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**CTSA'S NEW MD READY TO
TAKE ON ALL THE
OPPORTUNITIES
AND CHALLENGES
AHEAD IN SUB SAHARAN AFRICA**

**SAs TYRE PRODUCERS
COMMIT TO CARBON NET ZERO
BY 2050**

**NEW INDUSTRY
BODY –
TRIASA – LAUNCHES**

**MATHE GROUP AIMS
TO BE SUSTAINABLE
IN SA**

**RECIRCLE AWARDS
2023 – NOMINEES LIST
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Editor's Corner

While the challenges for South African businesses may vary - based on their respective services and areas of operation - serious challenges such as the power crisis and infrastructure decline are common to all. In an exclusive interview with SA TREADS, Matt Livigni, newly appointed MD for Continental Tyre SA, Livigni stresses the importance of addressing the current crises from a manufacturing perspective, alongside outlining his vision for the local tyre producer, the focus of his message being 'to remain positive and to optimize the opportunities the market offers.'

Seemingly, market players such as The Mathe Group and van Dyck are doing just that. Currently, their Kwazulu-Natal recycling plant is processing around 700 radial truck tyres per day, increasing their daily capacity to being able to produce 25 to 30 tons of rubber crumb per day, and this, despite the stalemate surrounding the collection and disposal of end-of-life tyres. Moreover, the upcoming commissioning of their new plant is expected to increase current capacity to 45 tons per day, which will mean the plant will be processing about 1 000 tyres per day.

And that's not all. Dr. Zarrebini, founder of The Mathe Group in 2012, is also behind the establishment of the TRIASA – a new tyre recycling body in the industry, the aim being to unite the different elements of tyre recycling in South Africa and to provide a forum for discussion, knowledge exchange and collaboration on pressing issues within the tyre industry. These stories on pages 6,7,10 and 11.

In other news, SAs four tyre producers commit to reaching the Carbon Net Zero goal by 2050, Supa Quick appoints a new managing director and SRSA sends out an urgent call for a comprehensive waste tyre management plan to guide dealers.

Stay warm.

Liana



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**CTSA'S NEW MD READY TO
TAKE ON ALL THE
OPPORTUNITIES
AND CHALLENGES
AHEAD IN SUB SAHARAN AFRICA**

MATT LIVIGNI SPEAKS FOR CTSA

While the opportunities and challenges for South African businesses may vary, based on their respective services and areas of operation, serious topics such as the power crisis and infrastructure decline are common to all. In an exclusive interview with Matt Livigni, newly appointed MD for Continental Tyre SA, he stresses the importance of addressing the current challenges from a manufacturing perspective, alongside outlining his vision and opportunities for the local tyre producer.

Matt's career with Continental spans 33 years. Prior to joining Continental Tyre SA, Livigni was MD of Continental Tire Canada for six years, and also served as executive director of the Tire and Rubber Association of Canada over the same period. Livigni succeeds Martin Buday, who headed up the South African operations from 2020, and has since been appointed to lead Continental's South East Europe division.

Livigni has held various roles at Continental, including sales, marketing and product management, with a particular emphasis on the commercial vehicle tyre (CVT) segment. Between 2008 and 2013 he was Continental Tire's Northern Region manager in the United States for CVT, followed by three years as the CVT Country manager for Canada before being appointed MD in 2017.

He was appointed MD for CTSA in 2023.

Thank you for making the time to share your thoughts and objectives for CTSA Matt. What were your initial perceptions of the South African tyre market?

My initial perception was that there is quite a bit of work to be done in regard to the waste tyre management issue, which if addressed correctly, could see many opportunities arising from tyre recycling and the by-products of these systems to create a circular economy that results in additional jobs for South Africans.

It is equally important that we address, as a country, a viable solution to the energy crisis and infrastructure decline, in order to safeguard

the long-term sustainability of the local tyre manufacturing in the country.

Lastly, to promote sustainability and competitiveness, it is incredibly important for our industry to discourage the dumping of Chinese imports that could jeopardise the safety and job security of all South Africans who work or supply products to the tyre industry.

What are the primary areas of focus for you as you begin your current assignment?

My primary focus is on addressing the issues I have just mentioned, with particular emphasis on ensuring the long-term sustainability of our plant here in Gqeberha, by producing and selling competitive, high-quality tyre products and solutions to the local and export markets.

Simultaneously, we are aiming to ensure a diverse and inclusive culture that adds value, not only to CTSA and its stakeholders, but also fosters a sense of giving back to the local communities in which we work and live.

How big a role does exports play for CTSA?

Approximately 30 percent of our total production is dedicated to supporting other global markets within the Continental network.

Do you believe SA tyre producers are suitably equipped for long-term sustainability?

Yes, provided imports are controlled in a manner that promotes fair trade within

“

We are aiming to ensure a diverse and inclusive culture that adds value.

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We have exciting and innovative products lined up for release over the next 12 months.

the South African market. What will jeopardise the long-term sustainability of local production is the persistent unfair dumping of tyres into the local market.

What, in your view, are the biggest challenges SA's four tyre producers currently face?

Again, as mentioned before, the energy crisis, unfair dumping of Chinese imports, the devaluation of the Rand, waste tyre management, infrastructure decline and political instability, to name a few.

Do you believe an official body like the SATMC is important to the collective good of the SA tyre manufacturing sector?

Yes, especially considering the unique challenges we face in South Africa, the SATMC plays a crucial role in collectively addressing the current and future challenges and opportunities of our industry.

Will your Gqeberha plant be producing sustainable tyres in line with your global vision?

Our Gqeberha plant will, of course, adapt its technology in the coming years to support our global sustainability targets as an organisation. In the short term, our focus is on generating sustainable energy. In fact, we recently signed a Letter of Intent (LOI) to acquire wind and solar energy in partnership with the Nelson Mandela Bay Business Chamber. This initiative, which will be in place by the end of 2024, will fulfill a large majority of our energy needs.

Are you planning any further investment in your SA plant, and if so, in which areas?

We are currently in the midst of a significant investment to support light truck production, recognising the growth potential of this market, both locally and globally.

Are you planning to release any new products during the next 12 months?

We have exciting and innovative products lined up for release over the next 12 months for both passenger and truck tyres. We are currently in the pre-launch stages, so stay tuned!

Will CTSA continue to import tyres for the bus and truck tyre sectors to meet customer demand?

Yes, however, this segment is currently facing significant challenges due to the dumping of Chinese truck tyres in the local market, which is why it is crucial to pass anti-dumping duties to support the long-term sustainability of this business.

Do you have any goals and aspirations for your BestDrive distribution chain?

Our goal for BestDrive is to be the best-in-class premium franchise network and fitment centers in South Africa. There is extensive work and planning with the BestDrive team to deliver on this initiative in years to come.

One of our key target areas within the BestDrive distribution franchise is to lead in digitisation.

How would you sum up your vision for CTSA?

Our vision is straightforward: to be the most value-creating tyre company in Sub-Saharan Africa.

Matt is married to Paula. They are both 'foodies' who appreciate good cuisine and fine wine. In their free time, they relax by playing tennis and taking long morning walks in their beautiful wildlife estate.

As avid dog lovers, they are committed to welcoming rescue dogs into their family. Their latest rescue, Calvin Klein, sourced from Save-a-Pet SA, joins the family alongside their Chihuahua, Louis Vuitton.



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TRIASA:

New industry tyre

recycling body launches

The launch of TRIASA (The Tyre Recycling Industry Association of South Africa), the country's first independent industry body, comes at a critical time for the local economy and the environment, according to Dr Mehran Zarrebini, one of the body's founder members and CEO of Hammarsdale-based truck tyre recycling operation, Mathe Group.

Dr Zarrebini, who steered Mathe Group from a start-up in 2012 to one of the industry's major success stories today, advocates for tyre recycling at forums across the world.

"The road towards efficiently repurposing used tyres, which pose health and environmental risks, has been rocky in South Africa. The Recycling and Economic Development Initiative of South Africa (REDISA) was established in 2013 with the primary goal of creating an environmentally friendly waste tyre management solution. Unfortunately, it was suspended in 2017 following allegations of mismanagement, corruption and financial irregularities. Minimal recycling has continued since then.

However, Dr Zarrebini is confident that, as a registered stakeholder in the lead up to the imminent finalisation of the Section 29 Integrated Waste Tyre Plan, TRIASA can make an important contribution to this new strategy, not only helping to whittle away the ever growing stockpile of waste tyres, but also to create entrepreneurial and manufacturing opportunities as well as employment.

"Our aim is to unite the different elements of tyre recycling in South Africa and to provide a forum for discussion, knowledge exchange and collaboration on pressing issues within the industry. Our priority, as TRIASA, is to foster the growth of the tyre recycling industry, promoting a circular economy and reducing South Africa's dependency on imported rubber," he said.

He said TRIASA's primary objectives were three-fold –

- Encouraging Green Public Procurement (GPP) and supporting the circular economy by promoting the use of Recycled Tyre Material (RTM) in applications such as road resurfacing, construction and infrastructure projects,
- Stimulating the use of recycled content in new products so as to replace imported rubber and
- Supporting research in tyre recycling. This would foster innovation in end-market applications for RTMs to expand their potential use and create new opportunities within the industry.

TRIASA members are companies/entities who are involved in the processing of waste tyres and employ either of the primary recycling technologies currently in use - mechanical



Our aim is to unite the different elements of tyre recycling in SA and to provide a forum for discussion.



or ambient grinding of tyres and pyrolysis (decomposition at high temperatures) of tyres and pre-processing, shredding and baling. All members of TRIASA must prove that they are processing waste tyre material, be registered with the Waste Bureau and have supply agreements in place.

"I believe very strongly that industry should foster and nurture a strong relationship with Government with respect to the implementation and management of the tyre waste management plan of South Africa. We believe that the Department of Environmental Affairs, Forestry and Fisheries and TRIASA share common goals in safeguarding our environment and ensuring compliance of the waste tyre industry in South Africa," he noted.

Dr Zarrebini said that disposal of waste tyres was an international challenge. In 2021, global tyre production was estimated to be 1,900,000,000 units. This included tyres for on and off-road vehicles and equipment.

"The rule of thumb to estimate potential tyre arisings is one-for-one. For each tyre placed on the market - as original or replacement equipment - one tyre will reach the end of its road life. From then, they will be defined as

Every day, waste tyres are piling up in South Africa. A new private sector industry body wants to work with government to allay this potential environmental hazard.

Government statistics available indicate that in 2018/19, only an estimated 54 460 tonnes of waste tyres were re-processed.

waste,” he explained. The global tyre waste pile also includes rejects.

In 2021, the 27 EU member states permanently removed about 4,213,000 tonnes of tyres from passenger cars, utility vehicles and trucks, off road vehicles (agricultural, mining etc). This represented an increase of 300,000 tonnes over 2019. There are comparable quantities in other regions, including the Americas, Asia, Australia and the Middle East.

Waste tyre statistics in South Africa are difficult to come by, posing a challenge for those devising a Waste Tyre Plan. Although some role players provide accurate data, others have almost no record keeping systems. Dr Zarrebini points out that this emphasises the need for a national audit on waste tyres in South Africa.

An estimate, based on confirmed data by the Waste Bureau, suggests that an average of 13 million tyres weighing 300 000 tonnes are sold in South Africa each year through a network of between 1 400 to 2 000 dealerships.

Passenger vehicle tyres (including SUV/4x4 and light truck radial tyres) contribute an estimated 89% and commercial vehicle

(truck) tyres 11% to the total. Applying an 18-20% reduction in weight between new and waste tyres results in an estimated 240 000 - 250 000 tonnes of end-of-life tyres per year in South Africa. The majority are returned to dealerships and fitment centres when new tyres are fitted.

An estimated OTR waste tyre stream of 20 000 tonnes per annum was added to derive a total estimated annual flow of waste tyres in South Africa ranging between 250 000 and 300 000 tonnes. Updated industry data suggest that 206 272 tonnes of waste tyres were generated in 2021.

The last government statistics available indicate that, in 2018/19, just an estimated 54 460 tonnes of waste tyres were re-processed.

confidence in organisations wishing to enter the industry. There is far too much friction and many barriers to entry across multiple stakeholders. I have just returned from providing insight into these limitations and the challenges in South Africa wrt tyre recycling in Belgium where I presented at the European Tyre Recycling Conference. South Africa has unique challenges to overcome in order to foster innovation in this sector. Much of the friction stems from unnecessary bureaucracy.

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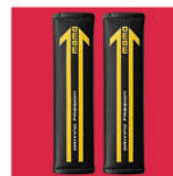
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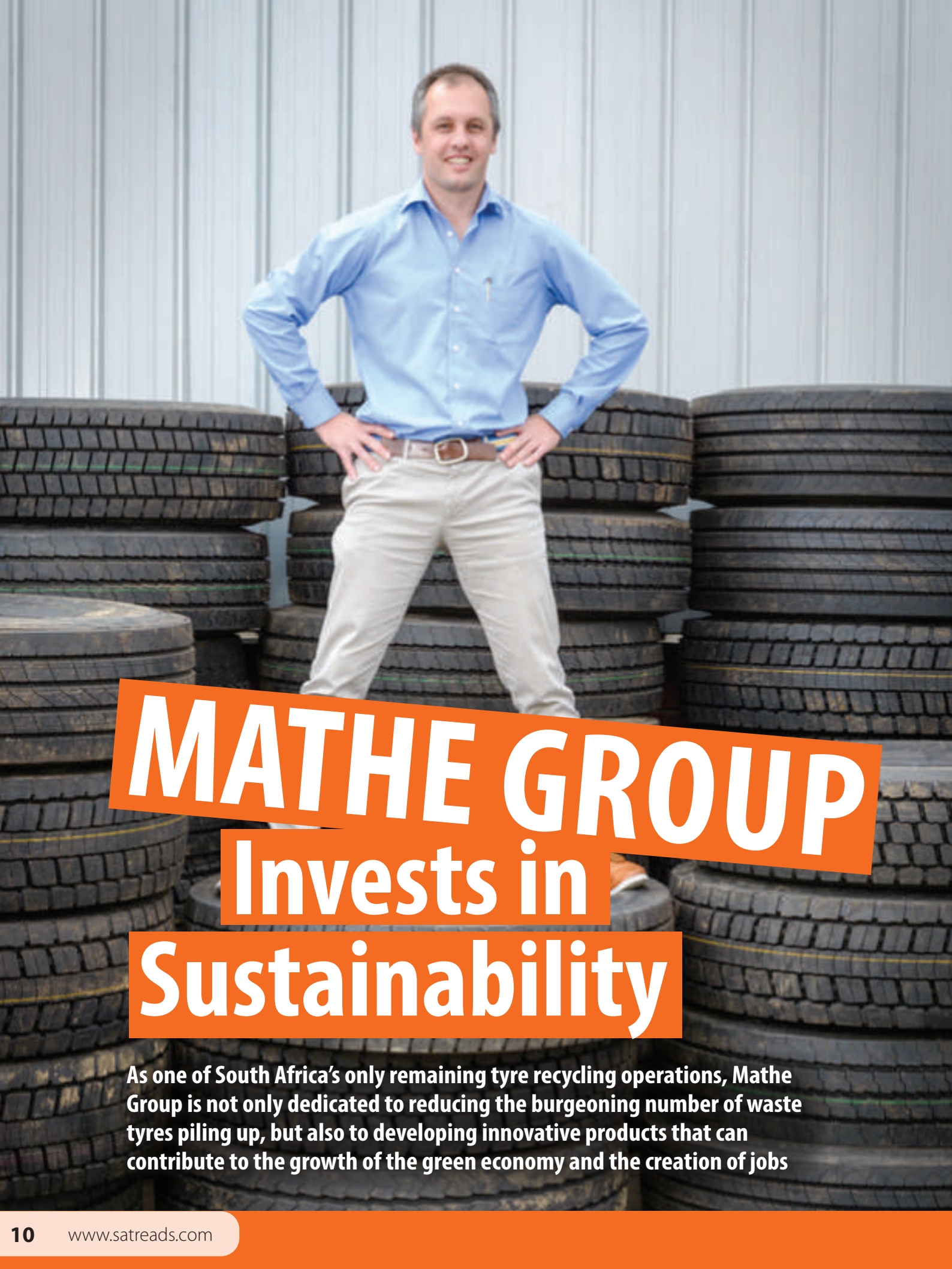


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MATHE GROUP **Invests in** **Sustainability**

As one of South Africa's only remaining tyre recycling operations, Mathe Group is not only dedicated to reducing the burgeoning number of waste tyres piling up, but also to developing innovative products that can contribute to the growth of the green economy and the creation of jobs

Mehran Zarrebini, CEO of Mathe Group and Van Dyck, two pioneering companies within the PFE International Group which operates from Hammarsdale in KwaZulu-Natal, says that the company is committed to sustainable practices which have been underscored by both innovation and ongoing multi-million-rand investment.

Impacted by the Covid-19 pandemic as well as the poorly performing economy and political unrest in the province, Mathe Group was only fully operational from January 2022. However, the business has made considerable strides.

It processes around 700 radial truck tyres per day and has increased capacity to the point where it produces around 25 to 30 tons of rubber crumb per day. The upcoming commissioning of new plant is expected to increase this to 45 tons per day. The plant will then process about 1 000 tyres per day.

At present, there are no up-to-date statistics regarding waste tyre accumulation in South Africa. According to the Waste Bureau, which took over the management of waste tyre distribution since the demise of REDISA, during 2018/19, South Africa generated approximately generate 300 000 tons of waste tyre material. Of this, 89% was passenger tyres and 11 percent truck tyres.

“We process only radial truck tyres at our facility. Our clients prefer GTR (Ground Tyre Rubber) derived from radial truck tyres due to the higher percentage of natural rubber content. Passenger tyres provide an additional waste stream (fibre) which has a very limited re-use in South Africa, unlike the EU which has developed novel ways of utilising this waste in concrete applications.”

Zarrebini says the pandemic enabled the company to strategize and plan for future growth, focusing on further integrating the supply chain between Mathe Group and Van Dyck.

While Mathe Group repurposes radial truck tyres into rubber crumb, Van Dyck transforms this raw material into value-added products such as flooring and paving for gyms, fitness areas and playgrounds, as well as ballistic tiles, acoustic underlays, and livestock mats. A large portion of these products, as well as rubber crumb, is exported.

“In order to streamline our operations, Van Dyck relocated existing machinery from its old Durban factory and commissioned additional plants, enhancing overall output. This strategic move ensures that the Hammarsdale facility is fully vertically integrated, combining moulding and recycling processes under one roof.

“Our current position provides ample opportunity for scaling our business. The new investments are set to more than double our output, maximizing the use of rubber crumb generated by Mathe Group for both internal and external purposes. As we face an increasing demand for recycled rubber, our next phase of investment will focus on augmenting our recycling capacity,” he says.

A further investment has been in solar energy. The installation of 1000 x 580 KW solar panels on to the roofs of the three buildings in Hammarsdale enables the company to use renewable energy for more than half of its operational requirements. This is a first for South Africa’s tyre recycling industry.

“This has been a very proactive way of tackling the energy crisis. We are a sustainable company, so it makes sense that we use energy sustainably as well,” he says.

“We have worked with the Waste Bureau and have a processing agreement in place.”



Innocent Sandile Makhanya with a radial truck tyre for processing.



Mathe Group factory.



Sithembiso Sishi checking the quality of rubber powder on the production line.



Granulated rubber entering the powdering machine.

SA TYRE MANUFACTURERS COMMIT TO CARBON NET ZERO BY 2050

South African local tyre manufacturers are playing their part in driving towards a greener future and building a more sustainable future for all. Combining cutting-edge technology with capital investment and innovative practices, all four local manufacturers have committed to achieve carbon neutrality by 2050 in line with global targets.

Bridgestone South Africa, Continental Tyre South Africa, Goodyear South Africa, and Sumitomo Rubber South Africa, as members of the South African Tyre Manufacturers Conference (SATMC), are taking a collective effort to play a key role in mitigating climate change in their industry.

Nduduzo Chala, Managing Executive of the SATMC, said, "The role of emissions in climate change cuts to the heart of the industry we operate in. As a united body of local manufacturers, we aim to be responsive to the needs of our customers and partners. Climate change impacts us all, and we are all demanding real action from each other. We are proud that the SATMC, and its member companies, have responded to this call to take action with a range of measures aimed at reducing their emissions, responsibly using energy, and cementing a circular economy to reduce and eliminate waste."

Taking action

Bridgestone has announced the launch of "Bridgestone E8 commitment" that includes a corporate commitment to the realisation of a carbon neutral mobility society. Setting focused targets, Bridgestone has committed to reduce its absolute CO2 emissions by 50% by 2030 (when compared to base year 2011). Toward this goal, Bridgestone will contribute to CO2 emissions reduction during customers' use, raw material procurement, distribution,



reuse/recycle phases of the product life cycle, and from manufacturing where its local Brits plant has its own targets in line with the company's global objective of attaining carbon neutrality by 2050.

Continental Tyre South Africa, in line with its international mandate, is striving for 100% emission-free driving, industrial products and factories. The company has committed to a three-step process towards achieving 100% climate neutrality by 2050 at the latest, along its entire value chain of products, operational processes, and supply chain. Phase one looks at the direct emissions from its operations, phase two will focus on the indirect emissions from purchased energy and the final phase will take into account all emissions associated with the company's activities.

Goodyear's Better Future framework outlines the company's high-priority environmental, social and governance topics globally under four pillars – Sustainable Sourcing, Responsible Operations, Advanced Mobility and Inspiring Culture. In December 2021, the Goodyear Tire & Rubber Company announced its goal to reach net-zero value chain greenhouse gas (GHG) emissions by 2050, aligned with the Science Based Targets initiative (SBTi) and its new Net-Zero Standard. The company also announced its commitment to achieve near-term science-based

targets by 2030, including reducing Scope 1 and 2 emissions by 46% and Scope 3 emissions by 28%, as compared to a 2019 baseline. In December 2022, Goodyear submitted its science-based targets to SBTi for validation.

Finally, Sumitomo Rubber South Africa's journey to net zero is aligned with its parent company, Sumitomo Rubber Industries (SRI), headquartered in Japan, and is based on the GENKI Sustainability Activity Guidelines of Governance, Ecology, Next-Generation Products & Solutions, Kindness, and Integrity. The company has declared a commitment to reduce carbon emissions by 50% by 2030 and achieve carbon net zero by 2050.

Renewable and efficient energy

All four SATMC members are taking steps to invest in renewable energy, which reduces reliance on fossil fuels.

Bridgestone South Africa has had a successful renewable energy process, saving 7,4MWH between 2020 and 2022.

This entailed implementing the ISO50001 Energy Management System, introducing energy saving initiatives relating to compressed air efficiency, and installing variable speed drives and smart LED lighting. The company has also implemented a green energy wheeling facility – which is a decentralisation of power supply – that uses renewable energy for all electrical energy

requirements. This method has reduced emissions by 70% from a 2017 baseline.

In addition to the energy saving initiatives employed at its manufacturing facility, since 2020, Continental Tyre purchases EAC certificates for every MWh electricity purchased from the grid, to offset the carbon emissions from the electricity generation process following their commitment to greener energy.

Goodyear's target is to have transformed all its manufacturing operations and processes to 100% renewable energy by 2040, and – so far – all its manufacturing facilities in Europe and Turkey are using renewable electricity.

In the past five years, Sumitomo Rubber SA has generated 1MW of solar energy, with a further 6MW in the pipeline. To further change its energy usage, the company has installed LED lights across all sites and electricity usage is closely monitored.

Manufacturing processes and value chain

Identifying processes that have a higher impact on emissions is key to achieving carbon neutrality. This analysis also opens the path to finding innovative ways of doing things differently.

Bridgestone South Africa has collaborated with the Council for Scientific and Industrial Research (CSIR) and the National Clean Production Centre (NCPC) to accelerate its transition towards carbon neutrality. The company has implemented the use of recycled carbon black, recycled steel and friction, and began the sustainable sourcing of natural rubber.

The Continental group aims to achieve carbon neutrality in its production by 2040, representing the second step on its three-step journey. As the third and final step, the company is committed to ensuring that its entire value chain, from the responsible sourcing of raw materials and partnerships with suppliers, to the utilisation of products by consumers and the recycling of products at the end of their life cycle, will attain carbon neutrality by no later than 2050.

Goodyear has integrated sustainability throughout its organisation, looking at both inward and outward impacts across its business units and functions to achieve sustainable business outcomes. Within its four sustainability

pillars, Goodyear is addressing Climate Decarbonisation and Resiliency, Circularity, Human and Labour Rights, and Supply Chain Governance and Transparency. Goodyear tyres already contain certain recycled materials, and the company is exploring additional opportunities and looking to work with customers to support beneficial reuses of its tyres.

Sumitomo Rubber South Africa has assessed its manufacturing process and plant facilities to identify environmentally friendly changes to the present systems and processes. As a result, 4% of natural rubber is currently sourced from the Ivory Coast, which not only supports intra-African trade, but has minimised supplier costs and further reduced carbon footprint. Other initiatives to support a carbon neutral space include tree planting at its Ladysmith plant, changing company cars to hybrid cars and water recycling and roof water harvesting in the Gqeberha warehouse.

Tyre design

Responding to consumer needs' for more environmentally friendly products, manufacturers are reimagining their products to cater for the demand. Tyres with low rolling resistance and vehicles with less weight consume less energy and emit fewer greenhouse gas (GHG) emissions.

The ENLITEN tyre technology platform is Bridgestone's innovative approach to tyre development. ENLITEN enables a lower environmental impact through CO2 emissions reduction, resource efficiency and material circularity (use of recycled/renewable material) without any compromise on performance or safety. Additionally, ENLITEN provides super low rolling resistance for excellent fuel efficiency and makes Bridgestone's tyre portfolio more adaptable to the latest mobility evolution by making all Bridgestone ENLITEN tyres fully Electric-Vehicle-ready. Locally, Bridgestone has a focus on design to modularity, and improving tread compounds for lower rolling resistance and reduced impact on the environment.

Continental Tyre South Africa is working on solutions for automated driving, new transport concepts, and tyres optimised for rolling resistance which reduce a vehicle's carbon emissions. This is in addition to a number

of other projects underway.

By 2025, Goodyear aims to reduce rolling resistance by 40% and reduce tire weight by 9% in its global consumer tyre portfolio from a 2005 baseline. Earlier this year, the company revealed a demonstration tyre which is made of 90 percent sustainable materials and has passed all applicable regulatory testing as well as Goodyear's internal testing.

Sumitomo Rubber Industries has set a target to manufacture tyres with 40% recycled material by 2030 and 100% by 2050. Since 2013, when it released ENASAVE 100, the world's first 100% fossil resource-free tyre made from all-natural materials, the company has continued to advance and expand the technologies acquired for the development of ENASAVE 100, with the aim of increasing the sustainable content of its tyres. Locally, Sumitomo Rubber South Africa has also reduced its Truck, Bus and Radial (TBR) tyre weights to light weight tyres without compromising tyre safety.

Waste tyre management

Globally, an estimated one billion tyres reach the end of their useful life every year. Thus, reducing the negative environmental impacts of waste tyres is high on the agenda for the SATMC. The industry body is collaborating with the Tyre Importers Association of South Africa (TIASA), the Tyre Equipment Parts Association (TEPA) and the government to ensure that steps are taken to drive improvements and sustainability in both collection and processing of tyre waste.

The SATMC wants to see that end-of-life tyres (ELT) are properly disposed of, or reused in a circular economy, where they can be seen as a useful resource. Its Environmental Committee meets monthly and has identified four key focus areas – Waste Tyre Road Infrastructure, Municipal Infrastructure Engagement, Renewable Energy Solutions and Community Projects Using Waste Tyres.

Nduduzo Chala, Managing Executive of the SATMC, said: "As we inch closer to 2050, we know that only a collective and collaborative spirit will enable us to see a healthy future for us all. The four local tyre manufacturers in South Africa will continue working on reducing the impact of their operations on the environment."

SUPA QUICK APPOINTS MICHAEL HUMPHREYS AS NEW MD

Michael Humphreys has been appointed by Supa Quick as its new managing director to lead the company in line with Bridgestone Southern Africa's vision of delivering accelerated social and customer value as a sustainable solutions company. In order to achieve this, Humphreys' appointment seeks to establish a new management structure that has an increased focus on distinct Bridgestone business portfolios including the Supa-Quick franchise, its core tyre and rubber business and its mining solutions business.

Humphreys has extensive retail and franchise experience that he has built up over more than 20 years in this environment, which makes him ideally suited to drive Bridgestone's vision for Supa Quick. He transitioned from designing retail spaces as an architect to helping brands like SPAR and ESKORT improve their retail efficiencies.

Most recently, as retail director at ESKORT, he was instrumental in developing the group's franchising model and expanding their existing retail base.

"I'm really thrilled about this opportunity to join Supa Quick at such an exciting time," Humphreys says. "We'll be working hard for Supa Quick to stand on its own as we emerge from under the Bridgestone banner. We'll naturally retain our close ties with our mother group, but we'll now have a greater on increasing our product selection and services we can offer our franchisees and customers."

Bringing his retail experience to bear, Humphreys says the fitment industry needs to diversify the range of services it offers, and how they're offered.

For instance, recent changes in legislation allow owners to maintain their vehicles at non-OEM repairers without forfeiting their warranty. This, Humphreys says, presents a golden opportunity to rethink the fitment centre model.

"I think the opportunity for a fitment centre to diversify into under-body items and servicing is key, and we need to be agile in that. The current tough economic climate and customers' needs to save on costs really gives us the opportunity to explore new possibilities in providing them with a new product and service portfolio" he says.

"It's really an ideal opportunity, for a customer, to do minor servicing like oil, filter and battery changes while having your tyres changed or aligned. The convenience of not booking your car in for an entire day I think would be very appealing."

A further signal of the customer-centric approach Humphreys wants to pursue is a Supa Quick app that will be launched later in 2023. This will provide further touchpoints with customers through reminders and suggestions when regular servicing or repairs are due.

"It will allow us to touch and interact with our customers a lot more, sharing our instore promotions, new product launches, our partnership with key suppliers and our CSR initiatives" he says. "Naturally, it's also important for Supa Quick to be seen as the fitment franchise of choice that offers stronger profit margins for franchisees."

In pursuit of that goal, Humphreys will be dedicating his time in the next year to consolidating operations by incorporating Bridgestone equity brands stores under the Supa Quick brand.

"The main vision is to become the franchise brand of choice throughout Southern Africa. One of the benefits of including all the equity



stores under our brand is that it gives us a foothold in South Africa, Namibia, Botswana, Zambia and eSwatini.

"This increases our negotiating power with suppliers because we're exponentially growing our stores to about 230 this year. That makes us significantly bigger than the closest competitor," Humphreys says.

Concurrently with this integration project, Supa Quick will be reconfiguring its service offering, as well as the customer experience. A central theme in this refurbishment project is to make the fitment centres more inviting to all customers.

The franchise footprint will also be expanded by opening new fitment centres in premium locations. Some of the planned stores will be newly-established, although expansion by converting existing fitment centres to the Supa Quick brand will also be actively pursued.

Humphreys concludes that he relishes the challenge of changing the mindset of motorists to view regular maintenance not as a grudge purchase, but an essential purchase. And that the proposition for franchisees will be all the more attractive as Supa Quick has a dedicated and professional team committed to helping franchisees grow their business.

URGENT NEED FOR A COMPREHENSIVE WASTE TYRE MANAGEMENT PLAN TO GUIDE DEALERS

The second-hand tyre industry in South Africa presents enormous challenges, with an estimated 63% of second-hand tyres sold in the country being illegal and unfit for road use. The local industry estimates the second-hand tyre market to comprise between 1,5 to 2 million tyres, with 750 000 to 900 000 of these being illegal and posing a threat to road safety.



Lubin Ozoux, CEO of tyre manufacturer Sumitomo Rubber South Africa (SRSA), which distributes the Dunlop, Sumitomo and Falken brands, stresses the detrimental impact of this issue on the entire tyre retail value chain, both financially and in terms of reputation.

“Waste tyres present environmental hazards due to their large volume and slow decomposition rate, leading to visual pollution and potential health risks when they accumulate in landfills or are illegally dumped. In South Africa, waste tyres have also been misused during protests and riots,” he said.

“As a tyre manufacturer and member of the South African Tyre Manufacturers Conference (SATMC), we have a responsibility to ensure that the practice of selling unsafe, ill-suited and illicit second-hand tyres to unsuspecting and uninformed customers, is stopped. There needs to be a solid protocol for all tyre dealers to ensure that once second-hand waste tyres are correctly mutilated and have been assigned for waste pick up from their stores, they do not resurface in the market,” he added.

However, concerns persist regarding the lack of a comprehensive Tyre Waste Management Plan in South Africa, with the draft section 29 Integrated Industry Waste Management Plan for Tyres (IndWTMP) still pending finalisation.

Lack of transparency

Shaun Radbone, owner of Dunlop franchise, Orion Auto & Tyre, echoed the need for urgent attention and resolution of waste tyre

management issues. “It’s unclear if a plan is in place to address this critical environmental challenge. There is a significant lack of transparency from the relevant authorities on whether these products are being transformed into new products or used as a source of energy,” he commented. This lack of information hampers efforts to establish sustainable waste management practices in the tyre industry.

Radbone said Orion Auto & Tyre’s waste tyres are collected regularly, either weekly or every second week. However, he noted occasional disruptions in collection due to storage facility constraints. He also raised concerns about waste tyre fees, which are typically included in invoiced pricing from suppliers, and called for more transparency regarding the utilisation of these levies.

Drawing from international best practices, Radbone points out the successful use of rubber crumb from scrap tyres as an additive in tar roads in European countries.

He stressed the importance of sharing information about the dangers associated with second-hand tyres. “If it’s a second-hand tyre that someone is looking to purchase, they must ask themselves, why is it second hand? Usually, it’s because the original owner had issues with the tyre, that’s why they changed it.”

Better-informed consumers would result in a decline in the sale of such tyres, ultimately saving lives and improving road safety – a key goal of the Road Safety Partnership South Africa which Sumitomo Rubber SA is a member of.

The unregulated nature of backyard dealers and non-franchised stores also raises concerns about inconsistent industry standards.

Ozoux called upon industry stakeholders, regulatory bodies, and the government to bridge information gaps, enhance regulation, and raise public awareness.

“Recycling and proper disposal methods are crucial to minimise the adverse consequences of waste tyres. Additionally, ensuring that retreaded and part worn tyres meet safety standards is vital for preventing accidents and maintaining roadworthiness,” he said.

The SATMC has been collaborating with the Tyre Importers Association of South Africa (TIASA), the Tyre Equipment Parts Association (TEPA) and the government to ensure that steps are taken to drive improvements and sustainability in both collection and processing of tyre waste. Some pressure has been released by identifying additional municipal landfill sites to serve as temporary storage facilities in Limpopo Province, one in the Lepelle-Nkumpi Municipality and two under Polokwane Municipality. However, a longer-term solution is needed.

According to Regulation 1 of the Waste Tyre Regulations, 2017 (GN 1064 of 29 September 2017), waste tyres encompass various categories, including new, used, retreaded, and unroadworthy tyres unsuitable for retreading, repair, or sale as part worn tyres. Part worn tyres refer to used tyres that can safely return to their original intended use after undergoing retreading, complying with the National Road Traffic Act, 1996 (Act No. 93 of 1996) and its associated regulations.

LOCAL TYRE INDUSTRY DRIVES SKILLS DEVELOPMENT TO ADDRESS SA UNEMPLOYMENT

With new technologies and production processes emerging globally in tyre production, the South African Tyre Manufacturers Conference (SATMC), and its member companies, are investing heavily in skills development to ensure a pipeline of expertise is in place for future growth.

Bridgestone South Africa, Continental Tyre South Africa, Goodyear South Africa, and Sumitomo Rubber South Africa continue to plough back into learnerships, graduate development, internal upskilling, and supplier development programmes to enhance the talent pool in the tyre industry.

Nduduzo Chala, Managing Executive of the SATMC, said, "We believe that this industry can play a role in addressing the country's high unemployment rate which currently exceeds 32%. Over the five-year period between 2018 and 2022, our member companies invested R369 million into skills development initiatives, contributing towards the long-term sustainability of the industry, and empowering individuals with the skills they need to contribute meaningfully to the economy. This was out of a total of R29,7 billion contributed by members towards the South African economy over the same period," he said.

Local Small Medium and Macro Enterprises (SMMEs) are also being empowered, with many maturing to become suppliers to these multinational tyre companies with local plants in South Africa. Supplier and enterprise development investments by the four manufacturers amounted to R117.5 million over the past five years, while expenditure with local suppliers amounted to R16.6 billion.

Upskilling the sector

Proudly, all manufacturers create a people-focused company culture that encourages time for learning and skills development. Long-running internal



training programmes are in place to ensure continued development of local skills that meet global demands. The manufacturers offer bursaries and study grants for employees to advance their undergraduate and post graduate studies in line with future capability requirements, as well as leadership development programmes, short courses and mentorship initiatives.

Digital platforms are being harnessed to drive skills development. Bridgestone, for example, has an HR Learning Hub that provides a dedicated, digitally powered learning space for employees to access learning content, in line with the company's strategy to bring digital empowerment to all employees. Continental Tyre SA has developed a bespoke online training platform, the ContiAcademy, which offers a consumer-friendly, multimedia hub of extensive product information to support its employees and customers.

Sumitomo Rubber SA operates an on-site training facility in Ladysmith where employees receive training sessions all year round. In addition, the company has recently opened the Dunlop Westville centre, which serves as a hub for technical and training expertise for the broader tyre retail industry. Currently, the manufacturer is engaged in evaluating the skill levels of operators to determine the talent development programme for staff next year. As part of this initiative, certain operators will receive international skills exposure.

Opportunities for youth

A key focus of SATMC members is creating

opportunities for youth, who face the biggest unemployment challenges in South Africa. Structured learnership and graduate programmes support the growth of the local tyre sector while providing a platform for young people to attain suitable qualifications, skills and work experience.

Continental Tyre South Africa, Goodyear and Bridgestone South Africa participate in the business-led Youth Employment Service (YES) initiative.

The YES initiative aims to create 1 million, new, 12-month job opportunities for young people, providing them with work exposure across various industries.

Of a total of 151 young people who have been trained at Bridgestone, 52 (one third) have been absorbed into the business. In addition, Bridgestone partnered with JASA (Junior Achievement South Africa) to provide 20 hours of instructor-led training to youth on emerging technologies, design thinking, entrepreneurship and professional skills.

At Goodyear, more than 160 unemployed youth have benefited from the YES programme, and some have been able to secure permanent employment in the organisation.

Continental Tyre has opted to invest in further training and support for its YES learners. The company provides learners with a certificate of completion and an employment reference, helps them with putting together a CV and, through their provider, assists them in finding permanent employment.

Graduate in Training (GIT) Programmes, typically a year in duration, are also on offer

from all members. On completion, graduates could progress to full-time permanent positions within the respective tyre companies, including their international operations. Goodyear reports that its own GIT programme has attracted and built strong leaders who have progressed to leadership roles, not only within the South African business but to Goodyear globally.

Building technical capability

All four manufacturers are focused on building technical capability in manufacturing to ensure the local tyre sector is future-fit.

Bridgestone offers a youth-focused apprentice programme with a special focus on sought after skills in the electrical trade, as well as a production technology learnership with a focus on production and quality. The company is enhancing capabilities in its tyre building space by training six operators as expert tyre builders, through its global manufacturing education programme delivered in collaboration with the Bridgestone plant in Spain.

Goodyear South Africa's flagship programme – the National Certificate in Production Technology – was launched in 2020 and

has seen more than 140 unemployed youth acquiring key skills through various learnership programmes, with some offered permanent employment.

At Continental Tyre SA, the BestDrive Learnership Programme was established in February 2019, in consultation with merSETA, the Manufacturing, Engineering and Related Services Sector Education and Authority. It was created to centre around the National Certificate, Automotive Repair and Maintenance with a focus on Tyre Fitment. The company has also contributed to various other learnership programmes in the last few years, including Unity in Africa's iGems programme which helps foster aspiring engineering minds starting in grade 10 all the way through to their tertiary qualifications.

At Sumitomo Rubber SA, more than 400 tyre learnerships have been run at its Ladysmith plant for unemployed youth aged 18 to 34, providing them with an NQF Level 3 certificate in one of three qualifications: Tyre and Tyre Components, Tyre Assembly and Quality Checking of Tyres. The company

trains 60 learners every year from the Ladysmith community and absorbs 90% of them for subsequent full-time employment.

Finance remains an important consideration in supporting the youth, and the bursary schemes at Bridgestone and Goodyear not only cater for employees but subsidise their dependents' tertiary studies as well. In addition, Bridgestone continues to provide bursaries to identified learners in Gqeberha, while Goodyear donated a cash sum in 2022 to the Nelson Mandela University Trust Fund for bursary funding to qualifying students.

Finally, people with disabilities in the manufacturing space are also included in members' training and skills development programmes.

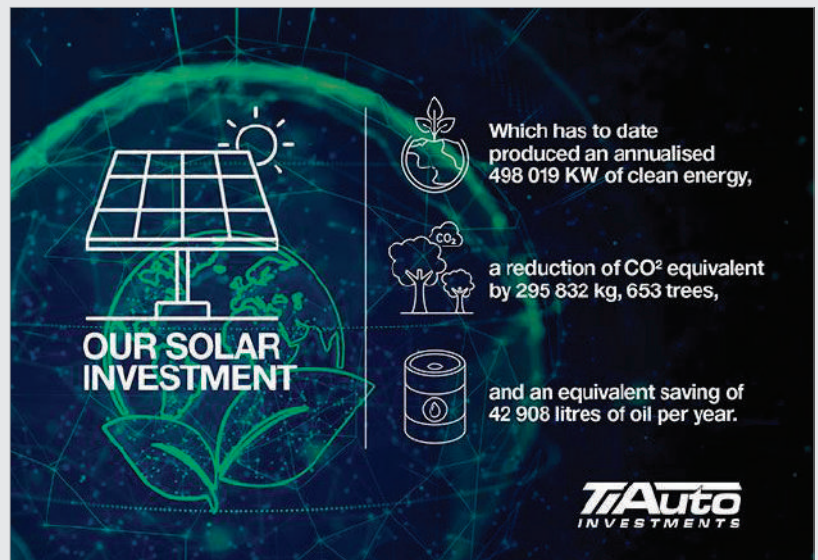
Summing up the commitment of SATMC members, Chala says, "Skills development is crucial for the local tyre manufacturing sector to remain competitive, meet quality standards, and produce safe products that meet high quality standards and consumer demands. Our members' ongoing investments in this area will drive growth in the South African economy and create opportunities for the future."

TiAuto TAKES ACTION TO HELP THE ENVIRONMENT

TiAuto, the holding company of South Africa's favourite Automotive Fitment centre brands Tiger Wheel & Tyre, Tyres & More, Treads Unlimited and many more, has released measurable results that show how serious the organisation is about reducing its carbon footprint.

Alex Taplin, CEO of TiAuto Investments is a fervent believer. "One of the cornerstones of our business is a commitment to helping our planet. We know that we need to act now. We need to change old habits and form new ones if we want to leave a healthy world to our future generations. "As a leader in the motor industry, we have an even greater responsibility to minimise our impact on the planet." The business's commitment to renewable energy has delivered substantial progress, and with more to come.

Sixteen of the Group's retail stores have completed Phase 1 to convert to solar power. Phase 2 is now well-underway, with the goal of having all stores running on solar energy within the next three years. Initial results of the move to solar power are impressive. The Group has so far produced an annualised 498 MWh of clean energy, reduced CO² emissions by 295 tonnes, and saved and equivalent 42,908 litres of oil. Recycling has also been a keen focus of TiAuto and has yielded positive results.



"We have recycled 40,000kg of lead, over 240,000 tyres, 150 tonnes of wastepaper and packaging and have safely repaired over 2 million alloy wheels to date. We believe in the principles of the 3 R's – Reuse, Reduce and Recycle said Taplin. "Of course, contributing positively to the environment is not just the right thing to do, it's just smart business. We are certainly not finished yet, so watch this space for more exciting announcements in due course", Taplin finished. Visit tiauto.co.za/corporate-responsibility/ for more information about TiAuto's other activities in the ESG arena.

NOMINEES LIST PRESENTED FOR 2023 RECIRCLE AWARDS

Valebridge Media Services (VMS), the international media services company in Crewe (United Kingdom) and Madrid (Spain), has announced the shortlist of nominees for the 2023 edition of the Recircle Awards, the event organised to promote and recognise sustainable innovation, production processes, management and services in the tyre retreading and recycling sector.

The shortlist, chosen from a preliminary list of candidates nominated by the public has once again been compiled by the Recircle Awards Nominations Committee made up of 14 experts, including respected tyre industry journalists, industry association heads and independent consultants from around the world.

The shortlisted nominees for the 15 award categories open to public vote are as follows:

Best Tread Rubber Supplier

Dobermann
Marangoni
Pre-Q Galgo
Silvercap
Vipal Rubber
Best Retreading Equipment Supplier

Central Marketing

Italmatic
Matteuzzi
TRM
Vipal Machinery
Best Tyre Recycling Industry Supplier

Eco Green Equipment

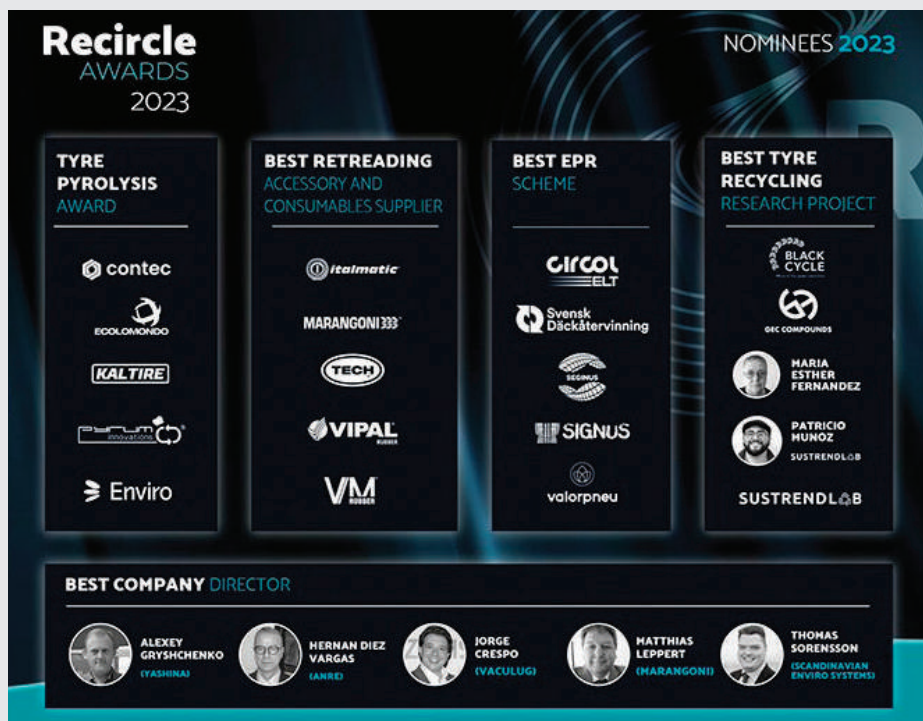
Eldan Recycling
Fornax
Rubberjet Valley
Tallants Navarro

Best Tyre Derived Recycled Product

Ceyes: City Green Panels
Michelin: Tyres containing rCB
Rubtec SpA: Rubtec Rubber Bumpers
Shredded Tire: Miami Echo Construction Blocks
XTyre Global: Evaporation Inhibitor Floating Panel

Employee of the Year

Ankita Saikia (Tyromer)
Bernardita Diaz (SustrendLab)
Camilla Raffaelli (VM Rubber)
Fabricio Nedeff (Vipal)
Ron Elliott (Pre-Q Galgo)



Best Passenger Retreader

Black Star
Fedima
Insa Turbo
Malatesta Pneumatici
Radburg

Best OTR Retreader

Community Tire
FM Pneus
Marangoni SpA
Reifen Wagner
Renova Peru

Best Truck & Bus Retreader

Continental
Insa Turbo
Marangoni SpA
Unigoma
Vaculug

Mechanical Tyre Recycling Award Tyre Devulcanization Award

DRI Rubber
EFG Polymers
GRP Ltd
Rubber Matters
Tyromer Inc.

Tyre Pyrolysis Award

Contec SA
Ecolomondo Corp
Kal Tire Chile
Pyrum Innovations
Scandinavian Enviro Systems

Best Retreading Accessory and Consumables Supplier

Italmatic
Marangoni
Tech Europe
Vipal Rubber
VM Rubber

Best EPR Scheme

Circol ELT
SDAB
Seginus
Signus Ecovalor
Valorpneu

Best Tyre Recycling Research Project

Blackcycle: The Blackcycle Project
GEC Compounds: Research into the creation of Genesis Evolution Compounds
María Esther Fernandez: The Application of Textile Waste from End of Use Tyres in the Production of Fibre Cement
Patricio Muñoz / SustrendLab: The Recovery and Re-use of tyre sawdust in the manufacture of solid tyres for forklifts
SustrendLab: Research into the extraction of T-Phite from tyres

Best Company Director

Alexey Gryshchenko (Yashina)
Hernan Diez Vargas (ANRE)
Jorge Crespo (Vaculug)
Matthias Leppert (Marangoni)
Thomas Sorensson (Scandinavian Enviro Systems)

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- Abrasion-resistant tread compound
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By John Stone

For the past two decades Sapphire Media has supported the worldwide tyre and automotive industry as a unique Business Media Consultant delivering professional editorial and marketing/PR services to a global client base and as a regular columnist in leading publications.

RECOVERED CARBON BLACK FROM ENVIRO IN THE TIRES AS MICHELIN CELEBRATES 100 YEARS AT LE MANS



Scandinavian Enviro Systems' (Enviro) major shareholder Michelin has developed a racing tire for this year's edition of the Le Mans 24-hour race that contains a full 63 percent sustainable materials, including recovered carbon black (rCB) from Enviro's plant in Åsensbruk, Sweden.

The tire will be used on one of the cars taking part in the famous race's 100th anniversary.

Michelin and Le Mans share a long history – when the first 24-hour race at Le Mans was held on May 27, 1923, tires from the French manufacturer were

fitted to the winning vehicle. The close link with motorsport has remained ever since, and over the years Michelin has played a prominent role on racetracks, not least at the famous Le Mans 24-hour race. For 25 consecutive years, from 1998 to 2022, Michelin tires have been fitted to the winning cars.



For this year's edition, which takes place between June 10 and 11, Michelin has developed a racing tire that contains a whopping 63% environmentally sustainable materials, including recovered carbon black from Enviro. The new tire will be fitted to the Green GT Mission H24, a hydrogen racing prototype car, but other racing cars will also use Michelin tires containing recovered carbon black from Enviro, including the electric Porsche 718 CaymanGT4e Performance 100% electric. The latter runs on tires containing 53% recovered and renewable materials.

The recovered carbon black in the tires of both cars comes from Enviro's plant in Åsensbruk, Sweden, where end-of-life tires are given new life using the company's patented pyrolysis technology. Michelin has previously introduced environmentally sustainable tires using recovered and renewable materials, but the tire that will be used on the Green GT Mission H24 this weekend sets a new record for the proportion of sustainable materials.

"We know that our recovered carbon black is of the highest quality and this shows that Enviro's materials can be used even in one of the world's most prestigious and demanding motorsport races. This is, of course, a feather in our cap but also promising for a future where recycled materials and circular methods will play an increasingly important role", says Thomas Sörensson, CEO of Enviro.

Michelin has set the target that all of its tires should be made entirely of sustainable materials by 2050. Michelin has been Enviro's single largest owner since 2020.



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BRIDGESTONE PLANT WINS SAFETY AWARD FOR THE SIXTH TIME

Bridgestone Americas' announced that its commercial truck and bus radial (TBR) tire manufacturing facility in Warren County, Tennessee, received its sixth Volunteer STAR (Safety Through Accountability and Recognition) award. The Volunteer STAR Award is a nationally recognized program patterned after the OSHA Voluntary Protection Program (VPP).

Because the company has received the award, its Warren County facility is considered a Volunteer STAR site.

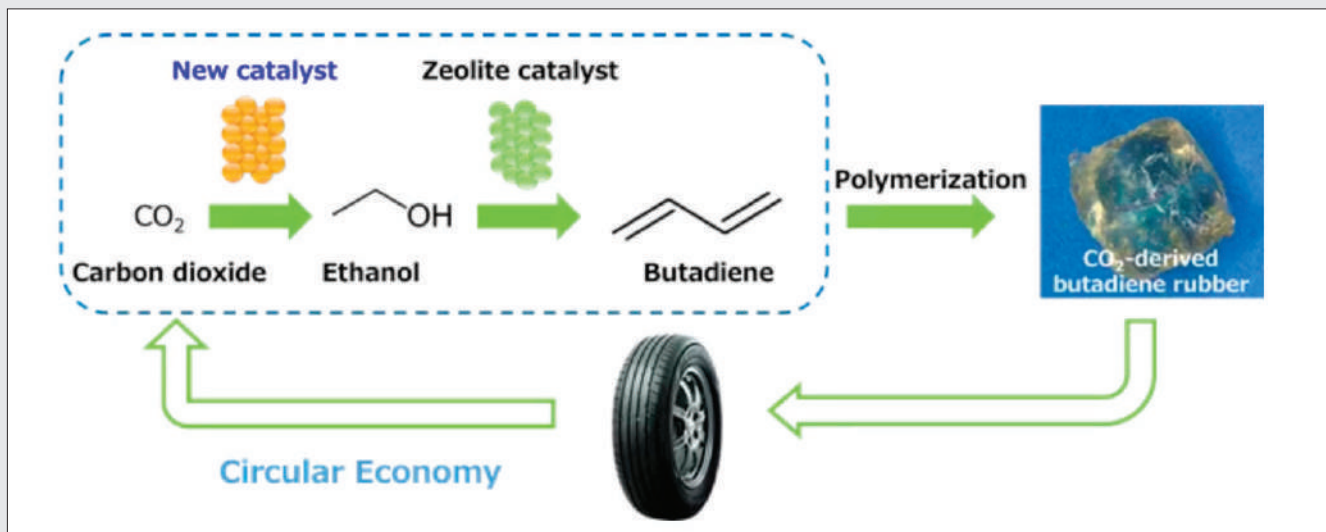
"As we expand and continue to invest in our operations in Warren County, we are thankful to all of our teammates and retirees who are directly responsible for delivering the best-in-class commercial truck and bus tires our customers know and expect from Bridgestone," said Tim Painter, plant manager, Warren County Tire Plant, Bridgestone Americas Tire Operations, LLC. "The cooperation between the plant and the local union is a positive contributor to our continued



success. The impact our Warren County teammates make through the products they manufacture is at the core of our business, and we couldn't do it without this team's daily commitment to safety, quality, innovation and efficiency in all of our operations."

There are currently 33 Volunteer STAR sites in Tennessee. Bridgestone said the standard for participation in the STAR program confirms a company's safety and health program helps reduce accidents and injuries. As part of the program, TOSHA removes employers from programmed compliance inspection lists for three years.

TOYO TIRE CONVERTS CO2 INTO KEY TIRE COMPONENT



Toyo Tire announced the development of catalysts that convert carbon dioxide into butadiene in high yield in collaboration with the University of Toyama. The company said it and the university successfully synthesized butadiene rubber, a key raw materials for tires, using CO₂.

The composition ratios of raw

materials used for automobile tires varies by category, and petroleum-derived synthetic rubbers including butadiene units (styrene-butadiene rubber (SBR) and butadiene rubber (BR)) account for approximately 30% of raw material overall. This being the case, the tire industry has been activating the research of synthesis of butadiene rubber derived from naturally alternative materials

(resources) other than petroleum for practical application.

Toyo Tire said it is constantly exploring ways to establish a circular process of its products in society by using naturally-derived and other sustainable materials as possible for rubber and other component materials. the company recently announced its target of increasing the ratio of sustainable materials to 40% by 2030.

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More than 280 key stakeholders from the carbon black industry joined us at the Recovered Carbon Black Conference 2022 as it sold out a month before. As Europe's

leading rCB industry event, the conference provides a unique opportunity for delegates to get the latest industry information and network face-to-face with global experts.

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- Expert presentations delivered by key industry players and global experts from across the entire supply chain
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- An inspiring environment where you can speak with your competitors and take away information to help boost your business

Companies such as Pirelli, Continental, Good Year, Michelin, Bridgestone, Cabot, Hankook, Repsol, Hyundai are just some of

the companies who attended last year.

The rCB workshop 'Sustainable Carbon Black' takes place on Tuesday 13 June 2023, online ahead of the main conference. This workshop will discuss different types of sustainable carbon blacks including circular carbon blacks (made from tire pyrolysis oil on a furnace process), renewable carbon blacks (made from pine oil on a furnace process), methane pyrolysis carbon blacks (made from methane and bio-methane by plasma-arc decomposition) and recovered carbon blacks (made from selected end-of-life-tires by pyrolysis and subsequent post-treatment).

To find out more, please visit www.carbonblackworld.com/recovered-carbon-black

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