

## **Idea 2: Recycling for new products**

A Mexican company developed a technique to convert used tires into roof waterproofing material. This innovation offers the following lesson: look for an app for others' trash.

Tires are usually burned for lack of practical uses. On a small scale, some small companies, such as shoe stores and shoe repairs, use the rim as a sole, giving greater durability than normal soles.

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