



TyrFilTM
A **CARLISLE** BRAND



one tote one tree

Carlisle TyrFil Has Planted
Over 200,000 Trees



Over the past 10 years, there were an average of 67,000 wildfires annually and an average of 7.0 million acres burned annually, according to the National Interagency Fire Center. Wildfires are absolutely detrimental to our natural resources. Carlisle TyrFil's One Tote, One Tree program, with the help of our customers, has made significant contributions to American Forests for reforestation efforts in North America, listed below are several projects:

2016 Pole Creek Fire Reforestation Project in Oregon

Our contributions provided new trees to the Pole Creek Fire Reforestation project in Oregon. A major fire in the fall of 2012, together with other recent large fires, burned more than 165,000 acres in the beautiful, resource-rich area of the Deschutes National Forest, outside the town of Sisters in central Oregon. Reforestation within the Pole Creek Fire zone will accelerate the development of mature forest to meet a broad range of habitat requirements for wildlife, help control erosion, and provide other important ecosystem services.

2017 Shoshone National Forest Reforestation Project in Wyoming

The 2017 donation helped American Forests in its work with the US Forest Service to plant more than 40,000 whitebark pines in Shoshone National Forest, which is part of the Greater Yellowstone Ecosystem in Wyoming. The restoration of the Shoshone's Wind River Ranger District is part of a decade-long reforestation project, countering the blister rust and mountain pine beetles that have decimated the area and led to tree mortality exceeding 80 percent in some places. These conditions increase susceptibility to wildfire, and the Burroughs Creek Fire there in fall 2013 destroyed more than 1,700 acres.

2018 El Dorado National Forest in California

In 2018, we assisted with the reforestation of the El Dorado National Forest located in Northern California. This area, located within the majestic Sierra Nevada mountain and foothill environment west of Lake Tahoe, was especially hard hit by the 2014 King Fire disaster. By donating thousands of tree seedlings to be replanted, we helped reinvigorate the natural beauty and landscape of a beloved tourist destination and favored outdoor recreation spot that has been admired for generations. The El Dorado region is richly steeped in Gold Rush lore and has been revered for its incredible wilderness vistas for years by visitors from around the world, attracting two million tourists annually to its rugged mountainous terrain.

2019 Lower Rio Grande Valley in Texas

The 2019 partnership effort benefited an area of the lower Rio Grande Valley in Texas, a fertile delta that is part of the Rio Grande River region that once was lush with a healthy native thornscrub forest, but is now only a fraction of its former size. This rare and unique habitat supports more than 500 species of songbirds, 300 species of butterflies, and 11 other threatened and endangered species like the small wildcat ocelot, which calls the area home. The ecosystem is like no other in America and the future of the many animals that are indigenous to this region is now gravely compromised.

2020 The Jefferson National Forest and the George Washington National Forest areas in Virginia & the Ouachita National Forest in Arkansas

The reforestation effort in Virginia will support the Jefferson National Forest and the George Washington National Forest areas. These beautiful forests are home to multiple designated wilderness territories and are rich in scenic vistas, beautiful foliage, a colorful history and recreational opportunities. To help preserve and reforest this region, the campaign will help specifically to facilitate the replanting of Red Spruce trees.

The effort in Arkansas will support a 1.8 million-acre reserve that is part of the Ouachita National Forest. A once "picture perfect" park-like region, this area had gradually been ravaged by fire devastation and later fire suppression efforts, as well as logging activities going back to the early 19th century. Collectively, these events had destroyed the region's natural eco-system—depleting underbrush and preventing proper dense tree regrowth. Carlisle's One Tote, One Tree effort will help to rejuvenate one of the most beautiful regions of mid-America—and also aid in creating a better natural habitat for treasured wildlife such as the Red-cockaded woodpecker, bald eagles and the Louisiana black bear.

"Carlisle TyrFil continues to stand shoulder-to-shoulder with American Forests to help repopulate severely endangered forest territories across the U.S.," said Carlisle TyrFil Vice President of Global Sales, Matt Pearson. "We're thrilled that our valued dealer and OEM network has been able to join us in this effort to provide a robust partnership and ongoing support. We cannot thank our valued dealer and OEM network enough for their continued support with this flagship project."



COMMITMENT TO SUSTAINABILITY

Carlisle TyrFil is committed to investing in R&D which supports the sustainability of our environment.

As the industry leader in tire flatproofing solutions for nearly 50 years, Carlisle TyrFil has made providing environmentally supportive products a long-term strategic business priority. As a zero waste, zero emission manufacturer, Carlisle TyrFil has proved that innovation and sustainability can coexist and become a competitive advantage.

During the past decade, Carlisle TyrFil has introduced next generation technology that significantly reduces the usage of oil, petrochemicals, toxic metals and other environmentally harmful compounds. Carlisle TyrFil's sustainability initiatives have resulted in safer, manufacturing environments for our employees and our customers.

One Tote, One Tree

We at Carlisle TyrFil realize that there is only so much we can accomplish on our own and this is why we have strategically combined our success with our customers' by partnering with American Forests to create the ONE TOTE, ONE TREE green program. This program plants a new tree for every tote of product purchased by our customers.

For additional information on our sustainability initiatives and the One Tote, One Tree green program, please visit www.onetoteonetree.org.



We keep the world rolling.
No flats, smoother ride, more protection.

Carlisle TyrFil
140 Sheldon Road, Berea, OH 44017 | (800) 821-4147 | www.CarlisleTyrFil.com

