

## **Tiremaster buys retread shop**

*By William Schertz, Tire Business staff*

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**Brampton, Ontario** - Tiremaster Ltd. anticipates doubling its sales after purchasing a second retread plant in Ontario.

The Brampton-based retreader and commercial tire dealer bought the plant in Ingersoll Dec. 14 from Canadian Treads Corp. for an undisclosed amount, greatly increasing Tiremaster's production capabilities.

"It's going to more than double our revenue," President Ron Cherry said. "It will increase our revenue by at least 70 to 75 percent."

Tiremaster also operates a retread plant in Brampton. Both use Michelin Retread Technologies (MRT) systems. In addition, the company has eight commercial sales and service location in Brampton, Chatham, Kitchener, Belleville, Windsor, London, Oshawa and Bancroft, Ontario.

The company has managed to retain all of Canadian Treads' business at the Ingersoll plant, which produced between 60,000 and 65,000 retreads annually. The Brampton plant produces about 50,000.

Canadian Treads did not return calls seeking comment on the deal.

In addition to holding onto the former owner's clients, Tiremaster also will keep 95 percent of Canadian Treads' employees, Mr. Cherry said. The company plans to hire about 10 more employees at the Brampton facility.

Mr. Cherry said the new retread plant will benefit customers through increased production speeds.

"There are two plants their product could be manufactured at," he said. "if we get too busy at one, production can be transferred. Orders will be filled faster and expedited sooner."

Mr. Cherry said there are no immediate plans for any other expansions.

"We're going to take a breather for a while," he said. "This was a major move for us."

Tiremaster went through a large change on Oct. 4, when the company switched to the MRT system from Bridgestone Bandag L.L.C.'s process. The company retreaded its first tire under the new system in November, and production has been increasing steadily.

"We're producing the same amount of retreads now as we were under the Bandag system," Mr. Cherry said. The plant is on par with optimum production levels under the Bandag system, turning out 200 retreads per day, but Mr. Cherry said he expects that number to increase.

"I see the plant growing to between 250 and 275 (a day) probably within three months," he said.

Since implementing the new system, the company's client list also has grown, with five new fleets and one new dealer becoming customers. Mr. Cherry declined to name the companies.

Tiremaster also sells Michelin, BFGoodrich, Bridgestone, Firestone and Yokohama new tires.

Tiremaster was established in 1991 as Crowe Tire Inc. The name changed to Tiremaster in 1996.