

TDG Case Study

Snapshot

TDG, one of Europe's leading supply chain management companies, uses Continental Super Elastic SC 15 solid industrial tyres on the forklift fleets at its Carnforth and Lancaster sites, to achieve a reduction in tyre operational costs of 20 – 25%. The Continental SC 15 lasts 30% longer than competitor brands and its exceptionally tough, wear resistant tread and sidewall protection ensure the safety in operation that TDG's stringent health and safety standards demand.

The Forklift Fleet



TDG runs a mixed fleet of 15 Linde forklift trucks at Carnforth and six at Lancaster, ranging from 1.3t, 1.8t to 2.5t. Working on the Kimberley Clarke and the LCR contracts, the trucks are used for picking, loading and unloading palletised paper. The trucks, which are serviced by Linde Sterling, operate round the clock on two twelve hour shifts, seven days a week. Tyres form part of the servicing contract and are replaced every twelve months, with TDG supplying replacements for damaged tyres.

Business Issues

The forklift trucks at Carnforth and Lancaster were experiencing rapid and uneven wear on the previous brand of tyre, which was not only impacting on safety in operation but also affecting operational costs. This resulted in TDG purchasing replacement tyres in addition to those covered by the servicing contract at extra cost.

The Solution

TDG specified premium brand Continental SC 15 solid tyres, which deliver up to 30% longer life with consistent wear across the tyre throughout its life. The SC 15's damage resistant lugs, high strength and stability ensure greater safety in operation, a key consideration for TDG. Following on from an initial trial, TDG are now specifying Continental SC 15 tyres as their tyre policy.



Darren Hird, Warehouse Controller

Warehouse Controller, Darren Hird, has also found the Continental SC 15 excellent value for money. "By fitting SC 15s to eight trucks, we achieved cost savings of around £2,000 so far and we expect further savings with 100% fitment."

These savings have been achieved as a result of Continental SC 15s lasting 4,000 hours compared to the 3,000 hours achieved with the previous brand.



“We’re very satisfied with Continental products, which have reduced our tyre operating costs by between 20 – 25% and we would most definitely recommend the SC 15 to other operators looking for a longer lasting, cost-effective tyre for their forklift fleet.”

About Continental

Continental is the leading industrial tyre manufacturer, offering an unrivalled range of tyres for all industrial operations. Its premium tyres deliver outstanding performance for operators in some of the most arduous working environments.

Continental Super Elastic Tyres SC 15

SC 15 is the premium tyre specified by leading forklift truck manufacturers, and its construction and compound are designed to deliver outstanding life in highly demanding environments:

- unique flat steel cord construction reinforces the tyre base, improves stability and reduces vibration, prolonging tyre – and vehicle – life
- reduced heat build up assures maximum durability, ideal for round-the-clock use
- exceptionally tough, wear resistant tread and sidewall protection deliver outstanding service life
- excellent fuel economy for reduced operating costs



About TDG

TDG is one of Europe’s leading supply chain management companies, with operations in seven countries and employing over 7,000 people. With over 50 years of experience, the company works extensively with blue chip clients in the Chemical, Consumer Goods, Industrial and Retail sectors.

For more information on the Continental SC 15 or any other industrial tyre enquiry, contact the Continental Industrial Hotline on 0845 6000 803 or fax 01895 425 996

t 0845 603 8093
f 01942 816 763
e sales@sterlingplus.co.uk

SterlingPlus
beyond the truck

Continental
Tyres - Engineered in Germany.

