

Carlisle TyrFil has Planted  
**Over 240,000 Trees**



**one tote | one tree**



- 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:



## 2022 Essex County, Ontario, Canada

The 2022 donation will plant new seedlings to repopulate forest territory in Essex County, Ontario, Canada. The campaign is part of the region's Clean Water Green Space Program and Southern Ontario Conservation Authority Woodland Restoration Program. The Ontario project will help plant thousands of trees and shrubs over 218 acres at 57 publicly and privately owned properties in the Province of Ontario, Canada. Offering multiple environmental benefits, this reforestation initiative will not only replant seedlings, but will also help protect at-risk species and support water retention and water and air purification. Specific tree species being supported include the white pine, cedar pine, sycamore, elderberry, and red maple. Additionally, this comprehensive habitat protection project will benefit the Eastern Fox Snake, Spiny Softshell Turtle, and Snapping Turtles.

## 2021 Longleaf Pine Forest Region in Florida

The 2021 donation will help plant 300,000 new tree saplings in the longleaf pine forest. This forest has witnessed a devastating decline in its old-growth longleaf habitat that once blanketed 90 million acres across the southeastern United States. Much of the original forestation has been lost or damaged due to agriculture and the suppression of natural, low-intensity wildfires, which together have dealt an unprecedented blow to biodiversity and the natural forest health of the region. Many birds and animals have been negatively impacted, especially the red cockaded woodpecker which relies on the loosely spaced longleaf pine for its survival. The survival of the woodpecker is critical to many other species, such as chickadees, flying squirrels, wood ducks, and owls. Through their industrious pecking, the woodpeckers create habitats for these species where none would otherwise exist.



**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 19<sup>th</sup> 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.

**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.

**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.



## COMMITMENT TO SUSTAINABILITY

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

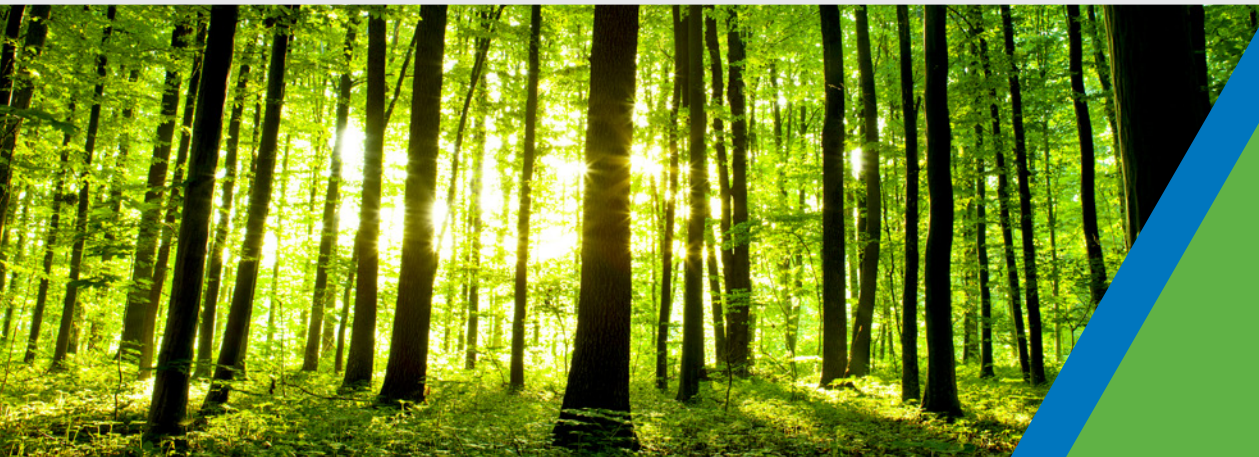
As the industry leader in tire flatproofing solutions for the past 50 years, Carlisle TyrFil has made providing environmentally supportive products a long-term strategic business priority. During the past decade, Carlisle TyrFil has introduced next generation technology that significantly reduces the usage of oil, petrochemicals, toxic metals and other environmentally harmful compounds. The TyrFil Recycling Technology has proved that innovation and sustainability can coexist and become a competitive advantage.

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](http://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](http://www.CarlisleTyrFil.com)

