



***WELCOME TO***

***EAST LONDON BANDAG***



# EAST LONDON BANDAG

“Leading Through Superior Products and Innovative Services”

## VISION:

- To Become the **Preferred Commercial Tyre Solutions Provider** most Valued by Customers, who most value Quality brands, Quality service and Extraordinary value ad.

## OBJECTIVES:

- Our preference and commitment is to Trade with the **Independent Commercial Tyre Reseller** and not to trade directly with the Commercial End Customer.
- To provide the Independent Commercial Tyre Reseller a **Competitive Advantage** to boost sales turnover and to grow into new business through differentiation in:
  - ✓ Product Quality – Bandag & Rema Tip Top
  - ✓ Service Quality – Quick Turn Around Time
  - ✓ Stock Availability – At All Times
  - ✓ Added Value Programs – Professional and Comprehensive end Customer Cost Saving Solutions
- To **Build an Enduring Relationship with significance** with our Commercial Tyre Reseller Customer

“The World’s Most Trusted Retread “



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## 1. PRODUCT OFFERING:

### 1.1 BANDAG COLD PROCESS RETREADS

**FACT:** *Bandag is commonly known as the Leader in Tyre Retread Technology and viewed all over as the World's Most Trusted Retread.*

#### 1.1.1 RETREAD PROCESS DIFFERENTIATION

- The East London Bandag Retread Manufacturing Facility is equipped with the Latest, Brand New, State of the Art Bandag Tyre Retread and Tyre Repair Machinery and Equipment sufficient in capacity to produce High Volume Production to effectively service the market.
- The Bandag Retread Manufacturing Facility offer unique Retread Process features that no other Retread Process offer:
  - ✓ **Bandag is the only Total Comprehensive Tyre Retread System** in the World to provide it's Franchisees A to Z with what they need to process Top Quality Retreads all the time. Bandag Manufacturer Retread and Repair Machinery, Equipment and Tooling, Pre cure tread rubber, Tread bonding materials, Tyre repair materials, Training and Quarterly quality audits of the total process.
  - ✓ **Bandag Patented DPC Curing System** to prevent tread bundling in the tread voids during the curing process to ensure tread uniformity to ultimately enhance tread performance.
  - ✓ **Bandag Patented Tread Bonding Materials** that cure at the lowest curing temperature of 98 – 100 Celsius in the Industry to effectively prolong casing life expectancy.

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### 1.1.2 BANDAG GUARANTEE OF QUALITY CONSISTENCY ON ALL MANUFACTURED PRECURE TREAD AND BONDING MATERIALS.

The Bandag Global Manufacturing Licencing Agreement enforce that each and every batch mix go through stringent lab tests pre and post manufacturing to ensure that all the different tread patterns in the range own specific and consistent properties regarding compounds and density every time and same all over the world.

*See Bandag ISO Certification Attached.*

- ✓ The East London Bandag Retread Manufacturing Facility will operate strictly in accordance with the stringent **Quality Certification Program** as required by Bandag Global and in addition to that full compliance to the SANS 20109 / SABS ECER 109:1998 **European Quality Standard** for Production of Retreaded Pneumatic Tyres for Commercial Vehicles.
- ✓ Regular and ongoing Quality Audits will be performed by both Bandag SA and SABS Audit teams.
- ✓ East London Bandag will support all Manufactured Products with a **Full Retread Life Warranty** against Product Material Failure and Faulty Workmanship.
- ✓ We invite you to visit our Retread Manufacturing Facility for more insight regarding the retread process and Bandag Tread Patterns on offer.

### 1.1.3 SERVICE QUALITY DIFFERENTIATION

- ✓ The East London Bandag Retread Manufacturing Facility offer a **Maximum (1) One Wheel Turn Around Time** on all tyres send in for retread and/or repair from date of pick-up, up to delivery date. The same Turn Around Time for tyres send in for Report or Claim.
- ✓ East London Bandag keep **Sufficient Stock** of all the fast moving stock retread commercial tyre sizes as required by the market for delivery as per fixed weekly pick-up and delivery schedule.

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### 1.1.4 PRICE (C.P.K) DIFFERENTIATION

- ✓ The East London Bandag Retread Manufacturing Facility offer a **Wholesale Pricing Structure** based on (3) Three Volume Categories for tyre casings send in for retreading.
- ✓ The Latest Application Specific Tread Pattern Range only available from Bandag proved to outperform opposition tread by far in specific applications. Let us together take on the Bandag Challenge and prove the huge cost saving and lowest C.P.K performance to existing end customers and use this opportunity to grow into new business.

### 1.2 REMA TIP TOP PRODUCT RANGE

- **Rema Tip Top is a Global Market Leader** specializing in the Manufacturing and Distribution of a vast variety of Superior Quality Products to the Automotive and Industrial sectors of the market. In particular Rema Tip Top Tyre Repair Materials are ranked the best in the world.
- Rema Tip Top appointed **East London Bandag as an Agent and Distributor** to stock their full product range of tyre repair materials, tyre repair equipment and tooling, tyre maintenance accessories and equipment, wheel weights for tyre balancing, to mention only a few. A Comprehensive Product range cataloguwill be made available.
- The addition of Rema Tip Top product range to our Bandag Retread, Repair and Stock Retread offering, make **East London Bandag a Convenient One Stop Supplier** in terms of an everyday use product range now available much closer to the market at more favourable wholesale pricing structures.

# **EAST LONDON BANDAG**

## **“Leading Through Superior Products and Innovative Services”**

- The East London Bandag Retread Manufacturing Facility will use only Rema Tip Top Repair Materials in the tyre repair process. **A Rema Tip Top Tyre Repair Specialist comprehensively trained all our tyre repair technicians in the art of repairing tyres successfully every time.**
- **Regular and ongoing Quality Audits** will be performed by Rema Tip Top, Bandag SA and SABS Audit teams to **ensure Quality Standards** are adhered to at all times.
- Our Tyre Repair Program is designed to restore casing integrity and to put as many tyres as possible back into appropriate applications in order to **Save on Tyre Replacement Costs.**
- Bandag approved Rema Tip Top tyre repair gaiters in conjunction with Bandag HD30 bonding material and cement floated together are used to **ensure a repair that forms a permanent part of the tyre casing to stay intact for the full life cycle of the tyre.**
- Our East London Bandag Tyre Repair Division can **successfully repair bead damage, crown injuries, sidewall splits and penetrations, shoulder penetrations** all up to the maximum limitations as specified by both Bandag and Rema Tip Top.
- **East London Bandag will support** all tyre repair work with a **Full Life Warranty** against product material failure and faulty workmanship.
- We invite you to visit our Tyre Repair Department for more insight regarding our tyre repair process and the Rema Tip Top product range on offer.

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## **2. ADDED VALUE OFFERING:**

### **2.1 PICK-UP AND DELIVERY SERVICES**

We recommend a Fixed Weekly Schedule for pick-up and deliveries to ensure consistency of supply and turn-around time.

### **2.2 TRAINING FACILITY**

East London Bandag established a Training Facility based at the Retread Manufacturing premises to offer various Value Ad Training Programs:

- ✓ Bandag Retread Process Differentiation in the market.
- ✓ Bandag Application Specific Tread Product Range and Specific Application recommendations.
- ✓ Bandag Tyre Management and Maintenance Software Solutions:
  - Bandag ProOosta (Out of Service Tyre Analysis)
  - Bandag ProSurvey (Fleet Tyre Analysis)
  - Bandag ProFleet (Comprehensive Tyre Management software to manage Larger Fleets)
  - Bandag ProWheel (Tyre management software to manage Smaller Fleets)
- ✓ Bandag Performance Testing and the Bandag Challenge.
- ✓ Commercial Tyre Fitment Bay Training.
- ✓ Driver / Operator Training regarding Tyre Cost Awareness and Tyre Care.

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## **“Leading Through Superior Products and Innovative Services”**

### **2.3 TECHNICAL AND ADDED VALUE SUPPORT**

East London Bandag will Provide Quality and Professional support on all the products we manufacture and supply.

We offer On-Site Added Value Support as and when required:

- ✓ Warranty Claims
- ✓ Application Specific Tread Recommendations
- ✓ Bandag Challenge and Tyre Test Monitoring and Reporting
- ✓ Bandag Tyre Management and Maintenance Software solutions support including Surveys, Online Data Capturing and Reporting on Bandag ProOosta, ProSurvey and ProFleet.
- ✓ Road Studies
- ✓ Load Studies
- ✓ Mobile (Josam) Commercial Vehicle Alignment Services.
- ✓ New Business Growth at Target end Customers.