

## Capper Trading fuels company growth with EFFITIRES™ programme

Fuel and bulk animal feed distribution specialist Capper Trading has signed up its entire fleet to Michelin solutions' EFFITIRES™ tyre management programme, with the move offering the company's executives "the freedom to focus on growing our core businesses".

The three-year deal covers the Northern Irish firm's 36 DAF and Volvo tractor units and rigid trucks, plus a mix of 44 tanker, flatbed, curtainside and tipper trailers – all of which operate from the company's headquarters in Dungannon, County Tyrone.

Capper Trading Managing Director Philip Hill says: "Our fleet has to handle diverse terrain on a day-to-day basis, and we needed a supplier that could offer both premium tyres capable of meeting this challenge, and a structured, predictable, cost-efficient approach to commercial vehicle tyre management; we found both in EFFITIRES™.

"As the business has grown, our in-house workshops have come under pressure, racing to keep up with both the fleet's maintenance requirements and its tyre husbandry. Now that Michelin solutions handles all our tyre-related concerns, our engineers can instead focus on maintaining our fleet and ensuring maximum uptime for our customers – and the management team has the freedom to focus on growing our core businesses."

Michelin solutions adopted a joint approach to Capper Trading's EFFITIRES™ programme alongside local service provider A One Tyres of Dromore – a Michelin Durable Partner – which will be responsible for supporting the fleet's tyre requirements.

Capper Trading's fleet will fit Michelin X MultiWay 3D XDE drive and XZE all-position tyres under the agreement – the manufacturer's latest generation regional tread pattern, which offers excellent mileage performance and fuel efficiency, along with the safety and durability inherent to every Michelin tyre.

By signing up to the EFFITIRES™ solution, Capper Trading will also benefit from the services of a dedicated team of auditors, technicians and business support personnel, ensuring the company's tyres are serviced to the highest possible standards.

The programme also offers a predictable tyre budget linked to fleet activity, which allows Capper Trading to keep up-to-date with its tyre usage statistics through regular reporting and feedback.

Founded by CEO Robert Capper, Capper Trading Limited has expanded from an initial business providing bulk animal feed transportation by diversifying into animal bedding, feed manufacturing, fuels and distribution.

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**About Michelin solutions**

Michelin solutions is part of the Michelin Group and was established in May 2013, replacing the entity previously known in the UK as Michelin Fleet Solutions. It currently employs around 800 people globally and is responsible for in excess of 300,000 vehicles currently on contract. Michelin solutions is dedicated to designing, commercialising and developing solutions for fleets of trucks, buses, coaches, cars and vans. Its solutions are aimed at fleets wanting to improve their efficiency, productivity, and environmental footprint, in a global and customised way.

<http://fleetstreet.michelin-solutions.com/>

<http://news.cision.com/michelin-solutions>



<https://www.linkedin.com/company/michelin-solutions>



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<https://www.youtube.com/user/Michelinsolutions>

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