

Tyre Wire

Slick, tread & track news for contracting and warehousing

EASTWOOD TYRES
INDUSTRIAL WAREHOUSE AGRICULTURAL CONSTRUCTION
YOUR FIRST CHOICE SINCE 1969



AUCKLAND: (09) 846 7179
REST OF NZ: 0800 458 973

WHAT'S GOING ON AT EASTWOOD TYRES

APRIL 2009

The 2.30 cut-off



Mark Taylor – Eastwood staff do what they say they'll do

"They know what they're talking about. They are friendly on the phone. And they do what they say they'll do."

I've been dealing with them for a long time and they represent the sort of values that Taranaki holds dear, he says.

Recently, Mark received a visit from Val Tusani and Paul Hansen. Val is now into the travelling sales role and Paul spent nearly 10 years in operations with Eastwood before becoming Australian manager for Trelleborg.

Mark says the technical knowledge of Eastwood staff is very advanced and beneficial

and the long-term relationship counts.

"We feel we're a bit unique here because we have customers in out-of-the-way places. We go 100km one way to do a service call and then another 100km the other way. We're off to Waverly, Patea and Piopio.

"There is a loyalty factor in Taranaki and Eastwood has history with us."

You need back-up for a business like this, he says.

Basically, we're with Eastwood because we like the people and respect what they do. And first and foremost, Taranaki Forklift Centre is not just a company. It's the people who work in it," Mark Taylor says.

The army would be impressed by the Eastwood supply lines. Be it Whangarei, Invercargill, Napier or New Plymouth, Eastwood can deliver your tyres in the morning, provided you ring by 2.30pm.

Mark Taylor from Taranaki Forklift Centre Ltd says it is a real good service to receive the tyres at his door next day.

"I can guarantee I'll have the tyres set up on rims the next morning and they'll get the order right."

He respects the "good honest" values that Eastwood represents.

Understanding polyurethane: 3

How long do you expect a tyre to last??



When do you expect to replace tyres on a machine that works upwards of 50 hours a week? Is it every month? Or every six months? Or longer?

Polyurethane compounds are really established on warehousing machines. This is because of the poly's durability and also because this type of tyre is adaptable to the conditions.

The main issues for our present poly customers are operating conditions and duty cycle. Sharp objects and rough surfaces can easily wear and cut rubber tyres; chemical spills, especially hydraulic oils on the floor, may eat them up. We look at temperature ranges, materials carried, spillages and surfaces.

The poly versions of the tyres have the ability to handle corrosion, abrasion and to resist cuts. Putting them on a machine can save time and money.

Floors are coloured differently and customers (particularly those using materials handlers to load shelves) don't want floors marked. Poly is a non-marking product but, if need be, tyres can be made to suit floor colour.

Just ask if you want a particular colour. There are hundreds of different sizes of poly tyres, and numerous engineered poly compounds to suit the many sizes produced by Eastwood.

Change of trading name

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From this issue you'll see that we are using the name **Eastwood Tyres**. This trading name will help more people to get to know us. Some think we do only forklift tyres but we have for years stocked tyres and tracks for dozens of industrial vehicles and machines. Our range will keep growing and so will our knowledge. Just say what you need.



Eastwood Tyres is the trading name of Eastwood Forklift Tyres & Spares Limited. Cash sales at 22 McDonald St, Kingsland, Auckland (on corner of Morningside Drive.)

EXCLUSIVE NEW ZEALAND DISTRIBUTOR

Tube for WWII era lift



Former Armstrong & Springhall fitter and turner Norm Summers and Ken Pointon with the Aerolift at Motat

The 20 cwt capacity lift made by Clifford Aero & Auto Ltd in Birmingham, dates from around 1948 and has 23x5 pneumatics on the front and solids on the back.

Ken says they want to preserve the lift which, according to the Ripley forklift museum in Derbyshire, may be one of two working Aerolift machines.

"We were pleased to get the tube from Eastwood for a machine that was probably produced just after World War Two. It needs an electric petrol pump as the tank is not high

enough above the carburettor and it can run out of juice on ramps. It also has no brakes at the moment and we're going to take a master brake cylinder from a Morris Minor.

"There is a photo of one of these in a book on brewing taken at a business in Khyber Pass. The forklift is lifting cartons of brown bomber beer – and this may even be the same forklift," Ken Pointon says.

Locating a tube to fit an old British forklift was only a small challenge for Eastwood's customer services manager Phil Stafford-Bush.

The Museum of Transport & Technology's steam section collection manager Ken Pointon wanted the tube for an AeroLift obtained from the aviation section at Motat.

Staff stories



Val and Paul Hansen make calls

sales. In his work as a fleet manager around Auckland Val has well demonstrated his expertise and skill in customer relations and his new role sees him represent us on the national stage.

Val's first trip around the country took place in mid-March when former Eastwood operations manager Paul Hansen visited from Australia where he now represents Trelleborg. Paul and Val had a busy few days with customer calls. They mainly met people in Auckland but also travelled as far south as Invercargill. Stick your hand up if you want to be on Val's schedule soon.

Paris in the Spring

Amy and Rob are off to Villepinte, north of Paris, in April for the Intermat Innovations Award 2009 and trade show, Paris Nord-Villepinte is one of the three biggest international tyre shows and our supplier Solideal will premiere two new products:

- its SRGP radials for loaders, articulated dumpers, and graders, and
- Solideal Hauler SKS for compact tyre-based loaders.

Val steps up

Val Tusani, who joined us from Beaufort in July 2006, has now moved from fleet service to road

Solid fill appeals to home handyman



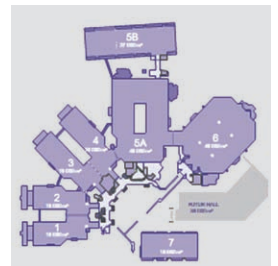
Handymen wanting a puncture-free performance could take a lead from penny farthing owner Paul Mills who has made four bikes in the 1870s style. Paul says the unusual machine can attract unwanted attention and the 30cm wheel is vulnerable to glass.

That is why he sought help from Eastwood.

"I thought that if it was good enough for [forklifts] then why not bikes... It now means that I can ride further afield without worrying about glass or anyone interfering with the tyres."

He recommends the 1870s configuration to bike riders. "I tell people it's like walking but you get to sit down. Also, it's a softer ride with no shakes or jerks." To contact Paul about penny farthings, phone 021 260 8353. Contact us about help with home handyman projects.

We also congratulate Solideal on the industry recognition it has achieved with the LifeMaster Over-the-Tyre Rubber Track. There has been major uptake of these tracks on construction machinery overseas in the past 15 months.



Paris 'parc des expositions'

Sauso'o's week at the beach

Sauso'o has been helping John Eastwood build a house for Gael at Rings Beach on the Coromandel. Murray also visited while Sauso'o was there. We noticed that he came back very happy and also very fit after all the hard work he put in.



24/7 SERVICE FOR MAINFREIGHT

We do onsite visits well

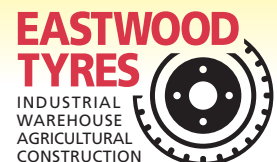
We look after large and small with personal service, excellent mechanics and company reps. We're happy to take a look at what you're doing, especially if you've got a problem with tyre wear, loading or dust. Call Eastwood today to book a visit!

WE STOCK THE TYRES YOU NEED AND WE HAVE THE RANGE

Val, Phil and Rob await your call



Available through tyre dealers and your forklift supplier and service agent



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Auckland: 846 7179

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