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MICHELIN'S SUSTAINABLE APPROACH PROVES PERFECT FIT FOR BARTRUMS' AMBITIONS

- Full-service tyre management contract removes guesswork.
- Michelin 'four lives' extends tyre longevity and reduces waste.
- Use of Michelin retreads has saved 55.7 tonnes of CO₂ in less than a year.

Michelin's ability to deliver a sustainable, quality product and service was the main driver behind Bartrums' decision to sign up to a full-service contract with the manufacturer's Connected Solutions division.

Headquartered in Eye, Suffolk, the haulier has saved an estimated 55.7 tonnes of CO₂ in the first 11 months running on a full Michelin tyre policy incorporating retreaded tyres.

Tremayne Johnson, Operations Director at Bartrums, says of the switch from a premium competitor: "As a busy operator running a mixed fleet serving more than 500 customers, the stability and surety of cost that we get through the Michelin-managed contract is very important to us.

"We like the product itself and have faith in the rubber, and Michelin's four-lives policy, which maximises the life of each tyre, complements our own sustainability efforts."

Bartrums makes use of Michelin's multi-life strategy, which sees worn tyres regrooved once the tread depth reaches 3mm to 4mm, helping to extend each tyre's life in its most fuel-efficient state. Once the regrooved fitments have worn, they can be retreaded at the Michelin Remix plant in Stoke – a process that saves natural resources (a retreaded truck tyre requires around 50kg less raw material than a new fitment), doubles the casing



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lifespan, and supports UK manufacturing. When the time comes, the renewed tyres can then be regrooved again.

The haulier's fleet of more than 450 wheeled assets – predominately Volvo and Mercedes-Benz tractor units – curtainside trailers and bulk tippers, the latter often moving malted barley, make use of a mix of Michelin products.

These include MICHELIN X Multi Z/Z2 and MICHELIN X Multi D Remix tyres at 315/70 R22.5 on the tractor units; MICHELIN X Multi T and MICHELIN X Multi T Remix at 385/65 R22.5 for its general haulage trailers; and MICHELIN X Works T and MICHELIN XZY3 Remix fitments both at 385/65 R22.5 for its bulkers.

Bartrums, which already operates a Volvo FH Electric on bulk tipping work, recently installed a 400kW high-power charging system from Voltempo, supported by the government's Depot Charging Scheme. Featuring dual CCS2 connectors, dedicated HGV charging bays and charge monitoring systems, it is scalable for the future.

The charger will initially support two new Mercedes-Benz 4x2 eActros 600 trucks with ProCabins that will be joining the fleet this month. The new arrivals will be fitted with 385/55 R22.5 MICHELIN X Line Energy F tyres on the front axles, and 315/70 R22.5 MICHELIN X Multi Energy D2 tyres at the rear enabling low rolling-resistance running.

Alongside service provider Tructyre, which performs daily checks and tyre management as part of the contract, Bartrums is supported by Nathan Williamson, Territory Business Manager at Michelin.

The operator provides a comprehensive range of logistics from general and bulk haulage services for customers including those in the brewery, food, and beverage sectors, with proximity to the Port of Felixstowe providing additional demand for its services. It also offers two full UK palletised networks through its membership of Pallet Track and The Hazchem Network. A quarter of a million sq ft of warehousing across four facilities is



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currently offered, set to expand in 2027 through the recent acquisition of ten acres of development land. Multiple roof-top solar panel projects are underway, which are being delivered in partnership with West Suffolk Council. Bartrums also has in-house workshop providing services for its fleet and to external customers.

About Michelin

Michelin is building a world-leading manufacturer of life-changing composites and experiences. Pioneering engineered materials for more than 130 years, Michelin is uniquely positioned to make decisive contributions to human progress and to a more sustainable world. Drawing on its deep know-how in polymer composites, Michelin is constantly innovating to manufacture high-quality tyres and components for critical applications in demanding fields as varied as mobility, construction, aeronautics, low-carbon energies, and healthcare. The care placed in its products and deep customer knowledge inspire Michelin to offer the finest experiences. This spans from providing data- and AI-based connected solutions for professional fleets to recommending outstanding restaurants and hotels curated by the MICHELIN Guide.

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