

Marangoni rewards loyal customer with a “green bonus”

Bärnreuther+Deuerlein confirms its role as an environmentally virtuous company by choosing Marangoni OTR retreads.

Gräfenberg, Germany – Marangoni is currently running a promotion where Bärnreuther+Deuerlein took the chance to reap economic and ecological advantages and received a certificate attesting the benefit to the environment guaranteed by their premium quality OTR retreads.

Until the end of 2019, any end-user from DACH countries purchasing at least four Marangoni OTR retreads from a selection of specific tyre sizes (up to 24.00R35), will obtain a discount of up to 90 € per tyre. Furthermore, the eligible customer receives, from Marangoni, a certificate attesting the savings in terms of raw materials achieved with their sustainable choice.

The document delivered by Anton Zehner, OTR tyres Area Manager at Marangoni, to Frank Eichler, Purchase - QS - Plant Manager at Bärnreuther+Deuerlein (*see the attached picture*), declares that, having opted for the 24.00R35 MDT retread, the company has preserved 550 kg of material per tyre, equivalent to 64% of the original product weight.

Bärnreuther+Deuerlein is an innovative company with a careful eye on the environment and it's been relying on the retreading of its tyres for many years, thereby helping to save significant amounts of resources and reducing their operational costs as well. The enterprise was founded in the 30s and employes 150 workers operating in seven quarries in Bavaria, where it produces quality controlled gravel material for road construction, asphalt pavement, concrete manufacturing, as well as for landscape design projects.

Bärnreuther+Deuerlein have been working with Marangoni for almost 10 years. At the beginning of the cooperation, a delegation visited the Italian plant in Rovereto where they experienced the top-quality level of the retreading production. Mr Eichler said: *“After the demonstration of Marangoni’s expertise and leading industrial process, we were convinced that they’re the most competent retreading partner on the market. During our stay, we also took an in-depth training on the OTR casing selection that provided us with great best-practices for the tyre management.”*

In order to make the most out of its tyres, Bärnreuther+Deuerlein ensure that they run out in good conditions thanks to Marangoni’s recommendations and on-site regular checks. The company is committed to improving continuously the efficiency of its operation by using tyre monitoring sensors and raising awareness among their drivers to use tyres at best, thanks to specific training activities and rewards for the most “green” driving performances. Most of all, Bärnreuther+Deuerlein enforce a tyre policy which always involves the combination of premium new tyres and top-quality Marix OTR retreads supplied by Marangoni.

The latest 24.00R35 Marix MDT retreads manufactured by Marangoni for the Bavaria-based firm were mounted on their Komatsu HD605 Rigid Dump Truck. The MDT pattern is particularly suitable for use on dump trucks operating in heavy-duty applications, such as those of the Bärnreuther+Deuerlein quarries. The tread compound developed by Marangoni for this product is characterised by a very low heat development, thus ensuring the optimal hourly performance. Mr Eichler added: *“The Marangoni MDT retreads are comparable to premium new tyres and offer Bärenreuther+Deuerlein the opportunity to save considerable costs, as well as lowering our environmental impact.”*

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