



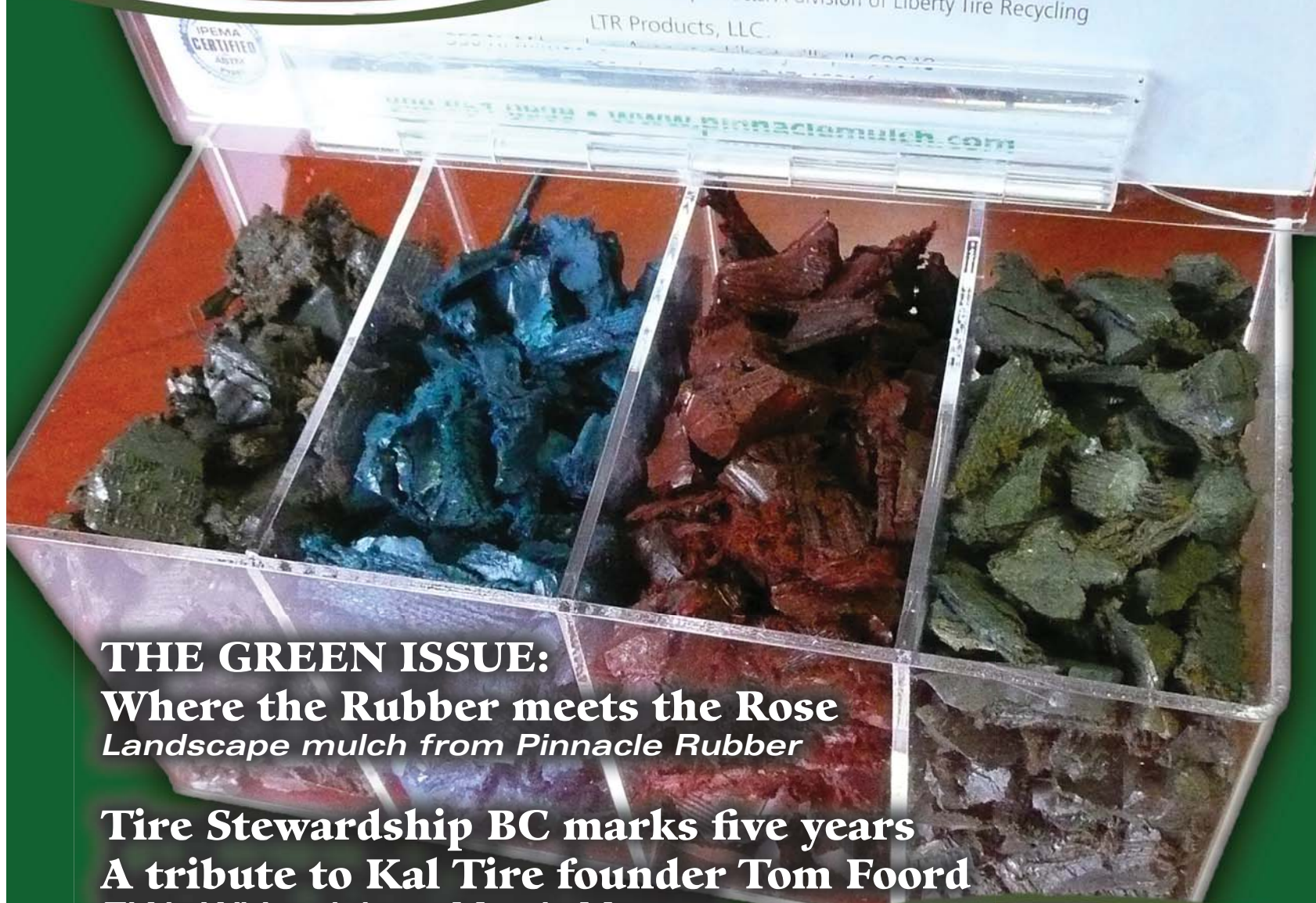
MAY - JUNE 2012

# THE TRACKER



THE PUBLICATION FOR TIRE PROFESSIONALS  
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**Where the Rubber meets the Rose**  
*Landscape mulch from Pinnacle Rubber*

**Tire Stewardship BC marks five years**  
**A tribute to Kal Tire founder Tom Foord**  
*TIA's White debuts Matt's Matters*



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# THE TRACKER

MAY / JUNE 2012

PUBLISHED BY WESTERN CANADA TIRE DEALERS

PO BOX 58047, CHAPARRAL RPO, CALGARY AB T2X 3V2

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## CALENDAR

October 30 - November 2, 2012 Tire Industry Association, Global Tire Expo  
Las Vegas, Nevada



## WCTD MEMBERSHIP APPLICATION

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MY BUSINESS IS MADE UP PRIMARILY OF THE SALE OF TIRES AND TIRE RELATED SERVICES	YES NO (CIRCLE ONE)
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## SO WHAT IS THE SCUTTLEBUTT THIS MORNING?

*By: Ken Essex, WCTD President*

**S**cuttlebutt. I tried looking it up in the on-line dictionary, and it took a few tries. First to get the correct spelling, and then to find a dictionary that recognized it.

Scuttlebutt in slang usage means rumour or gossip, deriving from the nautical term for the cask used to serve water (or, later, a water fountain). The term corresponds to the concept of a water cooler in an office setting, which at times becomes the focus of congregation and casual discussion. Water for immediate consumption on a sailing ship was conventionally stored in a scuttled butt: A butt (cask) which had been scuttled by making a hole in it so the water could be withdrawn. Since sailors exchanged gossip when they gathered at the scuttlebutt for a drink of water, scuttlebutt became Navy slang for gossip or rumours.

**Scrap tires.** Of late it has been the subject of much 'scuttlebutt'. Focus of conversation at the water cooler or casual discussion? Well, in some parts maybe a little more than casual discussion.

The scuttlebutt? Protecting our scrap tire piles. Protecting our sense and image in the public eye that we—tire dealers—are recognized as experts in the selection, maintenance and use of the tires and related products. We each in our own way ensure we are abreast with the latest technology and training to ensure we are experts in our industry. Training to ensure the job is done safely and correctly.

It is those same trained tire industry personnel that inspect a customer's tire and either approve its continued use, repair it if it can be repaired, or pull it out of service. Those tires pulled from service are done so, I would think, for three basic reasons:

- 1) The tire has reached its end of life / service through normal and intended use
- 2) It has been damaged in some way, or ...
- 3) It cannot be safely repaired in a fashion to ensure its safe and continued use.

Really, (1) covers it all. In any of these scenarios we as trained and knowledgeable tire experts are classifying that tire as scrap.

But wait. Simply throwing it on the scrap pile may classify it as scrap on our yard or facility. Each of our employees knows that pile of tires is scrap. What happens once it is removed from our facility? Will someone look at that high tread, and be tempted, or compelled to put that tire back into service?

That same tire we classified as scrap, someone—perhaps unsuspecting or unaware of the tire's condition, unaware of the possible outcomes of that tire failing—may be tempted to put it back into service.

Again, we in the tire industry (and in particular, I would suggest, WCTD members) are recognized as trained experts in the area of servicing tires.

I would further suggest that tires we deem scrap be **physically rendered scrap**. That is, specifically, never to be put back into service on another vehicle. Drilling the tire is probably the easiest and most effective. It must be drilled so that it is non-repairable as well, so that the drilled section is immediately visible.

That's the scuttlebutt. Keep the scrap tires just that—scrap. Put them back into a different service as a different product—shred or whatever. Definitely do not re-install them on a rim to be used by some unsuspecting vehicle owner. Anywhere.

Scuttlebutt - conversation and discussion. Fittingly it really means a hole in the bottom of the cask, scrap tires is the scuttlebutt this morning.

Back here in Manitoba, the air seeders are going full tilt. There have been some nice spring rains, the road restrictions should be coming off any day, and if only it would warm up a bit...I might be able to start enjoying that morning coffee on my deck again.



# New value from old tires

## Where do the tires go?

Each year 3 million scrap tires are generated and recycled in BC. They are used to create products such as coloured landscaping mulch, playground surfaces, livestock mats, running track surfaces and infill for artificial turf fields.

## Where does the money go?

The eco fee is not a government tax. Through Tire Stewardship BC, it funds tire collection, recycling and grants for local community projects using BC recycled rubber.

**TIRE**  
**Stewardship**  
*www.tsbc.ca* **BC**

Please post this ad in your staff room



## TRAINING MATTERS AT EVERY LEVEL

Stay tuned for webinars this summer

By: Andy Nagy, WCTD Executive Director

**W**CTD held the Level 400 Automotive and Commercial Technician Train the Trainer Courses, including TPMS and Earth Mover, in Regina this past March. Attendance was great, with participants coming from across Western Canada which accounted for much of its success. A solid response is crucial to the success of these programs, whose importance and value we cannot stress enough.

There were a few questions as to why we chose to hold it in Regina. The answer is that Regina is well located—central and accessible from anywhere.

We had Matt White from TIA as our instructor. Matt, as you know, is 100% dedicated to technicians' Safety and we always welcome the opportunity to share his vast knowledge on the subject.

We also had a chance to preview the webinar for TPMS which is available through TIA's website. Any questions should be directed to Chris Marnett at TIA. We are starting something new to the Tracker this month with Matt White's Tech Tips; these will be in each issue on any topic that is current and or important to our industry. This is spring and everybody is getting busy with change-overs, construction service and agricultural. The danger that can come with all these tasks should never

be forgotten, especially when we are rushing to get the job completed on time. Work safe and be helpful to that new tech—they need to learn also—and remember what it was like when you started.

WCTD is working with TIA to put on an ETS Train the Trainer in Regina next year, March 2013. As this will be the first of its kind in North America, the curriculum is still being developed. With the support from the tire manufacturers, we fully anticipate it being ready in time. The course, which we expect will be in great demand, will run for a minimum of four days and will include service on OTR.

We are looking into holding our own webinar for dealers, managers and techs. Topics will vary and be available through our website log in. These will run once a month for approximately 45 minutes. Look for them this summer.

If you haven't ordered your Torque Charts yet the supplier is sold out. I have a few left for this year but once they're gone, they're gone.

Work smart and stay safe!

Andy

## OBITUARY

Henry Rex Hollett • December 2, 1932 - April 10, 2012

**R**ex was born in St. John's, Newfoundland. At 12 years old he came to Nanaino by train with his mother and three sisters to join his Dad who was already stationed there. Rex took the rest of his schooling in Nanaimo. Rex moved to Chemainus in 1956 where he started his business, B & H Tire Ltd. He and his wife Georgina raised their four children in Chemainus. Rex was very active in the community, coaching baseball and soccer. He belonged to the Rotary Club where he was their longest active member. He was past president of Rotary and Chamber of Commerce and also served on the Chemainus Hospital Board. He spent eleven years serving as a municipal councillor and twelve years as the longest reigning Mayor of North Cowichan. He chaired many committees such as Finance and served on the Regional Board. People looked forward to enjoying Rex's pancakes during Chemainus Days. Rex always had time for people and was always willing to help in any way that he could.

Rex was predeceased by his Father and Mother, Nathaniel and Geneva, his daughter-in-law Michelle and his brother-in-laws Bruce Davidson and Joe Frketich.

Rex leaves behind Georgina, his loving wife of 57 years; children Crystal (Bill), Tim (Faye), Greg (Carol), Lance (Catherine); sisters Elsie, Jean and Mable (Don).

Rex gave his all for his family and community. He enjoyed the last day of his life surrounded by his family, sitting in the sunshine smiling, talking and laughing. He was much loved by all of his family and friends. We would like to thank all of the nurses and doctors at the Cowichan Hospital for their excellent care and many kindnesses.

A celebration of life was held on Thursday, April 19th at the Calvary Baptist Church, 3318 in Chemainus. In lieu of flowers, please look around for someone in need and help them out. That's the way Rex would have done it.





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# TOM FOORD, FOUNDER OF KAL TIRE DIES AT 89

*Farewell to an industry legend*



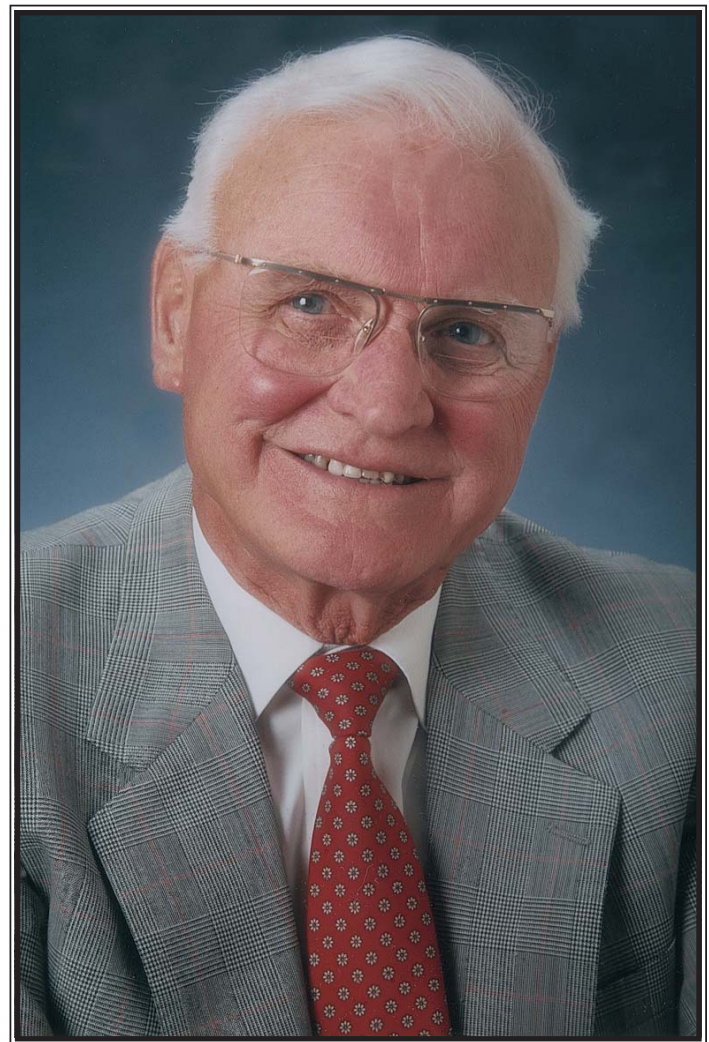
**T**he tire industry has been saddened to learn of the passing of Tom Foord, who was not only the founder of Kal Tire but also a founding member of Western Canada Tire Dealers. The tributes have flowed since Mr. Foord's death was announced. We feel it appropriate to honour him by publishing the official Kal Tire announcement in its entirety.

Vernon, B.C. — Canadian business lost one of its foremost entrepreneurs when Tom Foord, co-founder of Kal Tire, and president of the company for half a century, died of heart failure at his home in Vernon, B.C. on Thursday, April 12, 2012. He was 89.

Tom was a participant in one of Canada's most successful business stories, that started in 1953 when he and partner Jim Lochhead founded Kal Tire in Vernon B.C. Named after Lake Kalamalka in Vernon, the company quickly established itself with its willingness to serve B.C.'s mining and forestry operators on-site in remote locations. The repeat business their service generated not only enabled Kal to survive, but confirmed the conviction of Tom Foord, the face of the operation, that success awaited any business that made itself indispensable to customers. That principle, coupled with Tom's natural courtesy and sense of fair play became cornerstones of Kal's culture.

At the time of Kal's founding, Tom's life already had a touch of the classic success story to it. Born in Saskatchewan in 1923, his impatience with formal education saw him leave school early. When World War II broke out, he joined the Royal Canadian Air Force as an 18-year-old, hoping to satisfy an ambition to become a pilot. Instead, he was posted to a teletype office in Newfoundland where he met Norah Davidson, a Vernon native, whom he married in 1944. After the war, Tom moved to his new wife's hometown where he spent almost a decade at a variety of jobs before buying the service station in 1951 that later became Kal's first location. Recognizing the limitations of a one-man show, Tom relied on the business savvy of George Miller, an accountant who became a life-long confidant and advisor. Tom proved adept in his own right at judging management talent. His instincts served Kal particularly well in 1970 when he hired Archie Stroh, a young Albertan, away from Michelin.

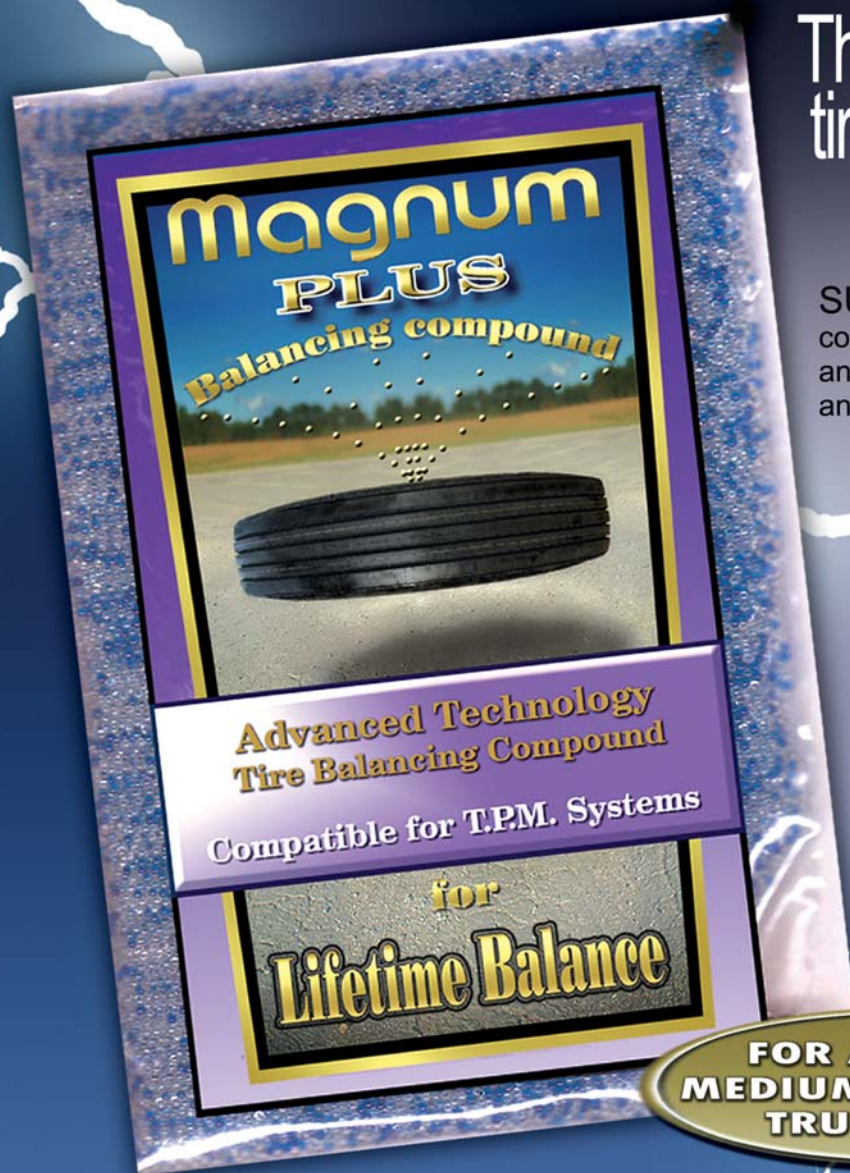
Archie's restless energy complemented Tom's courtly demeanour perfectly. The two became fast friends and worked together closely for the next 34 years.



**Continued on Page 21**

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## FIX IT RIGHT. OR DON'T FIX IT AT ALL!

*This issue we are thrilled to welcome TIA Director of Tire Service Matthew White, who'll share his knowledge on an ongoing basis. First up: the critical importance of correct tire repair.*

It may not seem much to the casual observer but repairing tires in the correct manner is among the most critical of procedures undertaken by technicians.

The first and golden rule is to never attempt a repair while the tire is still mounted on the rim, which makes a full and complete inspection of the casing's interior impossible.

Here are the very definite rules as to when you should not undertake a repair on a passenger or light truck tire:

1. Check the tread depth in several places across the tire. If it's equal to or less than 2/32 inch on any area of the tread, it should not be repaired, and rendered scrap.
2. Under no circumstance should you attempt to repair a tire with a damaged sidewall
3. Under no circumstance should you attempt to repair a tire where the damage extends into the tread shoulder or belt edge area.
4. Have a good look at how big the damaged area is—in fact measure it! If the passenger or light truck tire damaged is bigger than

1/4 inch across at any point, forget it. This tire is not repairable!

5. Technicians should also be careful of attempting to right someone else's wrongs. If the tire has failed because of an improper previous repair, chances are you won't be able to do any better. Forget about it. Even if the previous repair is still holding, if the new repair will touch or overlap the existing repair, consider it non-repairable.

Remember then, a proper tire repair requires removing the tire from rim, inspecting the damage to the tire inner liner then patching and plugging the injury from the inside through to the outside.

Only if you follow these inspection and repair rules will you be able to send your customer on their way in the knowledge that they've put their safety in your hands with confidence.



## WCTD Scholarships: Apply NOW!



### Scholarships

The Western Canada Tire Dealers are awarding five Scholarships of \$2000 each.

### Eligibility

The Applicant is an immediate family member (son, daughter, spouse or legal ward) of a person that is a full-time, permanent employee, for at least one year, by a company that is a current voting member of the WCTD and has been a member in good standing for the previous five years.

The Applicant has been accepted to attend an accredited Canadian post-secondary institution and has registered for classes for the upcoming semester.

PLEASE NOTE: SALARY CAP CLAUSE HAS BEEN REMOVED

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All Applications submitted must include the Applicant's Social Insurance Number. The Applicant must submit:

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- Reference letters that confirm their involvement or achievements but the letters cannot be from family members.
- A letter from a WCTD member confirming the current employment of an immediate family member.
- A complete transcript of all courses and grades sent to the Scholarship Committee no later than July 31st of the year the application is submitted. Transcripts must be submitted directly by the educational institution.
- A confirmation of registration along with a tentative course schedule from an accredited post-secondary institution.

**“When your customer hits your building with their car, what can you do?”** You can take all the safety precautions you want, but when you’re in business for 50 years, something will inevitably happen that you’ll need your insurance company to come through. In my case, Federated Insurance did.

# Knowing your business matters

Find out more at <http://wctda.federated.ca>

My representative Trisha is awesome. She drops by at least twice a year to make sure I have the right coverage, and if I ever have any questions or problems, I call her up and it’s taken care of.

So when our customer hit my building, Trisha connected me with Federated Insurance’s claims service and they took it from there. Even when their quote for repair disagreed with mine, there was no fight; they treated me right and got my building fixed while I got back to my business. It’s that kind of trust, respect, and personal service that has kept my business with Federated Insurance for over 25 years.”

**Sheldon Skakun,**  
Fountain Tire  
Lac La Biche, AB  
WCTDA Member for 20 Years

Federated Insurance is a proud supporter and the recommended insurance provider of the Western Canada Tire Dealers Association.



**Knowing your business matters.**


**PINNACLE**  
 Rubber Mulch

## WHERE THE RUBBER MEETS THE ROSE

*Landscape Mulch is the Pinnacle of Tire Recycling*

*By Tim Pawsey*

**E**ver wondered where those nifty rubber chips come from that you can use in your yard as a substitute for bark mulch or wood chips? Well, now we can tell you. Next time you're cruising the aisles at your local hardware store, keep an eye open for this good news recycling story that relates directly to your day-to-day business.

We took a trip down to the eastern reaches of Delta's Annacis Island, to Western Rubber Products which has long been a driving force on the BC scrap tire recycling scene. When originally founded by Mike Roberge (now Vice President of Operations), it was the first company to successfully process scrap tires for remanufacturing on a large scale, and provided the foundation for a successful western Canadian industry.

Western Rubber today is owned by Liberty Tire Recycling, the premier provider of tire recycling services in the United States and now a major player across Canada, headquartered in Pittsburgh, PA.

The company prides itself on its commitment to finding new and better ways to bridge the sustainability goals of scrap tire generators throughout North America with those of local scrap rubber consumers.

At the Annacis Island plant, shredded 2.25 cm. (7/8 in.) tire pieces first pass through extra powerful magnetic heads to extract any remaining traces of metal threads or cords.

All the metal removed is re-usable and returned to the crumb plant for reprocessing. Wiring is sold back to reclaimers and any remaining crumb goes to other uses such as athletic products. There is no waste whatsoever.

The chips are then dyed into seven principal colours and allowed to sit for 10 to 15 minutes, while the colour in production cures, before being dumped into a large hopper for packaging into 25, 50 or 1000 pound sized bales. The smaller sizes are custom packaged and labelled into brands sold by retail giants Walmart, Home Depot and Lowes.

"Most of the product goes across the border," says Liberty Tire Recycling Canada General Manager Neil Bansal.

"Even though the principal market is export, we also sell a lot in Canada, where there is huge demand," he adds.





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**PINNACLE**  
 Rubber Mulch

## WHERE THE RUBBER MEETS THE ROSE

*Landscape Mulch is the Pinnacle of Tire Recycling*

*By Tim Pawsey*

In broad terms, the company processes about 50 million pounds of high quality, finished rubber mulch a year. That represents close to fully one third of all passenger, light truck and truck tires recycled in the province of British Columbia.

The success behind the finished product—Pinnacle Landscape Rubber Mulch—lies in its role as an environmentally-friendly and money-saving alternative to traditional bark and wood mulch, in an area where landscapers have had to rely on organic mulch as ground cover.

Unlike bark mulch, stone or other materials, the reprocessed rubber chips retain their smart appearance year-round, are more durable, cost-effective, lower-maintenance and eco-friendly than wood-mulch, stone and other traditional landscaping materials. Rubber mulch for landscaping also won't harbour harmful pests like termites or rodents, and is resistant to mould and fungus.

When costed over time, the savings are considerable, as landscaping rubber mulch is fade resistant and doesn't decompose or compress. In short, it's a truly intelligent, environmentally smart solution that keeps, literally, millions of tires out of landfills, saves trees and is eligible for LEED Green Building certification credits.

**For more information: [www.pinnaclerubbermulch.com](http://www.pinnaclerubbermulch.com)**



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### Hercules Raptis VR1/HR1

Developed specifically for the modern sport sedan or coupe, the subtle asymmetric tread design and stylish sidewall are sure to add flair to your vehicle. With biting edges in the outer groove, traction and handling are enhanced under all conditions, including light snow. With sizes ranging from 14"-17", we have the most popular OE fitments available for you. Make the most of your drive - every day.

Limited 40,000 mile/65,000 km mileage warranty that includes road hazard protection. Valid in U.S. and Canada only.



### Tour 4.0 Plus

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Limited 50,000 mile/80,000 km for V/H-rated, 60,000 mile/100,000 km for T-rated mileage warranty that includes road hazard protection and the exclusive 30 day "Trust Our Ride" test drive. Valid in U.S. and Canada only.



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# TIRE STEWARDSHIP BC CELEBRATES FIVE YEARS

*Eco fees pay for much more than just transportation and processing*

*By Jil McIntosh*

**K**eeping used tires out of the waste stream is an important goal on its own, but it's even better if those tires can benefit the community. That's one focus of Tire Stewardship BC (TSBC), which is celebrating its five-year anniversary in 2012.

Last year, the program received over 50 grant applications and awarded nearly \$640,000 to various projects, including a fitness area in Polson Park in Vernon, the Kinsmen Spray Park in Cranbrook, and a playground in Robson Park in Surrey. Since 2008, the program has contributed more than \$1 million to 65 projects – all money that came from advance tire disposal fees.

"It must be locally-sourced British Columbia rubber to qualify for the grant," says Rosemary Sutton, operations manager for Tire Stewardship BC. "Also, it's our opportunity to provide funding into the community which ultimately paid the eco fees on tires."

Some of its projects are large-scale, including three playgrounds in East Kootenay that used the equivalent of more than 200,000 tires – and

and she asks retailers to make sure customers understand this during every sale. "It's paid by the consumer through the retailer to us," she says. "It comes to us and it stays with us, unlike a tax which goes into general coffers. This money is specifically earmarked and we can't use it for anything else." TSBC produces audited financial statements every year, and will post its 2011 report on its website in the beginning of July.

The eco fees pay for the transportation and processing of tires, and also for projects, such as the grants, which help to keep the processed rubber in the province. TSBC's ultimate goal is a closed loop where tires are collected, processed, and reused in British Columbia, using fees paid by B.C. consumers. In 2011, there were 37,000 tonnes of scrap tires collected from retailers and generators in the province. Of that, 88 per cent was processed into crumb or mulch, while 12 per cent was used as tire-derived fuel.

In 2009, TSBC launched its Return to Retailer program, in which consumers can return used tires to participating retailers even though they're not buying new ones. Although the program is voluntary, Sutton

is encouraging retailers to take part. "The key benefit, as we perceive it, is that this is a potential new customer who has just walked into the store," she says. "The retailer may not create a sale that day, but he has created some goodwill and recognition, and the customer may return."

Bicycle tires and tubes were also added to the return program last year. Although the eco fee doesn't apply to new ones, and consumers don't pay to return them, "It's a really good public relations initiative," Sutton says. "We can't pick up from bike shops, so the bike store will partner with a tire retailer because they're usually within a couple

of blocks of each other. We're encouraging tire retailers to be receptive if they're approached by bicycle partnerships." The tire retailer won't be charged for the bicycle tires and tubes, she adds.

Another collection initiative is the Tire Round-Up, which TSBC arranges in various cities each year. During the Round-Ups, consumers can bring



all that crumb had been processed in British Columbia. The grants are provided on a "matching funds" basis.

The not-for-profit TSBC initiative launched as an industry program in January 2007, taking over a program run by the provincial government since 1991. Sutton stresses that the eco fee is not a government tax –

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# TIRE STEWARDSHIP BC CELEBRATES FIVE YEARS

*Eco fees pay for much more than just transportation and processing, continued...*

*By Jil McIntosh*

tires in for disposal, and TSBC takes the opportunity to educate them on the programs and on tire disposal options. "We like to have them at return-to-retailers, because we see a benefit for them," Sutton says. "We'll pay for part of the advertising, we provide the truck and driver, and our communications department tries to get media stories to publicize it. It's an environmental awareness in the community."

Retailers have the opportunity to use the Round-Ups as community fundraisers, which TSBC heartily endorses. Retailers can partner with charitable organizations or youth sports teams, suggesting that people leave a small donation when they drop-off their unwanted tires. What would be ideal is if the partner then applies for a grant under the community program, such as a youth centre that wants to install a playground surface made of crumb rubber. "That would bring it full circle," Sutton says. "We'd be delighted if that one-two-three punch happens."

If any WCTDA members know of projects in their community, they are encouraged to tell the project coordinator about the grant program and direct them to the website at [www.tsbc.ca](http://www.tsbc.ca) for more information and how to apply.



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# TOM FOORD, FOUNDER OF KAL TIRE DIES AT 89

*Farewell to an industry legend, continued from page 9.*

Tom's determination to grow Kal led to innovations such as Kal's associate program that encouraged independent dealers to adopt Kal's brand to realize the benefit of the company's buying and marketing power. In turn, Kal acquired the loyalty of knowledgeable operators who understood their local markets. The model helped boost sales in the decade of 1970s alone from \$2.2 million to \$50 million.

Tom Foord came close to ceding control in the mid 1980s, when he decided to take Kal public. It was his hope that by offering shares to the public the company's ongoing need for growth capital would be satisfied, and the sale would make him and many of Kal's employees' wealthy in the process. At the last minute, however, he decided that by remaining private, he would be better able to control the destiny of the company and better look after the long-term interests of his customers and employees.

While Tom continued to control Kal financially, he left management in the hands of senior managers, most of whom were also partners. That the team has never lost a member other than to retirement has been a testament to Tom's character judgment. Perhaps more remarkably, until the 1980s, management also lacked any of Tom's relatives, lest Kal open itself to even a whiff of nepotism that would have clashed with his sense of fairness.

In 1980, however, he finally broke his moratorium on family joining Kal when he recruited Ken Finch, husband of his oldest daughter, Jean. It was a shrewd hire by any measure. An engineer, Ken had a penchant for organization. After completing his time on the shop floor of a Kal store, obligatory for all Kal managers, Ken began building a systematic foundation upon which Kal could grow.

Among his innovations was the development of a profit sharing plan that extended throughout Kal, and a zone management approach that gave individual store managers a measure of local autonomy under the oversight of a zone manager. In addition to responsibility for four or five outlets, zone managers ran stores of their own that doubled as an operating model for other managers. He also helped to guide the development of the AIMS, a living document that set out a list of Kal's core values, emphasizing quality and service.

The stronger organizational structure admirably accommodated growth through acquisition. So did Tom Foord's reputation within the industry and his respect for entrepreneurs. It wasn't uncommon for

independent operators who recognized that Kal dealt fairly to approach Tom with an offer to sell. Through acquisitions of Advanx Tire and Columbia Tire, Kal developed a presence in B.C.'s lower mainland and Vancouver. In 1991, its purchase of Tire Town gave it a beachhead in Alberta. In 1993, it acquired Alberta-based Crown Tire whose operations in Manitoba and Saskatchewan extended Kal's reach from B.C. across the prairies.

Throughout the growth period, the zone management system facilitated integration of acquisitions. So did Kal's use of aircraft. Frustrated at not having acquired a pilot's license during the war, Tom did so in 1960. His enthusiasm for flying, shared by Archie Stroh, only increased with the realization that by using a small plane they were able to cover many times the area in a day than they could by car.

Tom was very pleased when his son Robert decided to join Kal Tire in 1987. Still, Tom typically had no intention of giving him a "family pass." In fact, he later confessed, "I did the opposite. I knew he had a lot of potential to play a strong role in the company, but I wanted to make sure he worked at every job that had to be done." Today, Robert is president of the company.

Throughout his rich life, Tom Foord received many honours: Vernon's Most Valuable People Award; Citizen of the Year; and the Freedom of Vernon. In 2000, he received the Order of British Columbia. The Grade Eight dropout was awarded a Doctor of Laws degree from Royal Roads University, his proudest honour of all. In 2003, he was awarded a doctorate from Okanagan College, and later that year he became the first Canadian to be inducted into the Tire Industry Hall of Fame, which includes Harvey Firestone, Charles Goodyear and Les Schwab. He served as honorary chair of the Vernon Hospice Society, was a long-time supporter of the United Way and helped The People Place Society buy land for the building which now serves as home to many North Okanagan community organizations.

Sadly, Tom's death followed by only a few months that of Norah, his wife of 68 years. In a succession ceremony in 2009, he transferred ownership of the company to his five children: Jean, Colin, Nancy, Janet and Robert. "There we go Nancy," he said to his second daughter, "now you're my boss." He managed a characteristic chuckle, and if he felt any pain in letting go, he didn't let on.



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## CANADIAN COMPANY BUILDING TIRE RECYCLING FACILITIES IN CHINA

*Project first of 12 facilities to be built*

*By Miles Moore | Tire Business*

**W**innipeg-based Blue Diamond Technologies Ltd. has signed a deal with Hangzhou, China-based Insigma Technology Co. Ltd. to build up to 13 tire recycling facilities throughout China.

The joint venture, which will have initial funding of \$8 million and include exclusive rights to Blue Diamond's patented tire recycling technology, will complete incorporation in January 2012, Blue Diamond said.

The first plant, a 60,000-sq.-ft. facility in Hangzhou, will begin operations during the fourth quarter of 2012, the company said. It will produce crumb rubber, steel and fibre from scrap tires.

Blue Diamond and Insigma began discussions for the joint venture in October 2010, according to a Blue Diamond press release. With China generating 300 million scrap tires annually, the joint venture facilities are assured of a steady flow of raw material, the company said.

Both companies expect the other 12 facilities to be built rapidly after the first plant becomes operational. The Chinese government is offering public incentives to supplement initial investments in the venture, Blue Diamond said.

Blue Diamond was founded about four years ago, said Devron Kobluk, Blue Diamond president and co-founder, in a phone interview with *Tire Business*. Besides tire recycling, the company has operations for generating renewable energy and extracting nutrients from waste

streams, he said.

Currently Blue Diamond has a pilot tire recycling operation in Minnesota, according to Mr. Kobluk. He declined to discuss the company's recycling technology, except to say it is water-based.

Blue Diamond is in discussions regarding projects in various parts of the world, including Vietnam, Thailand, and various parts of the U.S. including Wisconsin, California and New England, he said.



## GERMAN RESEARCHERS SHOW TIRE THAT ADAPTS TO WEATHER, ROAD CONDITIONS

*Invention means always the optimal tire fitment*

**A**t Hannover Messe 2012, the exhibition billed as the world's most important technology event, a Leipzig, Germany-based research group unveiled what it calls an "adaptive tire."

According to the Leipzig University of Applied Sciences (HTWK Leipzig) research group, the tire adapts itself to weather and road conditions. Regardless of whether a vehicle is being driven on the motorway or gravel roads, in sunshine, snow or rain, the adaptive tire reportedly recognizes the conditions and adapts its tread grooves automatically.

"Today's tires are always a compromise between grip, braking ability and fuel consumption. They need to match numerous situations," explained Professor Detlef Riemer, who heads the research group. "And you can't simply change tires during a journey. Our completely new type of tire, on the other hand, can adapt – even while on the move. Therefore, every trip is made with the optimal tire fitment."

The group believes its development will make changing tires to match conditions unnecessary and also optimize wear durability, road noise and fuel consumption. "The driver needn't think on adapting the tires, rather

the tire thinks for itself," Riemer added.

How do the tires function? "Elastic components will be incorporated into the tread, and activated by a control unit integrated within the tire," explained Professor Riemer. Through this, the tire's tread grooves, both longitudinal and cross-rib, will be individually moveable. "Changes in the tread take place via actuators or elastic materials integrated into the tread or under the casing," he elaborated. "We have currently progressed to the stage where we are working with expanding material actuators, piezo ceramic actuators, shape memory alloys and so-called smart materials."

The first functioning prototype tire is on display at Hannover Messe, April 23-27. "It is admittedly not a finished product, however the idea itself is outstanding. As a precaution, we have already secured a patent for this," added Riemer.

*(Tyres & Accessories)*

# TPMS SERVICE REQUIRES CUSTOMER EDUCATION

*"How many drivers actually read the owner's manual tucked away in the glove box?"*

**By: Rudy Consolacion - Tire Review**

**T**IA has done a sensational job in helping to educate the tire industry by providing training and educational materials regarding proper TPMS service, but the majority of consumers still lack the knowledge of TPMS and the safety benefits it provides.

Direct TPMS has created opportunities for car dealers and tire shops to add value to their customer service. Without a doubt, the key to successfully servicing direct TPMS is proper training not only for technicians, but for service managers, as well.

Rather than face the costs associated with TPMS sensor replacement, some consumers opt to drive away from the tire dealership, ignoring the dashboard warning light altogether - and rendering the system ineffective.

Exceptional knowledge at the service counter not only helps to determine a customer's needs, it also helps to educate those customers unfamiliar with TPMS. After all, how many drivers actually read the owner's manual tucked away in the glove box?

Since the passing of the TREAD Act in 2000, in an effort to reduce tire-related problems and accidents due to underinflation, TPMS became mandatory for all light motor vehicles sold in the U.S. after Sept. 1, 2007.

TIA has done a sensational job in helping to educate the tire industry by providing training and educational materials regarding proper TPMS service. TIA offers training kits that can be purchased online, as well as TPMS-related charts and manuals to make servicing and customer education easier.

Even with all of TIA's effort to help the tire service industry, the majority of consumers still lack the knowledge of TPMS and the safety benefits it provides.

According to Mike Pfeiffer, service manager at the Tire Source in Fairlawn, Ohio, "TPMS is good to have on cars, but for a majority of people, it is seen as a nuisance because it can be a large expense at the time of service. One sensor costs \$100, on average, and the consumer is not ready for that additional charge."

There are many options available that are helping to drive down the hardware cost for direct TPMS. As TPMS continues to mature, the pricing is expected to head down due to progression in manufacturing technology and market saturation.

Not all sensors are equal. Pfeiffer explains, "The aftermarket sensors have worked well for domestic vehicles that we service, but we turn to OE sensors for the import vehicles. Roughly 35% of the aftermarket sensors installed on BMW and Mercedes vehicles by our shop were coming back for TPMS malfunctions.

"One case was a customer with a Hyundai Equus who had to come back four times because of aftermarket sensor issues. For this reason, we go right to the dealer for TPMS sensors for import vehicles."

Eliminating comebacks is important in satisfying the customer and proving that your shop is up to speed when dealing with TPMS. It's bad enough that the customer gets hit with additional costs, and comebacks only add insult to injury.

There are cases when a direct TPMS sensor fails prematurely - more specifically, when the valve core is discovered to be seized at the time of service. "We generally see seized valve cores when either a valve cap is missing or a non-sealing valve cap is used."

Pfeiffer goes on to say, "People do not realize the technology that goes into something as simple as a valve cap, and that TPMS sensors require a specific type of valve cap." Using the proper 15-cent valve cap can prevent further problems down the road."

Another more common reason for valve core seizure is the use of brass cores instead of nickel-plated versions. Even with the use of sealing valve caps, brass cores will seize inside the aluminum TPMS clamp-in valve because of galvanic corrosion, a condition when dissimilar metals fail to coexist.

## Teaching Customers

The intent of the TPMS part of the TREAD Act is to prevent underinflated tire conditions. Yet because of the cost to repair direct TPMS sensors, vehicle owners sometimes choose to ignore the warning light in the dashboard.

"We have customers roll up to the door when their tire pressure warning light comes on," says Pfeiffer. "Many times it is just low tire pressure, but when the customer realizes they need a sensor replaced after we diagnose their car, they sometimes just drive away, ignoring the light altogether."

This unintended consequence basically renders the TPMS ineffective. Letting the customer drive off with an inoperative system does not violate the Motor Vehicle Safety Act, since the system was presented to the service shop as inoperative.

"If a customer comes in with a TPMS warning light and a sensor is diagnosed to have malfunctioned, we then try to replace the sensor," says Pfeiffer. "If we are unable to obtain a sensor quickly and the customer needs their vehicle back, we either re-use the old sensor or a conventional rubber snap-in valve as an emergency."

Again, this practice does not violate the "make inoperative" provision, since the vehicle was documented to have an inoperative sensor prior to TPMS service.

With the proliferation of rubber snap-in valves used with direct TPMS sensors as a lower cost alternative to clamp-in TPMS valves at the OE level, confusion as to whether or not an assembly has a sensor can occur. Although snap-in TPMS valves have the distinguishing long shoulder and extended valve cap, there are chances for error to the untrained eye.

Pfeiffer says, "Proper training can prevent mishaps; we train all of our techs to treat every tire as if it has a direct TPMS sensor." The valve companies are working on introducing other means to make the snap-in TPMS valves more distinguishable, especially in poorly lit shop environments.

## Indirect Systems

In light of service issues that surround direct TPMS, indirect TPMS may have the advantage. Car manufacturers such as Volkswagen and Audi have turned to indirect TPMS.

Indirect systems rely on increased tire deflection from an underinflated condition in order to trigger a warning at the dashboard. Indirect systems utilize the ABS wheel speed sensors to electronically compare wheel speed with vehicle speed.

For this reason, vehicles delivered with runflat tires utilize direct TPMS, since runflat tires have less deflection in underinflated conditions compared to conventional tires. Indirect TPMS also allows for easy changeover of dedicated winter and dedicated summer wheels and tires, since the wheels do not require pressure sensors.

Educated consumers are learning the issues of TPMS and are sometimes choosing to purchase vehicles with indirect TPMS in order to avoid future headaches and expense. Regardless, TPMS reduces the incidence of underinflated tires on the road, and proper training in servicing these systems will continue to make our highways safer.

—*Courtesy Tire Review*



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**ELIGIBILITY** **Open to all WCTD members, their staff and their spouses.**  
**Non-member and related suppliers are welcome.**  
**Entry deadline is – June 18, 2012**

Company Name \_\_\_\_\_ Phone \_\_\_\_\_  
Address \_\_\_\_\_ Postal Code \_\_\_\_\_

1) Name of Entrant \_\_\_\_\_ Phone \_\_\_\_\_  
Average 18 hole score \_\_\_\_\_ Handicap \_\_\_\_\_  
2) Name of Entrant \_\_\_\_\_ Phone \_\_\_\_\_  
Average 18 hole score \_\_\_\_\_ Handicap \_\_\_\_\_  
3) Name of Entrant \_\_\_\_\_ Phone \_\_\_\_\_  
Average 18 hole score \_\_\_\_\_ Handicap \_\_\_\_\_  
4) Name of Entrant \_\_\_\_\_ Phone \_\_\_\_\_  
Average 18 hole score \_\_\_\_\_ Handicap \_\_\_\_\_

Fee per golfer - WCTD Member \$100.00 x \_\_\_\_\_ (# of entrants) = \$ \_\_\_\_\_  
Steak Dinner Only \$30.00 x \_\_\_\_\_ (# of people) = \$ \_\_\_\_\_

**PAYMENT ENCLOSED**

**TOTAL \$ \_\_\_\_\_**

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**\*\*Enter Early — Space is Limited\*\***

**\*\*First 100 PAID-UP Golfers will be considered\*\***

**\*\*ENTRIES MUST BE PAID BY June 18, 2012\*\***

Commercial 900 Series  
**All Steel Truck & Bus Radial Tires**

67 Passenger Coach with cargo, Toronto to Montreal, 542.4 km, 6 hours and 14 minutes.



**CR976A**



**Bus & Coach Driver Checklist**

Less noise for a more comfortable ride  
Enhanced steering on dry or wet roads  
Prominent anti-hydroplaning function

Tractor Semitrailer carrying 46,500 kg, Ottawa to Pittsburgh, 869 km, 10 hours and 4 minutes.



**CR960**



**Transport Truck Driver Checklist**

Superior abrasion resistance  
Heavy load capacity capability  
Great turning traction and stiffness

Oil Tanker Truck with 34,500 L of fuel, Edmonton to Seattle, 1274 km, 15 hours and 48 minutes.



**CM980**



**Tanker Truck Driver Checklist**

Excellent steering and traction  
Superior abrasion resistance  
Optimal handling and performance



**Commercial Tire Checklist**

Commercial drivers have a different checklist when it comes to their tires. WestLake builds tires that are specific to the task. Only the highest quality materials and pattern designs go into our All Steel Truck & Bus Radial tires.

# C COATS® ADDS NEW BALANCER TO HEAVY-DUTY LINE

*Changes include significant software enhancements*

**H**ennessy Industries' COATS® brand has made two significant upgrades to its heavy-duty wheel-balancer line. The first is the addition of the 6450-2D to COATS'® line of Direct-Drive heavy-duty balancers. The second is the launch of Dual Calibration Software (DCS™), which enhances the auto and light-truck applications on the 6450 platform.

The 6450-2D retains the most valuable 6450-3D features, including proven durability, fast cycle times and high accuracy through a wide range of wheels. DCS will be standard on both the 6450-2D and -3D models.

Features on the new 6450-2D include:

- Two-parameter auto data entry system for clip weight and three-parameter for Tape-A-Weight®
- 2-inch (51mm) heavy-duty arbor on COATS' proven Direct-Drive motor
- Up to 500-pound and 52-inch wheel capacity
- Laser-guided direct Tape-A-Weight placement

Dual Calibration Software is available exclusively on COATS® 6450 heavy-duty wheel balancers. Unlike other heavy-duty balancers, which simply change the round-off when switching between heavy duty and passenger car work, the COATS® 6450 series stores and runs two independent sets of calibrations – one for passenger-car and light-truck and one for heavy-duty applications. In addition to changing round-offs, these machines dynamically adjust critical balancing parameters based on the job at hand.

The addition of DCS to both 6450 models makes the 6450 Series the most accurate heavy-duty balancers in passenger-car and light-truck modes on the market. The 6450 is built for municipal shops servicing police cars, fire trucks and transit vehicles. It is also the right machine for front-line retail service, from delivery vehicles to tractor trailers. DCS gives 6450s the widest and most accurate range; the AC Vector Drive gives the 6450s speed and ease of use, while the COATS® Direct Drive motor provides durability and years of trouble-free service.



# C CANADA GETS FLEETHQ AS CONVERSION COMPLETED

*Of 2,000 participating dealers in North America, 120 are across Canada*

**G**oodyear finally converted the last bits of its former Truckwise truck tire program over to the FleetHQ moniker.

Announced at the recent Truck World event in Toronto, Goodyear rebranded its Canadian fleet tire and service to FleetHQ. The new Canadian brand will "create a consistent business solutions brand that offers products, services and information tools for trucking fleets and owner/operators throughout North America," the company said.

"The decision to transition from Truckwise to FleetHQ will expand and strengthen the FleetHQ brand throughout North America," said Dwight

McGill, general manager of commercial tire centres.

According to the tiremaker, there are some 2,000 participating FleetHQ dealers throughout the US and Canada, 120 of which are in Canada. Last year, the U.S. operations started the rebadging process, which still is underway.

McGill said Goodyear plans to expand the FleetHQ dealer network in Canada, but it will take some time. "It's not just a sign. There's a level of service that comes with that and an audit process before they can become a FleetHQ dealer."

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## MICHELIN RECALLING 77,775 TRUCK TIRES IN U.S., CANADA

*Tires used predominantly by transit bus fleets*

**M**ichelin North America Inc. is voluntarily recalling 77,775 Michelin-brand medium radial truck tires in the U.S. and Canada because of a problem with the tires' casings that could cause rapid air loss.

The tires being recalled are certain:

- Michelin XZU3 LRJ, size 305/85R22.5, and XZU2 LRJ, size 12R22.5, produced between Oct. 23, 2005, and Sept. 3, 2011;
- XM505 LRJ, size 305/85R22.5, produced between April 18 and May 8, 2010, and Jan. 23, 2011 and Feb. 12, 2011, at Michelin's plant in Spartanburg, S.C.

The recall covers casings that have been retreaded, Michelin said. Of the tires being recalled, 4,130 were sold in Canada.

Greenville-based Michelin said the tires being recalled were used predominantly by transit bus fleets on a lease basis. During 2010 and 2011, Michelin said, customers using retreads on casings identified in this recall started experiencing "an increasing rate of casing endurance



issues."

Michelin said it has received one personal injury claim related to the subject tires.

Michelin will contact customers by mail and offer to replace the identified tires free of charge as well as provide for reimbursing "remedies made prior to the recall," where appropriate. It also will notify dealers and retreaders.

The recall action is expected to start by April 30 at the latest.

Michelin also said its program of continuous improvement produced numerous design and process updates that targeted various performances, including casing life.

Michelin said it will scrap all tires in the specified DOT date ranges removed from service, or in its possession.

—Tire Business staff report



## SUMMER IS HERE AND THE HEAT IS ON YOUR RETREADS!

*Check your tire's air pressure regularly!*

**H**arvey Brodsky, Managing Director of the Retread Tire Association, passes along some good tips for keeping down the wear and tear on your tires that is often amplified by hot summer driving.

Brodsky says, "Studies have shown that excessive heat is among the common causes of tire failure, causing up to 30% of failures. With Summer air temperatures reaching well over 100 degrees in some locations, and additional heat from road friction and braking, it's no wonder that even well-maintained tires can be stressed."

Brodsky continues, "But there are precautions that you can take to minimize any potential hazards."

- The most significant action you can take? Check your tire's air pressure regularly. As a general rule, lower tire pressure will generate more heat and more irregular wear on your tires. An increase in heat, subsequently will cause an increase in tire air pressure. In a hot tire, the air inside is expanded, creating an increase.

So what do you do? Should you bleed out air from a hot tire? Absolutely NOT! No, because when that tire cools, the air pressure inside will drop and then you'll have an under inflated tire."

Brodsky continues, "A properly inflated tire is checked for proper inflation when the tire is cold, meaning after its been parked for three hours or more. Using a calibrated and accurate tire gauge, making sure the tire is properly inflated according to that tires specs.

Assuming that a normal radial tire is standard at around 100 psi its

operating road temperature will be near 150 degrees. if that tire is under inflated, it will run five degrees hotter with every drop of two psi. You can see that a properly inflated tire, will operate at a cooler temperature and that though hot driving conditions will increase the temp, your proper inflation will keep that heat in check."

A few more suggestions from RTA -

- Always use valve caps. Road grime and debris will quickly compromise a valve stem. Keep them covered for best results.
- Make sure your fleet is monitored with a regular tire maintenance and repair program at least once a week. Your investment and safety record is on the line, so practice a step-by-step tire program with your fleet. Many retreaders offer regular fleet maintenance checks and monitored records to keep your tires at their highest level of quality.

"In conclusion", says Brodsky, "when it comes to the hot summer months, proper maintenance is your best assurance"

Brodsky is a well-known speaker about the economic and environmental benefits of retreading and has made presentations in many countries over the past 30 years, including Canada, the U.S., Australia, Brazil, China, England, India, Italy and Scotland. He is ready to speak to your group or industry association and will travel anywhere to do it.

For more information about the Retread Tire Association, please contact **Harvey Brodsky** at **+831-646-5269** or by email to **harvey@retreadtire.org**

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