoSure® – cement with the lowest embodied carbon available in Aotearoa.

Using chipped tyres and wood waste as an alternative fuel source significantly reduces Golden Bay's dependency on coal, which is currently imported from Australia. More importantly, it contributes to the goal of reducing their carbon footprint by 30% by 2030 while providing a solution to problematic waste streams. The steel in tyres also provides iron which is essential for cement production – the co-processing of ELTs reduces the use of iron sand up to 35%.

Currently Golden Bay derives 15% of its fuel needs from ELTs but has the capacity to reach up to 30% – the maximum amount which can be used in their process and equipment.

“We provide Kiwis a greener building solution while not compromising on the strength or performance of our product.”



**“Due to the very high temperature in the kiln, no smoke, odour or visible emissions result from using tyres as fuel and because leftover tyre, steel and ashes are incorporated into the final product, there is no waste or by-product.”**

**Gian Raffainer, GM Industrial Cement, Golden Bay**



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