

IMPRINT

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Diversified Products Division brings new opportunities

Just over a year ago, in March 2004, Bridgestone Earthmover Tyres established its Diversified Products Division.

Under this division, we have grouped all Bridgestone Earthmover Tyres' "non-OTR" products and services. The aim is to better promote these products and services, complement our core business, and offer our customers additional lines of quality products and services.

Products and services in the Diversified Products Division include:

- Rubber tracks for mini excavators, skidsteers, pavers and agricultural broad-acre applications.
- Specialist tyres for compact, utility and agricultural equipment, including Firestone Duraforce skidsteer tyres, ATU backhoe tyres, and flotation forestry hauler tyres and skidder tyres.
- Topy wheels, for mining and construction applications
- Australia's leading off-the-road (OTR) tyre servicing, trained to *Tyre Servicing for Heavy Duty Equipment* accredited standards (based on VETAB accreditation criteria)
- Australia's most sophisticated and experienced tyre repair capability, with five plants in operation around the country
- Market-leading SealZit additive, a proven means of reducing tyre running temperatures and preventing rim rusting over 30 years, improving operating costs and safety
- Exactra Valve systems for high-capacity tyres, made to Tire & Rim Association (TRA) designed standards, to deliver reliable and durable performance.

All these products and services are premium offerings, allowing us to provide customers with the highest quality product standards and levels of service – in keeping with our core earthmover tyres business.

Establishing our Diversified Products Division also allows us to promote other products in the Bridgestone range of off-road products, such as Firestone backhoe, skidsteer and forestry products, as well as Bridgestone rubber tracks.

These are complemented by our premium associated products such as Topy wheels and rims, SealZit additives and Exactra valve systems.

All our Diversified Products offerings are available through our national network of 13 company-owned distribution centres, allowing us to provide customers with the same high level of service we have traditionally offered our mining, construction and quarrying customers.

This means that, in the case of Bridgestone rubber tracks and Firestone tyres, customers are dealing directly with the manufacturer, allowing us to sort out any issues very quickly, and be very responsive to any technical queries.

It gives customers an easy supply channel; simply phone or call in to your nearest Bridgestone Earthmover Tyres outlet, and you'll have access to our unique one-store stock availability. If an item you need is in stock,



Mick Ryan, Bridgestone Earthmover Tyres' Executive Manager, Diversified Products Division.

it will be available on a national basis.

In addition, you'll be dealing with experienced and trained personnel, capable of handling all your requirements, in a reliable and professional manner.

*Mick Ryan, Executive Manager,
Diversified Products Division.*

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BRIDGESTONE EARTHMOVER TYRES PTY LTD

Getting longer life from your tyres

To help customers get the best from their tyres, including maximising tyre life, Bridgestone Earthmover Tyres now offers site-specific tyre management services.

With increasing raw materials prices, and the current global tyre shortage, applying the latest tyre management principles offers a number of advantages, including:

- Longer tyre life
- Reduced tyre costs during the life of equipment
- Reduced machine downtime due to non-availability of tyres.

Our specialist tyre management teams can visit your mine site, quarry or construction project and assist in developing a tyre management program suited to your application.

Elements of a tyre management program include:

- Reducing cut damage, through measures such as ensuring clear surfaces in loading and dump areas, minimising spillage on haul roads and avoiding operating in wet conditions
- Repairing cut-damaged tyres, including ensuring timely removal of damaged tyres before they are too far gone for viable repairs
- Operating tyres within their capabilities, through such measures as operating within the TKPH rating, carefully matching tyre load and speed capacity and ensuring tyre pressures are maintained at recommended levels.

These programs also include steps to further increase the potential life of tyres, through:

- Improving operating surfaces



Without good tyre management practices, mines may increasingly find their haulage vehicles out of action due to lack of replacement tyres.

- Better road design
- Imposing speed limits according to conditions
- Optimising tyre selection
- Additional operator training, with a view to increasing their awareness of tyre management issues.

To implement a tyre management program at your site, please contact Bridgestone Earthmover Tyres on 1800 114 040, email training@bsem.com.au.

You can also order a free copy of our document *Managing your tyres for longer life* from the contact details above.

Australia's leading tyre repair facilities

Bridgestone Earthmover Tyres offers the most sophisticated tyre repair facilities in Australia, allowing tyres to be repaired to the highest possible standards.

Currently we have four tyre repair facilities, in Mt Isa, Mackay, Perth and Kalgoorlie.

With the current shortage of mining and construction tyres, tyre repair offers a viable alternative to scrapping cut or damaged tyres, allowing equipment operators to get substantially more life from their tyres, and reduce the incidence of machine downtime.

Bridgestone's OTR repair facilities are capable of carrying out both minor repairs (damage to the tread or rubber) as well as major repairs (where the tyre structure has been cut through).

"Our specialised tyre repair craftsmen have a deep understanding of the principles behind tyre construction, and can therefore gauge the best way to repair a tyre so that it can continue to be safely used – instead of having to be scrapped," said Mick Ryan, Bridgestone Earthmover Tyres' executive manager, diversified products group.

"Our philosophy is not merely to repair a tyre so that it doesn't leak

air, but rather to repair it to a safe, useable standard," he said.

Mick said that the cost of a repaired tyre can be as low as one-third the cost of a new tyre in terms of cost per life, which is why tyre repairs are becoming an increasingly popular option.

Visit our new website

Bridgestone Earthmover tyres has recently upgraded its website, with a completely new look, plenty of information and advice, and access to our exclusive Tyre Selector program.

The new website, at www.bridgestone-earthmover.com.au, provides much more information on Bridgestone, its products and the range of services and support it can offer.

It includes detailed descriptions of all its product ranges, background information on various services, such as training, tyre management, tyre repairs, etc, and access to electronic versions of *Imprint* magazine.

A unique feature of the website is Bridgestone Earthmover Tyres' *Tyre Selector* program.

This allows customers to key in a range of parameters, including machine make and model (31 leading manufacturers are listed), application, tyre size, TRA code, tread pattern, etc.

The applicable tyre options are immediately shown; by clicking on each of these, a brief description, illustration and specifications table comes up in a separate window.



Tyre-handling forklift adds to mine safety



Bridgestone's recently commissioned tyre-handling forklift, on site at Bulga Coal.

Bridgestone Earthmover Tyres (BSEM) recently secured a significant long-term contract for the supply and servicing of large earthmover tyres to Bulga Coal, based near Singleton in the NSW Hunter Valley.

With the mining industry trending towards self-sufficient on-site servicing, Bridgestone also purchased a new 16 tonne capacity SMV

forklift fitted with a Cascade tyre handling attachment to be based on site permanently.

According to John Corben, sales manager Hunter Valley for Bridgestone, the forklift is designed to provide the customer with the best possible service.

"Bulga now has the option of using this new on-site based forklift/tyre handler or our more mobile truck with tyre handler option when necessary," he said.

"Both options are designed with safety as the primary concern and we believe both are required in today's market; both complement each other and provide the best service possible for our customers."

With operator safety is a major priority within the mining sector, John said there were strategic reasons behind Bulga Coal's decision to move to a forklift and tyre handling attachment.

"Having a dedicated forklift on site provides Bulga Coal with a unique convenience, it ensures the stripping and fitting of tyres can be managed efficiently and enables the mine to keep equipment operating more effectively," he said.

Bridgestone's crucial support role on Sydney rail project

Bridgestone Earthmover Tyres is playing a crucial role in the construction of the NSW Government's Epping to Chatswood Rail Line, supplying and managing tyres for the tunnelling contractor, in what is a harsh environment – particularly in terms of tyre wear and tear.

The Epping to Chatswood Rail Line forms a key element of the NSW Government's plans to increase capacity of the CityRail network as well as expand rail services to new areas.

The Thiess Hochtief Joint Venture (THJV) holds the \$880million contract for the design and construction of two tunnels, each 13 km long, and the excavation of four stations between Epping and Chatswood on Sydney's north shore.

Bridgestone Earthmover Tyres was chosen to supply and support tyres for the construction and support vehicles used by Thiess on the project.

Ray Brown, Bridgestone Earthmover Tyres' NSW account manager, says he hasn't seen a tougher application for tyres in his 35 years' experience in the tyre industry.

"It's a really tough working environment for the excavating equipment and service vehicles and to ensure we keep the equipment operating 24 hours a day, 5 days and six nights a week, we've had to manage the tyre replacement issue carefully," he said.

There is a large range of rubber-tyred equipment operating on the project, including six dump trucks, six loaders, six telescopic handlers and six skidsteers, along with 24 light vehicles used in a general support role.

"For the light vehicles alone, every day we may make multiple replacements or fix a number of punctures, due to the conditions," said Ray. "This means that, at any one time, we are operating with 30 spare tyres on hand."

The project provides harsh operating conditions for the tyres. Thiess Hochtief is boring through solid sandstone, with water used to suppress

any dust. As a result, tyre wear is inevitable given the conditions of water and sharp, wet and slippery rock.

According to Doug Johnson, THJV's plant manager, tyre damage is an inevitable consequence of a busy and harsh work environment.

"It is a tough environment for the equipment and the tyres," said Doug. "The key issue for Bridgestone is to keep the equipment operating and, to date, they haven't let us down."



Ray Brown, of Bridgestone Earthmover Tyres, left, and Doug Johnson of the THJV, with one of the rubber-tyred machines used in construction of the Chatswood-Epping rail line.

Bridgestone has strong presence at Conexpo

The recent Conexpo-Con/Agg exhibition in Las Vegas included an impressive Bridgestone-Firestone stand, including a number of new model tyres.

New tyres: New tyres released under the Firestone brand included DuraForce RT radial tyres designed to provide better wear, improved ride and traction, and DuraForce AT-R bi-directional radial tyres designed to provide better traction for backhoe/loaders, telehandlers and RT forklifts, particularly performance in reverse.

Other features include full sidewall protection to resist punctures and a tougher tread compound which is resistant to cuts and formulated for longer wear.

Bridgestone/Berco JV: With the explosive growth in rubber-track compact loaders (often based on skidsteer machines), Bridgestone and undercarriage specialist Berco have joined forces to produce a rubber-track undercarriage package aimed at OEMs.



Andrew Minwegen of Bridgestone America, with the Bridgestone/Berco designed and built rubber-track undercarriage package.

"Bridgestone is recognised as making the world's leading rubber track products, Berco's forte is steel undercarriage, and we have a common customer base," said Andrew Minwegen, director of OEM products for Bridgestone Industrial Products America.

"Therefore, it made sense for us to form a strategic alliance to provide high-quality rubber-track undercarriage to OEMs.

"The focus of our alliance is on the OEMs, rather than end-users.

"Undercarriage in this application is subject to stresses and exerts forces quite unlike conventional rubber-tyred skidsteers, so we've done a lot of engineering research to ensure it will stand up to the demands," he said.

Cat Elphinstone connection: At Conexpo the Caterpillar stand had an Australian connection, with the display of a Cat Elphinstone R2900G Xtra underground loader fitted with low-profile Bridgestone 35/65R33 tyres and Topy rims.

The tyre and rim configuration was developed by Bridgestone Earthmover Tyres in Australia for Cat Elphinstone, and assembled in Burnie, Tasmania, for export worldwide.

"This assembly works really well on applications in underground salt mines," said Larry Widdifield, Cat Elphinstone's regional manager, Canada and USA East.

"Because of the light weight of the material, we needed to fit a bigger bucket, and these bigger tyres and rims add much-needed stability to the machine.

"They also let us operate longer tramming distances, because the tyres have a higher TKPH rating. We can run them comfortably up to 300-400 m, at speeds of up to 15 km/h," he said.

This is an excellent example of major suppliers such as Caterpillar and Bridgestone combining engineering excellence to produce new performance standards for the underground mining industry.



Cat Elphinstone's R2900G Xtra underground loader fitted with low-profile Bridgestone 35/65R33 tyres and Topy rims – a combination developed in Australia.

Full range of Bridgestone rubber tracks now available

In Australia, Bridgestone Earthmover Tyres now stocks a full range of after-market replacement tracks, offering superior wear-resistance and longer life – resulting in lower whole-of-life costs.

And with a single call to your local Bridgestone Earthmover Tyres branch, we can access our Right Track database, which lists over 1800 excavator models, showing all rubber track sizes and styles available for each machine. We can tell you immediately the part number, availability and pricing of the right track for your machine.

Bridgestone developed the original rubber tracks for mini and midi excavators over 40 years ago. Today, they remain the tracks of choice for most OEMS (original equipment manufacturers); that's why over 70% of mini excavators shipping from the factory are fitted with Bridgestone tracks.

Because Bridgestone rubber tracks are manufactured to tight tolerances with the correct pin fitments required for prolonged severe service conditions in earthmoving applications, they provide the perfect fit for all machines.

In addition, this perfect fit means longer rubber track life, for reduced downtime and less frequent changeovers, while our unique rubber track compounds, using the same compounds used in our giant mining tyres, means they will continue to outperform other brands on the market.

Simply call your local Bridgestone Earthmover Tyres branch for pricing, availability and fitment advice.

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Bridgestone Earthmover Tyres Pty Ltd
223 Rookwood Road, Yagoona, NSW 2199.
Ph 1800 114 040. Fax (02) 9722 6199.

WEBSITE www.bridgestone-earthmover.com.au
EMAIL sales@bsem.com.au

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