



Central Marketing, Inc
P. O. Box 1439,
Colonial Heights, VA 23834T:
(804) 733-4684
www.central-marketing.com



*Innovation Leads to
Automation*



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Innovation Leads to Automation

Written by: Robert Spence
Produced by: Justin Burkinshaw >>>

With a vision of automated technology, Central Marketing is revolutionizing the retreading industry with quality products and assured service

As major supplier to the retread industry, Central Marketing specializes in complete lines of new equipment, pre cure or mold cure, for the passenger, truck, OTR and aircraft markets. They provide an array of new, used and refurbished retread equipment from manual to automatic, as well as carry a large amount of inventory parts and supplies such as bladders and envelopes. The Company even has the capability to receive, store, ship and install equipment. The real story, however, is how the Company came together.

Started in 1986 with the idea of transforming the tire retreading industry, Edd Burleson had a vision to build not just a company but a full-service organization. Burleson started his career in a retail tire store while attending high school in Baltimore. He then worked in a tire wholesale/retail operation for several years and eventually became a retail tire dealer. Edd then sold that business and opened a truck retread plant in Richmond, Va., so he had ideas of how he felt this industry could be improved. His idea was to incorporate automated equipment into the industry as well as set up a

service organization to support and maintain the new equipment. After visiting manufacturers in Europe he soon realized computerized machines could repeat the work process each and every time, cutting down manufacturing and productivity costs. This not only allowed the company to focus on providing top-notch customer service but helping it become one of the largest tire retread companies in North America.

“I’ve been in the industry for a long time and I’ve enjoyed the tire retread section of it,” says Burleson, President of Central Marketing. “But I wanted to try to do something different. I wanted to advance the industry rather than doing the same thing everyone else was doing.”

Customer Service

What makes Central Marketing stand out above the rest is their commitment to customers. When the Company decided to integrate its automated technology and equipment into the industry, it needed certified technicians to train employees on how to maintain and make design changes so it was more customized for the American market.

“We had to take people who

had basic knowledge and train them on the individual pieces of the machines we were bringing in,” explains Burleson. “We had to develop a training program for them to properly install the machines as well troubleshoot the machines when there was a problem.”

The Company currently has six technicians that travel across the United States to install, troubleshoot and repair their machines for customers. When a customer orders new equipment the Company has one of their designated technicians visit the business to help install it and train the customer how to properly use

it. If issues arise down the road, Central Marketing will have their employee visit the business to troubleshoot and fix any issues. In addition to the traveling technicians, Central Marketing also has a full support staff based in their headquarters in Prince George, VA. In-house technicians are always available for phone support. Central Marketing also has over \$2 million dollars in parts and supplies inventory that can generally be shipped out the same day an order is placed. The staff at Central Marketing takes immense pride in their customer service and their main goal is to always be available





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A GLORIOUS PAST, A CHALLENGING FUTURE AGELESS EXCELLENCE IN TIRE RETREADING EQUIPMENT

Head Office and manufacturing premises located in the heart of Toscana, where art and science are part of the same landscape, where past and future share the same roots, where only "MADE IN ITALY" has the right taste.



CI-MASTER SKF tool



CI - MAXI tool



CI-MASTER tool

This multi-purpose structure can be combined with different tool set-ups to make it a CI-MAXI, CI-MASTER or CI-MASTER SKF

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Supplier Profile

Cima Impianti

Established 1953 as mold manufacturer, shortly later started manufacturing own designed presses. With the introduction of radial tires, Cima was the first developing presses specifically designed to cure these casings. Today, 14 different press models later, special application presses to cure tank tracks and rubber coated wheels, CNC extruder builders, buffers, groovers all 100% made in Italy and the first class technical support, make Cima the undisputed leader worldwide.

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to the customers to help in any way they can.

Innovative Technology

In addition to utilizing automated equipment, the Company has implemented unique software to modernize the process of assisting customers. The Company's biggest investment to date is a new product maintenance program to streamline the process of tracking equipment, customers and problems.

The Company is working with a software team to design and apply a custom interactive system that will not only implement a full CRM database, but will also eventually allow customers to log into the database themselves, allowing them to troubleshoot their own machines with fully detailed drawings and information of the equipment. The ultimate goal is that the customer can pick out the part they need and place an order – all without having to call the company. The customized software also allows customers to view the Company's available inventory selection as well as create a sales and shipping order.

“This system will let us keep track of customers with problems and track the history of a part to see if they've had problems with



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that machine or part before,” says Burleson. “This way, we can see what the solution was the previous time as well as flag a specific part to see if there was a problem with it and if we shouldn’t be selling it.”

The Company has been working on this new customized software for the last six months and plans to have it installed by the beginning of 2014.

Plans for the Future

Central Marketing is changing the image of the tire retread business. Although retreads are recycled and completely eco-friendly, there is a negative image of the industry

and the Company is working on improving that image.

“When people think retread they think of something bad,” says Burleson. “They don’t think of how good it is. What we’re working on is becoming more green and automated and producing a different image of this industry.”

In addition to changing the image of the retread industry, Central Marketing is continuously working on staying ahead of the competition. One of the big challenges the Company faces is upcoming competitors from different sectors of the market,

and maintaining its level of service and quality of products.

“As far as our company goes, the success of our company is not about me, but the people who work here,” says Burleson. “It’s their attitude of ‘whatever it takes to get the job done’ that really makes this company go. If we have a customer call in that needs help, they stay with the customer until they’re satisfied and without that attitude and those people, we wouldn’t be able to do what we do today.”

STATISTICS



INDUSTRY:
Tire Retreading

FOUNDED:
1986

HEADQUARTERS:
Prince George, VA

KEY PEOPLE/TITLES:

- Edd Burleson – President
- Eddie Burleson – General Manager,
- Chris Wilson – Shop Manager
- Lynn Bishop – Office Manager
- Angie Handschuh – Inventory Manager

PRODUCTS:

Tire Retreading Equipment, Parts and Supplies

EMPLOYEES:
22

WEBSITE:
www.central-marketing.com

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