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Michelin tyre management and telematics solution eliminates trailer tyre failures for WJ&J Green

Moray-based bulk haulier WJ&J Green has eliminated all instances of trailer tyre failures after signing a five-year Michelin EffiTires tyre management contract, which includes the roll-out of Michelin's EffiTrailer telematics system.

It marks a return to a 100 per cent Michelin policy across the truck and trailer fleet, after a decade of fitting a variety of tyre brands.

Key to securing the deal was Michelin's ability to tailor a package which included weekly inspections carried out by a mobile Tructyre ATS technician, all tyre husbandry and fitting, and the installation of EffiTrailer across all trailers – providing additional features including tyre pressure monitoring and electronic braking system (EBS) data analysis, combined with constant geolocation.

Uniquely, when a company fits EffiTrailer, Michelin commits to reducing the number of tyre-related trailer breakdowns by up to 50 per cent. But since EffiTrailer was trialled on the first WJ&J Green trailers nearly 12 months ago, no trailer with the system has suffered a single tyre failure.

Iain Green, owner of WJ&J Green, explains: "Now we've got EffiTrailer protecting our fleet, we wouldn't want to be without it. It's a fantastic solution and guards against roadside tyre failures, which can result in late deliveries, vehicle damage and cost.

"It's a known fact that when tyres operate below optimum pressure, fuel efficiency suffers and the tyre runs hot, making it more susceptible to damage or sudden failure. EffiTrailer sends an alert to our transport office if the pressure in any trailer tyre drops below a pre-defined threshold, meaning we can take action before it results in downtime. It's a win-win situation for both us, and Michelin."

Andrew Evans, Truck Regional Sales Manager for Michelin, explains: "The customer wanted to get back onto Michelin tyres and so we structured a policy which worked for them, bringing tangible benefits including increased uptime, greater fuel efficiency and more effective financial planning.

"We've been able to specify the optimum Michelin tyres for every asset on the fleet. Plus, with the support of Tructyre ATS and EffiTrailer, we are focused on extracting the optimum performance and mileage from every single tyre we fit."

WJ&J Green operates a mainly Scania fleet comprising 27 tractor units, 32 trailers and three 8x4 tippers. The articulated fleet runs almost exclusively at 44 tonnes with primarily Wilcox trailers hauling agricultural produce across the UK, as well as delivering malt to distilleries throughout Scotland. The firm's multi-wheelers operate on quarry contracts in the local area.

For further information on the Michelin commercial vehicle tyre range visit

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

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Michelin, the leading mobility company, is dedicated to enhancing its clients' mobility, sustainably; designing and distributing the most suitable tyres, services and solutions for its clients' needs; providing digital services, maps and guides to help enrich trips and travels and make them unique experiences; and developing high-technology materials that serve a variety of industries. Headquartered in Clermont-Ferrand, France, Michelin is present in 170 countries, has more than 125,000 employees and operates 67 tyre production facilities which together produced around 190 million tyres in 2018. (www.michelin.com)



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