

MARANGONI'S HIGHEST QUALITY OTR RETREADS AT STEINEXPO 2017

By teaming up with Marangoni, Recamax aim to use Steinexpo to highlight the advantages of OTR tyre retreading in relation to cost and environmental savings.

Rovereto (IT) – Continuing their successful emphasis towards environmentally efficient and high performance tyre products, Marangoni and their German OTR retread distributor Recamax will line up at the tenth edition of Steinexpo in Nieder-Ofleiden (Germany), from 30.8.2017 to 2.9.2017.

OTR specialists Recamax, already a rising force in the distribution of tyres for industrial handling and earth moving sector, have been part of the Marangoni group since 2014. By teaming up with Marangoni at Steinexpo, Recamax aim to use the international event to highlight the growing advantages of OTR tyre retreading, in relation to environmental and cost savings.

This will be the 3rd time Recamax have showcased Marangoni OTR tyres at the leading Euro-wide exhibition, one of the biggest and most significant stone quarry demonstration shows on the continent. Held in a three-year cycle at Nieder-Ofleiden, the largest basalt quarry in Europe, the event takes place in the Upper Hesse district of Germany, 80 km from Frankfurt. The 10th edition of Steinexpo will be bigger than ever before, with exhibitors from all over the world.

Through their partnership with Recamax, Marangoni offer the market in Germany industry leading service and coverage, plus short delivery times, enhanced product availability and outstanding technical support.

Luca Mai, Marangoni OTR tyres Sales director EMEA, stressed the growing importance to both companies of decreasing costs to end users in the OTR sector. He said: *“When managing OTR tyres, being able to maximise the efficiency and return of the initial investment made at the time of purchase becomes the most important objective. Ultimately, it’s about being able to get the best hourly cost. Recamax have proved themselves over decades to be the ideal partner for German customers in the OTR market. Crucially the company can supply the right technical advice in order to select the right tyre for every application - offering customers best practise specified products at the lowest operating cost level.”*

Heike Kerkhof, Recamax Managing Director continued: *“Retreading gives a tyre a second or even a third life in some cases, which leads to considerable savings in terms of costs. If correctly managed, even the largest tyre can be retreaded for less than 40 to 50% of the cost of a new, premium tyre. Recamax’s target is to maximise customer satisfaction and obtain the lowest possible cost per hour. Visitors to the stand will have an unrivalled opportunity to examine Marangoni’s trademark products and discuss how they could benefit from linking up with Recamax in Germany.”*

The complete flexibility of the Marangoni retreading process will be illustrated by one specially prepared 45/65R45 tyre, which has been retreaded with multiple different patterns (**see attached photo**).

Marangoni S.p.A.

Via del Garda, 6
38068 – Rovereto (TN) – Italy

tel. +39 0464 301111

fax +39 0464 436169

www.marangonipress.com

Beside tyre performance and the quality of the process, the focus of Recamax communication strategy will be on the proven environmental benefits of retreading.

Each year Marangoni OTR retreads save thousands of tons of raw materials such as rubber and steel, significantly contributing to global CO₂ emission reduction. Four 23.5R25 retreaded tyres provide approximately 2.500 kg less CO₂ emissions than their new equivalents (one year of emissions for an 80 sq. metres apartment).

Marangoni R&D department estimate retreading a 45/65R45 tyre for wheel loaders saves more than 50% of the oil required to manufacture an equivalent sized new tyre.

Recamax' sales and management staff will be available at their stand (B46) for consultation with existing clients, and are especially keen to meet new customers who are examining their retread options, and looking to make their fleet more efficient.

Rovereto, 23/08/2017