

Stoke-on-Trent, May 09, 2017

Michelin delivers 18 per cent tyre bill saving for Heron Foods

Independent grocery retailer Heron Foods has cut its annual tyre bill by 18 per cent after adopting a full Michelin tyre policy across its 100-strong fleet of trucks and trailers, under a policy managed by ATS Euromaster.

The Humberside firm uses its delivery fleet to complete two rounds of multi-drop deliveries to stores each day, and saw the savings start to add up shortly after switching to Michelin tyres. It expects to see further savings as it continues to make use of the tyres' multiple lives, having so far been investing in new Michelin casings for just 18 months.

Heron Foods has also reported significant improvements in vehicle uptime and fuel consumption across the fleet, as a result of its switch to Michelin from another premium tyre brand.

Karl Dawson, Head of Logistics at Heron Foods, says: "Our trucks cover a serious mileage each year and durable, hard-wearing tyres are proving integral to keeping operating costs low.

"The move to Michelin rubber has unlocked a more cost-effective tyre policy, plus we have the peace of mind that by fitting a premium brand we're benefiting from the best reliability, safety, fuel efficiency and compliance that we need as a vehicle operator."

Each commercial vehicle in the Heron Foods fleet, which consists of a mix of 45 artics and rigid trucks, plus 55 trailers, travels more than 100,000 miles each year. They transport a mix of frozen, chilled and ambient goods to its 252 high street stores across the north of England and the Midlands.

"Robust tyres are critical to our business. We only have a couple of spare vehicles on any given day so it's paramount the trucks stay on the road. Many of our stores are in pedestrian zones, meaning that deliveries are strictly timed. If we miss a timed delivery slot we are forced to wait – and ultimately that translates into lost sales," Dawson says.

Throughout the year, the fleet faces wildly changing weather conditions on its routes. Travelling predominantly through the M62 corridor, the vehicles can encounter a mix of sunshine, ice, snow or torrential rain, making careful tyre choice essential.

"If one of our drivers needs to stop in an emergency, then having the right tyre is paramount. We've got a duty of care to our drivers and to other road users," adds Dawson.

Heron Foods appointed ATS Euromaster to supply, fit and manage its tyres. This sees skilled mobile technicians keep a close eye on the fleet, with near daily inspections and reporting at the retailer's depot in Melton, all aimed at ensuring the longest tyre life and greatest performance. ATS Euromaster also provides a variety of services to maximise tyre life and performance, including regrooving tyres to extend life in their most fuel-efficient state, and turning tyres on the rim to ensure even wear. ATS Euromaster technicians visit in the evening to minimise any fleet disruption.



Heron Foods was established in 1979 and employs more than 3,000 people at its head office and across a network of stores. The company has an annual turnover of £275 million and operates from a purpose-built 270,000 sq ft facility in Melton, East Yorkshire.

For further information on the Michelin commercial vehicle tyre range visit

<http://trucks.michelin.co.uk/>

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Michelin, the leading tyre company, is dedicated to sustainably improving the mobility of goods and people by manufacturing, distributing and marketing tyres for every type of vehicle. It also offers innovative business support services, digital mobility services and publishes travel guides, hotel and restaurant guides, maps and road atlases. Headquartered in Clermont-Ferrand, France, Michelin is present in 170 countries, has 112,300 employees and operates 68 production plants in 17 countries. The Group also has a Technology Centre, responsible for research and development, with operations in Europe, North America and Asia. (www.michelin.com)



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

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