

Bandag celebrates 50 years in the tyre industry

On the 20th of December 2007, Bandag celebrated its 50th anniversary and became one of the few global companies to achieve this milestone.



Since its earliest days, Bandag has continually developed technology innovations to help its retread manufacturing franchises to produce quality retreads consistently: a WIN-WIN situation for the franchise network and fleets alike.

In 1957, while on a business trip in Europe, Roy Carver, the managing director of Carver Pumps in the USA, discovered an amazing retreaded tyre. After investigations, Roy Carver purchased the rights to a revolutionary precured retreading process from its German inventor, Bernhard Anton Novak. Contrary to the conventional hot retreading process, the tread was moulded separately from the casing during the manufacturing process. This guaranteed a very dense tread and consistency throughout the curing process, which meant consistent performance. This unique innovation provided exceptional benefits as it allowed doubling the mileage of the “hot” retreaded truck tyres at the fraction of the new tyre price. In December 1957, Bandag was formed and started with five employees and one manufacturing facility to produce and sell retreading materials.

In 1961, one of the refinements Bandag made in the precured retreading process was the development of the flexible curing envelope, thus eliminating the tyre casing distortion necessary to conform to rigid moulds, normally used. This flexible curing envelope innovation proved perfect for retreading radial truck tyres with steel belts. Today about 80% of all radial truck tyres are retreaded by the precured retreading system.

PROMOTION



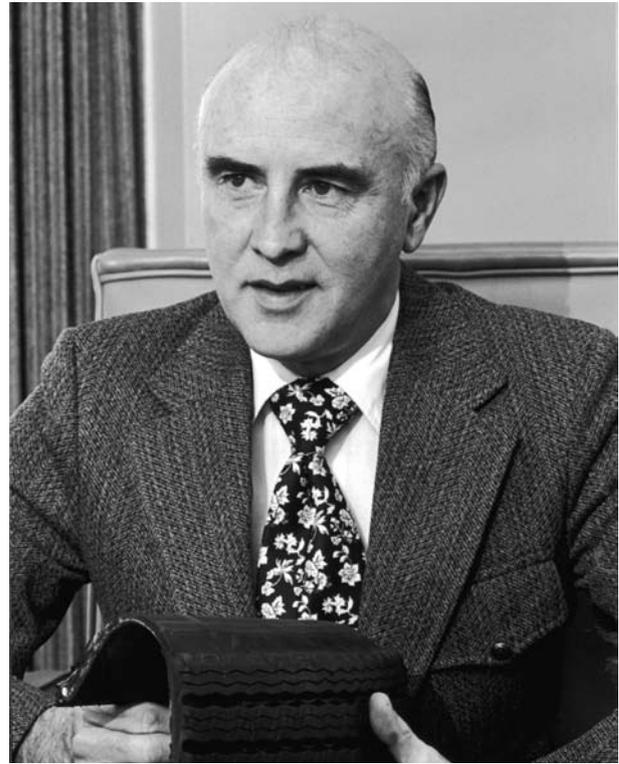
When Roy Carver brought the original Bandag process to America, the method for adhering a precured tread to a used tyre was still not fully understood. The original adhesive consisted of two materials that needed to be combined to start the vulcanization process. If the process was not done just right the tread might separate from the tyre before the truck left its depot.

In 1963, with the help of the Bandag Research & Development team, chemist Ed Brodie invented the first major innovation in cushion gum. By creating a “single-ply” cushion gum where the curing chemicals were incorporated, a much stronger bond to the tread and tyre casing was created. The cushion gum became the strongest part of the retread. This outstanding invention, “Heavy Duty 30” or “HD30” as it is known today, was the turning point as it brought the reliability of Bandag retreads to a whole new level. Even today, this innovation is available only through the Bandag franchise network.

In 1979, another Bandag innovation revolutionized the industry. The exclusive Non Destructive Inspection – NDI® - machine dramatically increased the dependability and reliability of the truck tyre casings prior to retreading. The NDI® technology simply outclassed the standard “eye inspection” as it inspects the inside of the tyre with ultrasonic sound waves and can therefore discover hidden casing faults that are not visible to the naked eye. The benefit to fleets is the elimination of suspect casings, which significantly lowers on-road tyre breakdowns and improves the fleet’s overall cost per kilometre. With the NDI® machine, only the casings that have the integrity to withstand another life as a retread are manufactured thus ensuring the safety and uptime of fleets.

During the ‘80s and ‘90s, Bandag made continuous improvements focused on delivering greater value to the fleet customers and increased efficiencies in Bandag’s franchise manufacturing facilities. Until the late ‘90s, retread design focused simply on replacing the original new tyre tread with something similar.

In 1996, Bandag introduced Application Specific retread designs, which represented a fundamental shift in the industry. The Application Specific products from Bandag are unique treads that are designed to provide the



best in class performance for a specific wheel position in a given application. After intensive research and dedicated testing programs, ECR-T was launched and it was the first time the industry provided longer tyre wear with a shallower tread.

After the success of ECR-T, Bandag developed products such as Ultra-All Position –UAP and Ultra Drive - UDR that remains the benchmarks of their respective applications.

Since 1957, Bandag and its franchise network have been trusted by fleets to provide premium products and extensive knowledge on tyre usage. From application-specific tread products to uptime-critical services, Bandag offers customized fleet services that cut costs and increase uptime.

50 years in business is a remarkable achievement that crystallizes the products, the offering and the people that made Bandag what it is today.

NDI®

