



Press release  
6 May 2016

## EFFITIRES™ efficacy set in stone at Marshalls

Marshalls, the UK's leading supplier of hard landscaping products, has signed its 383 road transport assets up to Michelin solutions' EFFITIRES™ tyre management programme.

The price-per-kilometre deal covers 100 per cent of the company's mixed fleet of 173 DAF, MAN, Mercedes-Benz, Renault and Volvo tractor units and rigid trucks, plus 210 crane-equipped SDC Trailers.

Marshalls' Regional Logistics and Fleet Manager Guy Ripley says: "Michelin has been Marshalls' preferred tyre supplier for many years, and by 'embedding' Michelin solutions within our fleet, through the EFFITIRES™ programme, we've gained even greater control over our tyre budget.

"We're especially pleased with the tyre usage and fleet activity reports the programme generates, as we find being able to see the hard data incredibly useful," Ripley adds; referring to the regular reporting and feedback supplied by Michelin solutions' team of managers, auditors and technicians.

The company's fleet operates from 12 depots around the UK, and will continue to fit Michelin X MultiWay 3D XDE drive and XZE all-position tyres – the manufacturer's latest generation regional tread pattern, which offers excellent mileage performance and fuel efficiency.

Marshalls' trailers benefit from Michelin's robust X Multi T tyres, and staff from service provider ATS Euromaster will continue to fit all replacement tyres across the company's fleet under the contract.

"The main reason we've remained a loyal Michelin customer relates directly to the tyres' sheer durability, which means less tyre-related downtime across the fleet, and fewer wheel interventions," adds Ripley.

"The nature of our work requires tyres that can handle both motorway driving and off-road tracks, as our trucks and trailers deliver to civil engineering and private building sites around the country – and that's where Michelin's tyres come in.

"Plus, as our cargoes are almost always very heavy, consisting of concrete and natural stone goods, we need fitments that can take the weight and still perform. No problem there, either," Ripley says.

As well as the regular fleet activity reporting, Michelin solutions will also carry out fleet-wide tyre safety inspections under the contract, and develop, implement and maintain a shared action plan to ensure harmonised operations – cutting complexity and red tape while ensuring safety, regulatory compliance and peace of mind.



With a history stretching back to 1890, Marshalls' experience in the field of hard landscaping products features work on famous historical installations such as Trafalgar Square, as well as modern construction projects including London's Olympic Park and Crossrail programme. The company also supplies local authorities, commercial architects, specifiers, contractors and housebuilders, and claims to operate the largest fleet of 44-tonne crane-offload commercial vehicles in the UK.

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#### **About Michelin solutions**

Michelin solutions was established as a new entity within the Michelin Group in May 2013, replacing the entity previously known in the UK as Michelin Fleet Solutions. It currently employs around 800 people globally and is responsible for in excess of 500,000 vehicles currently on contract. Michelin solutions is dedicated to designing, developing and commercialising solutions for fleets of trucks, buses, coaches, cars and vans. Its solutions are aimed at fleets wanting to improve their efficiency, productivity, and environmental footprint, in a global and customised way.

<http://fleetstreet.michelin-solutions.com/>

<http://news.cision.com/michelin-solutions>



<https://www.linkedin.com/company/michelin-solutions>



<http://twitter.com/michelinsolutio>



<https://www.youtube.com/user/Michelinsolutions>

**Marshalls** is the UK's leading hard landscaping manufacturer, and has supplied some of the most prestigious landmarks in the UK with hard landscaping solutions since the 1890s. Marshalls strives to improve environments for everyone by using its expertise to create integrated landscapes that promote well-being; from using fairly traded stone and providing products that alleviate flood risks, to creating innovative anti-terrorist street furniture. [www.marshalls.co.uk](http://www.marshalls.co.uk)

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