

MARANGONI INVESTING WITHIN INDUSTRIAL TYRES

With Marangoni's strong position in Industrial Tyres within Europe and the continued growth in the International markets, this has prompted the approval of an expansion strategy. The growth has occurred due to increased share in original equipment manufacturers and more presence internationally.

As a relevant part of its development plan, Marangoni Industrial Tyres has recently launched the new premium solid resilient tyre range called Eltor EVO. This range has been developed in conjunction with and approved by original equipment manufacturers.

The Eltor EVO adds several important features to its predecessors: lower rolling resistance, longer life and even improved safety. Minimizing the rolling resistance first of all means increasing the fork lift efficiency thanks to a lower heat generation, that positively impacts the energy consumed. The real benefit of this is longer battery life for the Electric Forklift and less stops for refueling for the Internal Combustion ones. The Eltor EVO has been studied in Italy where the Research and Development centre of the Marangoni Group is based with its own production facility, one of the few in Europe.

Lorenzo Stringari, Industrial Tyre Business Unit Sales Director says: "Thanks to the positive results that this business unit is achieving year on year, the Marangoni group is refocusing its strategy in order to capitalize on the opportunities in this growing sector. There will be significant investment in new machinery and molds to enlarge the production capacity and range. Our important goal now is to optimize the availability of the Eltor EVO and for this reason Marangoni is expanding the production capacity in our dedicated Sri Lankan production facility.

We are extremely proud of this new product as it is one of the most advanced forklift tyres within the industry today, in fact we decided to call it Eltor EVO as it represents the best evolution of the long time successful products called Eltor 3 and Eltor 5".

This planned expansion will further strengthen and confirm that Marangoni is one of the major players within the industrial tyre business.

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