

O.T.A

ON THE ASPHALT



**SNEAKERS WITH
RECYCLED TIRE SOLES**

IN SHORT

A SUSTAINABLE BRAND

O.T.A is a sustainable and responsible unisex sneaker brand. The unique sole is made from recycled tires that have already traveled the globe.

A EUROPEAN MANUFACTURING

The shoes are made to high quality standards in a workshop in Portugal, using leather from Italy.

A CALL FOR ROAD-TRIP

Each model bears the name and GPS coordinates of an unusual and hidden place, like a call to escape and adventure.

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A RECYCLED TIRE SOLE

The sole is unique because it is made from recycled tires that have already traveled the globe. Each sole is cut directly from the used tire; this first life on asphalt makes each sneaker unique.

3 PAIRS = 1 RECYCLED TIRE

O.T.A's goal is to transform waste materials into desirable sneakers: recycled tires, recycled leather, recycled cotton, recycled rubber, recycled plastic from the oceans.

100% RECYCLED MATERIAL SNEAKERS

AN EVERLASTING SOLE

This recycled tire sole, beyond participating in recycling, also allows a greater durability in time.

Abrasion tests carried out by the CTCP laboratory in Portugal have shown that our soles are 20% to 60% less abrasive than the soles of other shoes, including army shoes.

In short, the O.T.A sole will wear less, allowing us to offer a sneaker that is more durable over time.

A MORE RESISTANT SOLE



A UNIQUE DESIGN, HIGH QUALITY STANDARDS

The production is done by hand in a workshop in Portugal, following high quality standards, from cowhide leather from Italy.

O.T.A. sneakers are both eco-responsible and a vision of timeless fashion. For that, we conceive minimalist and timeless designs which will dress as well the men as the women.

100% MADE IN EUROPE

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22° 19' 42" N – 103° 49' 40" E



A CALL FOR ROAD TRIP AND ADVENTURE

The O.T.A On The Asphalt brand was also born while traveling the globe in search of new experiences, encounters, and adventures. Each model bears the name and GPS coordinates of an unusual and little-known place. Near or far, either way it's a call to road-trip and adventure, like a link between the tire's past on the road and its new life at people's feet.

O.T.A. helps old tires to get back on the road and make a few more kilometers on the asphalt.

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A VEGAN OFFER 100% RECYCLED MATERIALS

In its aspiration to transform waste into desirable products, O.T.A. proposes a vegan offer designed 100% from recycled materials. The materials used are mainly recycled cotton, recycled rubber, and recycled plastic from the oceans.

Following its vision of an eco-responsible fashion, the brand does not wish to offer alternatives to vegan leather made from virgin plastic.

**100% RECYCLED MATERIAL SNEAKERS
GUARANTEED 0 PLASTIC**

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A RECYCLED LEATHER SNEAKER

O.T.A also offers a sneaker made from recycled leather.

This material is made from scraps of garden gloves. This material is composed of 100% natural recycled materials and allows a water saving of about 90%.

FROM THE GARDEN GLOVE TO THE O.T.A SNEAKER



O.T.A IN NUMBERS

2 YEARS

The time needed to develop, test and fine-tune the sole

6 TV REPORTS

The number of times the brand is featured on national television

14 COUNTRIES

The diffusion of the brand in Europe, Japan, and China

3500 TIRES

The number of tires the brand has helped recycle since its launch

100 ARTICLES

The number of media having talked about the brand and its eco-responsible project

Access to the press review



OTA

ON THE ASPHALT

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