

Beware the Dollar Store syndrome



Eastwood Tyres' Phil Stafford-Bush and Val Tusani

Beware the Dollar Store syndrome when buying tyres, because the low price can cost you more over time. This warning, from Eastwood Tyres sales manager, Phil Stafford-Bush, comes after viewing forklift tyre buying patterns in industrial Auckland for those whose only issue is the upfront price. "There is a lower level of economic activity, and some people are spending small to get by for a few months," Phil says. "The difference could be less than \$40 a tyre, but the cost will be big if you need to

buy three to four tyre sets instead of one or two for the year." The trouble, Phil says, is that in a recession, companies fight to hold onto staff and to stay in business. "For me, in the tyre industry, I see lots of people who would rather pay the cheapest price. There is no realisation that they may pay only \$200 more to get 600-700 hours' longer wear. The initial cost factor to them is the key." Phil says the biggest issue for Eastwood is that few companies have money in the bank and the

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knock-on effect is that everyone is waiting to be paid. "When you do a quote, customers ask us for three options: cheap, middle-of-the-road, and the best we can do. These days they usually come back and take the cheapest." Phil says Eastwood does its best with brands and uses long-term knowledge when matching tyres with working conditions.

Quality wears better

There are those for whom cost isn't an issue as they come to replace tyres, and they do well in the long run because they save money by buying for quality, Eastwood sales rep Val Tusani says. The Eastwood website is the place where they can check and compare price before ringing to talk quality. "We do our best with the quality products we have, but unfortu-

nately some do things differently," Val says. "We do everything we can, but it's hard when companies can afford next to nothing. To give the best advice, we have to know exactly the daily hours required on the tyres and where they are worked." Fleet checks with customers give Eastwood this necessary information which is where Phil believes Eastwood does its best work, "but in a recession, there is a hand-to-mouth mentality," he adds. His worry is that people are damaging machines by using rubbish. "Maintenance is such a big thing when you run modern forklifts, and it is hard to find suitable tyres at a Dollar Store," Phil says. "Quality always pays in the long run." For further information, visit www.eastwood.co.nz

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