

# RubberAsia

DRIVING THE GLOBAL RUBBER INDUSTRY

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**PROVIDING SOLUTIONS TO WORLD RUBBER COMPOUND REQUIREMENTS**

Aditya Gupta, CEO, GB Gummi



**INDIAN AUTO COMPONENTS INDUSTRY IN DIRE STRAITS**

Manav Kapur



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Peggy J. Fisher



**ON HER ENTRY TO RUBBER INDUSTRY**

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John Richardson

**AUTO COMPONENT MAKERS TO BRACE UP FOR**

**NEW MOBILITY & MANDATES**





Adam Gosling

Adam Gosling heads up the team at TyreSafe Australia. Considering tyres holistically we help clients turn higher profits. Tyres reflect the whole operation, they don't tell lies. Transport and mining companies benefit from our tyre experience. If your tyres aren't turning, they're not earning!  
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# EFFICIENCIES & SURVIVAL

**What other low hanging fruit is available to the modern transport operator that compares with the savings that can be generated by real time monitoring of tyres? Give the humble tyre that supports the loads you impose the only thing it requires to perform for your gain -- the appropriate level of inflation. It is only air, it costs little and provides far greater returns than any other "improvement"**

Today's newswires report large destruction of an oil producing facility which is touted to spike oil prices. Reports are suggesting that possibly 5% of the global crude oil production may be affected in this recent attack. Oil prices are tipped to rise.

This event directly affects our industries. All the supplies required for the rubber industry are closely tied to tyres. The transport of raw materials to the manufacturing plants, even the mining of the minerals and production of the latex raw rubber, depends upon the humble tyre. When we think about the finished products we produce, they are all delivered in containers, transported to the ports or rails heads on tyres. Even the steel containers are derived from iron ore mined generally by rubber tyred machines. The energy required to power the manufacturing plants may be derived from thermal coal, oil or gas or a combination of all.

In past columns I've written about reduction of waste, of improving the use of our resources with my prime area of interest being tyres, of course.

Absolutely I agree the forward looking organisations have installed some form of renewable energy sources; but the ability to supply large quantities of base load power is still yet to be achieved. In our work with

transport operators, we've been able to reduce fuel use by the same percentage as is suggested will be lost in the recent attack. Using big data we've harvested, the detail we derive from tyres, we've observed trends and outliers and so made changes to the operating tyre pressures as well as the mechanical state of the vehicles for our clients. As such, we've been able to reduce operating costs by quite some margin. Even the drivers of our client's vehicles have remarked they are putting less fuel in on the daily fill, this is not just a single day but an observation made by the drivers over a period of weeks. Some drivers have remarked that the trucks feel like they are rolling better, that is when they lift their foot the truck seems to roll further, downhill loaded they need to use the retarder or brakes for longer.

For too long, we, the global rubber industry, have taken the availability of fuel / energy for granted without bothering too much about extracting the highest returns from our investments. Such waste should not be nor can it be sustained particularly in the face of a reduced supply.

### ASSuMe

When considering the foundation of the modern motor industry, the humble tyre, I often wonder why do people ASSuMe their



tyres are “ok” when they really have no idea what their tyres are doing. I look at the modern heavy haulage trucks with all the dials and gauges in front of the driver yet for the item that determines how much power can be applied, how much steering traction is available and critically how the truck will respond under brakes the great majority of people just ASSuMe.

Yes, I write the word ASSuMe with the capitalisation as the only ASS is the one who ignores their tyres. The lost revenue, the increased work load, the decreased vehicle safety are all aspects that differentiate the successful operator from the one standing on the side of the road looking at a destroyed tyre or facing bankruptcy.

What other low hanging fruit is available to the modern transport operator that compares with the savings that can be generated by real time monitoring of tyres? With fuel savings of potentially 5%, increased tyre life performance of 10%+, improved safety and happier drivers why do so many still have their heads buried where light does not shine?

### **Why ignore tyres?**

I've had many experiences of transport workshop managers telling me they know everything there is to be known about tyres. I've had fleet engineers inform me that their operations are efficient and there can't possibly be savings to be made. It is puzzling to me as I know that the major tyre manufacturers have large research and development budgets working on low rolling resistance tyres. The rubber industry

constantly looks at ways to reduce energy inputs particularly during mixing and curing. Why are tyres ignored?

I've offered managers a money back guarantee where if we don't save them money then we refund our costs, but in return we want a share of the savings. It is a no lose proposition for these clients; but these same know all managers run away. Why? I can only conclude that they live by the Rumsfeld principle where they don't know what they don't know and they don't know that they don't know. If it was shown that there are lost profits to be regained, then they would be shown to be less than they make themselves out to be.

With an event such as the loss of oil supply/pressure the internal combustion engine will surely fail as it over heats and seizes. Why is the rubber industry any different? Without an energy supply it simply stops. A tyre that is low on air will fail without any question, it is only a matter of when. Change is a fact of life, if it was not then we'd all still be infants. If we cannot welcome change and utilise the changes in our world to enhance the outcomes we all seek, then I am very afraid for the future.

Please start by thinking about the humble tyre, the item that supports the loads you impose without questioning. Give it the only thing it requires to perform for your gain, the appropriate level of inflation. It is only air, it costs little and provides far greater returns than any other “improvement”. Trucks may carry the load, but tyres support trucks. How do you make better returns on your investments? ■