



**SUSTAINABLE
ALTERNATIVES**
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Center for Tire Research



**GOODWAY
ALL THE WAY**
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CEO, GIIB

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**RETREADING IS
FUTURE-FRIENDLY**
SPECIAL SUPPLEMENT

POLYMERS & TYRE asia

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BRIDGESTONE



LONG LIVE TYRES

**PERSPECTIVE:
HEADING FOR A FALL**

**RETREADING:
THE BYPASS SURGERY**

**TECHNOLOGY:
TREAD AND SURFACE**





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In the research for new technologies, the recycling department has elaborated a buffing machine that produces mulch, lint and dust, and that allows the customer to decide either if he/she wants to create technical accessories or specific flooring.

Salvadori is always welcoming its clients to visit its office and warehouse in order for them to have a clear idea of the company's structure and potential. This is also the reason why Salvadori invests time and resources in maintaining and increasing its relations and the communication towards the public. A good marketing

knowing they will always find someone able to understand them and respond to their inquiries."

The public exposure of the company is essential when willing to be known internationally, therefore every year Salvadori takes part in many different trade shows, dedicated to the tyre business, such as: Automechanika Dubai, Autopromotec Bologna, Tyre Expo India, IFAT Munich, Ecomondo Bologna etc. Fairs are a common ground where to maintain and develop relations with costumers and to show them that Salvadori does not stand only for extruder guns but is now producing a wide range of tools, showing that the willingness to constantly improve is a key driving force behind the company's work. Proof of this is the new catalogue issued in May, which testifies how much Salvadori is expanding and specialising its products line.

Furthermore, Salvadori recycling department, which offers a complete machinery range for tyre recycling and recovery, is developing new devices. The department head, Samuel Salvadori, stated that: "Thanks to the sales assistants' ability to speak several languages, it comes easier to help clients and to assist them in the technological usage of our



machineries, and this characteristic is really appreciated by our consumers. Nowadays, the world is experiencing increased interest and attention towards the green sustainability and the research for new technologies, in this field, is essential in order to offer customers a wide range of equipment to turn a problem into an opportunity."

R&D

One of the main focus of the company is on research and development of new technologies in both retreading and repairing equipment and recycling machineries. In the future, the aim is to introduce new products and keep on improving the existing offers since costumers include all segments of the tyre industry - tyre producers, tyre retreaders, conveyor belts producers and repairers etc. Particular attention is paid to the conveyor belts segment, which might be offering new challenges over the next years.

strategy and an in-depth study of the market is always behind strong business realities as the one of this company. Indeed, the website is offered in three different languages: Italian, English and Russian and more will be added soon. People can consult the catalogues, send information requests directly from the web site and watch videos through Salvadori's YouTube channel. In an age where the communications runs on the Internet, Salvadori is keeping up to date with these changes and building an online network between its website, its YouTube channel and Facebook page.

Salvadori is optimistic about the future. As the past has shown how a careful management and market researches have paid back the investments and the efforts made over the years, it believes that greater results can be achieved. The company mission is to always follow the winning path. ▲

