



# My business: ITWS

This month with ITWS managing director Les Williams

## Describe your business

International Tyre & Wheel Solutions (ITWS) supply super cushion solid tyres and rims to the UK and European waste and scrap industry.

Our company's vision is to reduce its customers running costs by continually searching for innovative ideas. This is proven by the introduction of the outstanding new concept of the SG Revolution tyre into Europe. The SG Revolution cushion tyres are consistently supplying low cost per hours and maximum machines hours in the waste, glass, steel and bulk handling sectors.

## Tell me about your product range

Our product range is predominantly SG super cushion solid tyres and rims. The tyres are imported from Thailand and are recognised as the leading brand in heavy industrial tyres globally. SG manufacture tyres for all off-road machinery from the smallest fork truck through to size 35-65-33 tyres for large loading shovels. SG Revolution Super Cushion Solid Tyres consistently deliver more serviceable tread life over pneumatic tyres and are fast becoming the tyre of choice for users in the waste, demolition and recycling sectors as

well as construction and quarrying sites. Our rims are manufactured in Denmark and Turkey.

## What is your most successful product?

The 24 inch tyres for telehandlers and 25 inch for front end loaders. These tyres are providing a longer life than most other tyres on the market.

## How long has your company been in business?

We set up the business five years ago and it has gone from strength to strength in that time. However, we have 55 years experience working in the industrial and large earthmoving tyre industry.

## How many employees do you have?

We directly employ eight people.

## Where are you based and what area do you serve?

Our warehouse is in Manchester. From there we distribute to our ten European dealers in countries including Germany, France, Spain, Italy, Ireland Netherlands, Belgium and others. We supply direct to OE and end users in the

UK. We also have ten service providers in the UK, who provide the on-site fitting.

## Who are your typical customers?

Customers in the recycling and waste management and construction sectors who experience high amounts of damage and punctures.

This includes companies in metal recycling, demolition, waste management companies and all sorts of other recycling companies. It is customers that wish to lower their operating costs and increase productivity thanks to the elimination of downtime due to tyre damage, thereby increasing the useful life of the tyres.

## What would you say is the best thing about your business?

The ITWS team are all customer satisfaction orientated. When you couple this with an excellent product, then you have success.

With our 55 years experience in the sector, we understand what the needs of our customers are, and we work hard to make sure that they are always happy with the product we supply to them. Our product range is also excellent and provides the perfect solution for those needing industrial tyres.