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ECO-READYMIX MOVES TO MICHELIN TYRE POLICY TO REDUCE DOWNTIME

- Wrexham-based business reports major benefits as it transitions entire fleet from budget tyres to MICHELIN's X Works range
- Robustness, damage resistance and longevity fuels decision to adopt Michelin tyre policy

Concrete, mortar and screed supplier, Eco-Readymix, has recorded a marked reduction in tyre damage and downtime after equipping its fleet with MICHELIN X Works tyres.

The company has fitted MICHELIN Remix X Works XDY 315/80 R22.5 on the drive axle and X Works HD Z 315/80 R22.5 on the steer axle of its vehicles as it transitions its entire 30-strong fleet to Michelin tyres. All are covered by the tyre manufacturer's damage guarantee.

Carl Weeks, Transport & Operations Manager at Eco-Readymix, says: "Our vehicles are transporting building materials across rough terrain at construction sites and we were having too many punctures and problems with our previous tyres. We decided to switch to a Michelin tyre policy, which offers a quality product and peace of mind with the tyre damage guarantee – and it's really paid off."

He adds: "If we put a set of Michelins on a truck, we're not going to see them come off for at least 18 months, maybe two years. The combination of robustness, improved performance and longevity of the X Works range is really benefitting our business thanks to the significant increase in vehicle uptime."

Based at its sites in Wrexham and Ellesmere Port, Eco-Readymix's fleet of tankers, tippers and concrete mixers have been fitted with MICHELIN's X Works range by DMH Tyres in Wrexham.



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MICHELIN X Works tyres are designed for operators which do most of their mileage on roads but need traction and robustness on rough tracks and construction sites for deliveries – ideal for Eco-Readymix.

Key to their exceptional performance is the use of the most advanced Michelin technology, including Powercoil, which is a new generation of robust steel casing cables which help to make each tyre lighter yet more robust, leading to better endurance and reduced rolling resistance. The X Works drive tyres also feature specially designed Z-sipes that increase the traction on road in winter conditions, especially in snow, allowing them to attain Three Peak Mountain Snowflake (3PMSF) certification.

“Choosing the Michelin tyre policy has been a real innovation for us, changing our mindset about tyre management and reducing downtime across the fleet, which is a massive benefit,” adds Weeks.

Eco-Readymix, founded in 2008, places great emphasis on using sustainably sourced materials and environmentally-friendly manufacturing processes to produce concrete, mortar and screed. Its customers include house builders, construction companies, civil engineers and ground workers.

About Michelin

Michelin’s ambition is to sustainably improve its customers’ mobility. The leader in the mobility sector, Michelin designs, manufactures, and distributes the tyres best suited to their requirements and uses as well as services and solutions to improve transport efficacy. With its offers Michelin allows its customers to enjoy unique moments when traveling.

Michelin also develops high-technology equipment intended for multiple fields. Based in Clermont-Ferrand, Michelin is present in 175 countries, employs 132,200 people and operates 67 tyre factories that, together, produced approximately 200 million tyres in 2022. (www.michelin.com)

More information on how Michelin assists transport businesses achieve its sustainability goals and run more efficiently can be found at business.michelin.co.uk.

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