



PROMETEAON TYRE GROUP SIGNS CONTRACT WITH GLOBAL AGRICULTURAL BUSINESS AB AGRI

**Animal feed manufacturer choose Prometeon to supply tyres across their
entire fleet of specialist agricultural bulk trailers, tippers and tankers**

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British manufacturer of pig and poultry feed ABN, a division of AB Agri, have signed a new 'pay-as-you-go' deal with the premium tyre supplier Prometeon, building on Prometeon's existing relationship with ABN's sister company Frontier Agriculture, the UK's leading crop production company.

The contract covers ABN's entire mixed fleet of 117 trucks and 113 trailers of highly specialised agricultural bulk blowing trailers, rigid vehicles, and silo tankers. The fleet is utilised to deliver pig and poultry compound feed to farms, both large and small nationally, from Cullompton in Devon through to Cupar in Scotland.

ABN manufactures high quality compound animal feed in its 11 feed mills across the UK. The feed is then transported directly to on farm silos, a job which requires tyres with a tread pattern that will run efficiently and wear well on unpredictable country 'A' roads and off-road farm tracks.

'We were confident that Prometeon Tyre Group would be a good fit for ABN, following the existing relationship they have with our sister company Frontier,' explains Mark Hope, Transport Services Contract Manager at ABN. 'Our fleet use Scania, Volvo, DAF, MAN and Mercedes trucks with bulk blowing trailers adapted to our exact requirements, supplied from the TVS Group in Wisbech and Muldoon Transport in Northern Ireland, with a small fleet of specialist Silo Tanker trailers from Feldbinder, where they clock up around 210,000 kilometers a week,' adds Hope.

Under the 'pay-as-you-go' contract Prometeon are supplying steer axle tyres from their high-performance Pirelli Triathlon range, alongside the Prometec TG01 remould product for the drive axle tyres. The trailers within ABN's fleet are using Prometeon's G02 tyre, part of the new Series02 range of Pirelli branded tyres ideal for the cost-effective tyre management of the fleet.

It has certainly been the right decision for ABN with a very positive transition from the previous supplier to Prometeon. 'We renew our trucks every five years and Prometeon's tyre service with Pirelli branded tyres are a vital part of our fleet management,' says Hope. 'Their customer service is excellent. All the details of our fleet vehicles and tyres were on their system within hours and, from the first call out, our Transport Managers have been happy; tyres changed and vehicles back on the road with no hassle at all,' adds Hope



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Prometeon's 'PROManagement' online tyre solution has also impressed ABN. 'The team at Prometeon are proactively helping us improve tyre management on our entire fleet based on economics and use. We've never had this from previous suppliers, and I can definitely see the benefits of this tailored tyre service which will help me to manage a complex fleet of specialist vehicles,' says Hope.

Commenting on the contract renewal, Prometeon National Fleet Manager Wayne Bell, adds 'I'm delighted that ABN has chosen Prometeon to supply specialist tyres for their fleet. It has been a pleasure to set up this tailored service and I'm looking forward to working with Mark to ensure an efficient and smooth running tyre management service for this specialised agricultural fleet.'

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PROMETEON TYRE GROUP

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Since 2019 Prometeon has joined the United Nations Global Compact, which today has 15,500 companies in 165 countries, and in 2020 it was among the founding members of the United Nations Global Compact Network Italy. The PIRELLI, FORMULA and PHAROS brands are used under license.



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