



No silver bullet, says Bandag

Organisations that succeed in the long term are the ones that make the right investments, especially in tough economic times. A truck fleet, or any other organisation in 2009, cannot cost-cut its way to business growth and success.

Making the right investment with regard to tyres is critical for a transport company, where optimising tyre expenses has a direct impact on profits.

Bandag's philosophy for clients has always been:

- Select the right tyre partner. The fleet tyre supplier must have the capacity to be a strong business partner and an expert advisor to the fleet. Simply supplying products is the most effortless way to do business. The "knock and drop" type of tyre suppliers abound and can only provide prices, whereas cost is where attention should be



focused. Fleets must think cost rather than price.

- Adopt a comprehensive tyre programme based on basic principles and disciplines.
 - Select the right tyre products for your fleet. A one for all attitude with regards to tyre design can achieve only mediocre results. Tyre designs must be selected for the fleet's application and wheel position.
 - Run quality, cost-effective retreads on fleet casings.
 - Adopt a vigilant air pressure maintenance programme, as correct tyre pressure maximises tyre life and performance.
- Implement a fleet-specific tyre policy, where new and retreaded tyre performance and reliability are monitored. However, product performance is not the universal remedy. The success of a tyre programme hinges on more than just products. The fleet, in conjunction with its tyre partner, must review the tyre programme to continuously ensure that the fleet is using the industry's best practices.

There is, unfortunately, no 'silver bullet'. Cost reducing practices are well established and form the basic foundation to curbing erratic spending and uncontrollable costs. Now, more than ever, is the time for fleets to invest in the right tyre partner and tyre products with a sound retreading policy regulated by a comprehensive tyre programme.

Last, but not least, fleets must not fully outsource their tyre responsibilities, but need to be involved as a commitment to operational detail is critical for success in developing and growing a trucking fleet in today's competitive climate.

With more than 50 years experience in the tyre market, Bandag has adapted to technological developments. The company complements its product offerings with a combination of programmes, services and information.

Programmes offered by Bandag to manage, survey and analyse tyres include ProFleet, ProWheel, Oosta, Turbo Fleet Survey and Mileage Tracker.

The number of high profile fleets trusting such expertise is proof that Bandag offers a professional service enabling operators to increase profits.