



A Commitment to Supply the Retread Industry

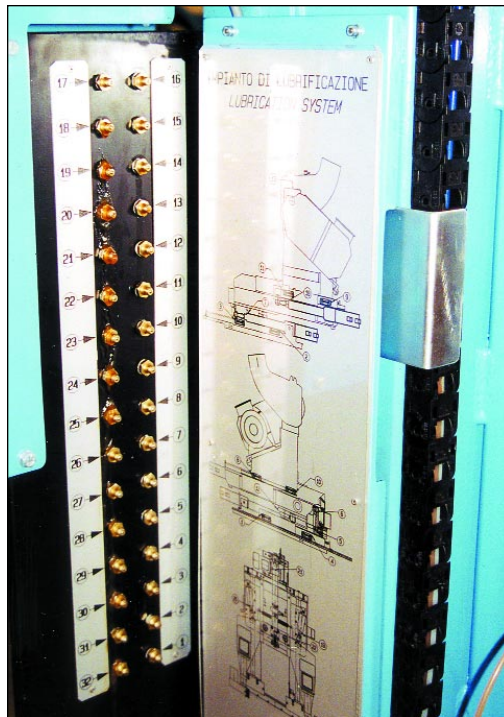
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During the last 30 years, the U.S. retread industry has undergone dramatic changes. One of the most significant is the steadily diminishing number of retread plants – from over 6,000 in 1972 to 3,400 in 1982, and finally, to 995 in 2002.

We watched as many of the largest retread equipment manufacturers, such as Lodi, Bacon American, Heintz, MacMillan, DenNap, AMF and others, closed their doors and faded into history. The same happened to many of the rubber manufacturers. Companies such as Kelly, Gillette, General, Firestone, Seiberling, Mohawk, and U.S. Royal were aggressively involved in manufacturing and supplying rubber for the retread industry. Today, they produce none.

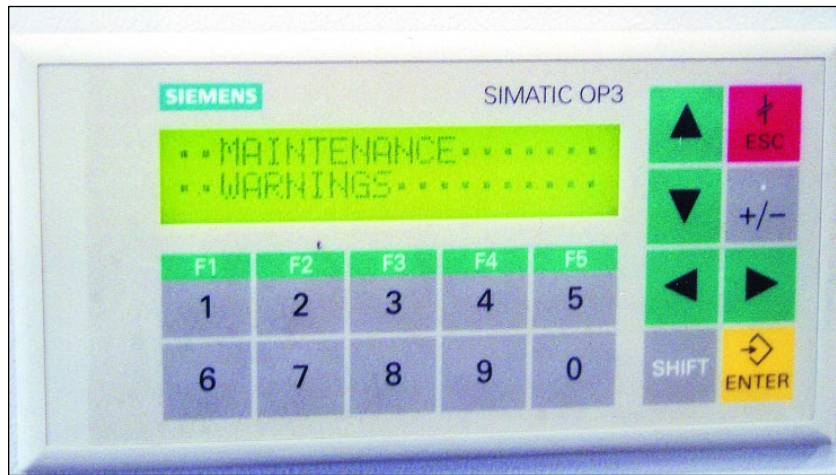
Many of the small companies that sold shop supplies to retread plants have ceased to exist as well. Today, retread shop supplies are sold only in larger cities as part of the total automotive supply system.



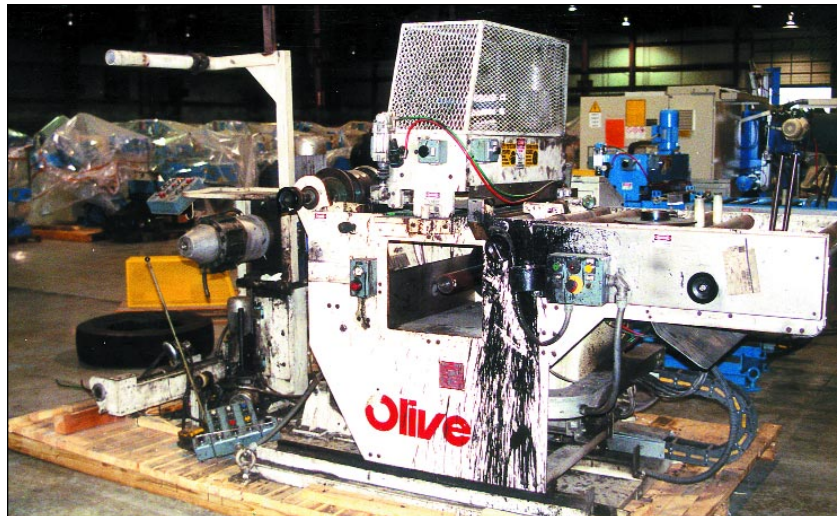
A design change on the Matteuzzi RAS 90 buffer positioned all the grease fittings at one location. The computer on this machine warns when maintenance is needed – and where.

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With the steady decline in the number of retread plants, why would anyone start a business dedicated to supplying the retread industry? In the case of Central Marketing, Inc. of Prince George, Virginia, it may be that the owner, Edd Burluson, was a retreader himself for several years and saw the need for the type of company he has built over the last 16 years. Burluson's experience in the tire industry exposed him to a range of problems that tire dealers and retreaders cope with to keep their businesses profitable.



The RAS 90 buffer computer screen tells the operator which area of the machine requires maintenance.



A precure builder about to undergo refurbishing.

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Burleson began his career in a retail tire store while attending high school in Baltimore. He then moved to Virginia to work with Eldorado Tire in a wholesale/retail operation with several locations. Eventually, he became a retail dealer, owning several outlets. After 10 years, Burleson sold his business and opened a mold cure/precure truck retread plant in Richmond, Virginia. Six years later he sold that business and, in 1986, formed Central Marketing, Inc., a company committed to supplying the needs of the retread industry.



Edd Burleson demonstrates improvements being installed on the RAS 90 buffer.



A training room in the Central Marketing office complex.

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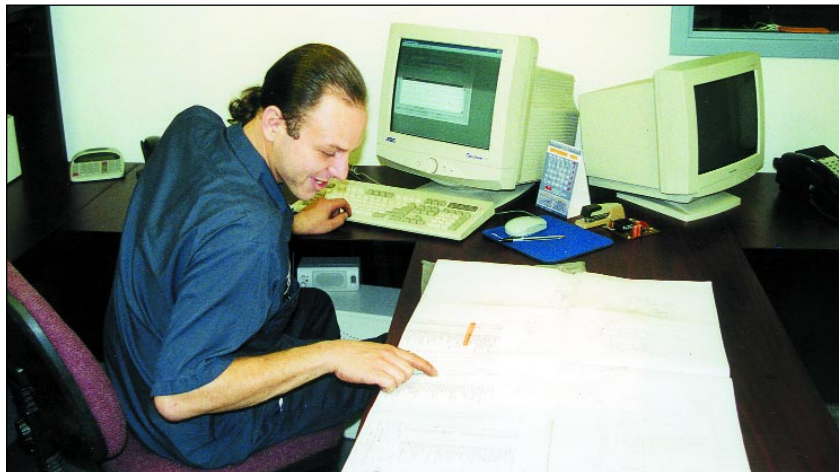


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Today, Central Marketing is housed in a new facility, with 10,000 square feet for office and training areas and 40,000 square feet for warehouse and remanufacturing. There is an additional 56,000 square feet of warehouse space detached from the main office complex.

Central Marketing, Inc. is a manufacturer's representative of equipment, sales, service and supplies in North and South America for CIMA, Matteuzzi, MAE, Technic Systems, Marangoni OTR and others. The company specializes in mold cure and precure equipment for car, truck and OTR-type tires, and offers



Parts numbers for all equipment are logged into the computer.



The rebuilding area features air and electric hook-ups that allow testing of all new and used equipment – before shipment to the customer and during the rebuilding phase.

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same day shipment of spare parts and supplies by maintaining a large spare parts inventory valued at over \$750,000. New and used parts are available, along with an extensive new, used and rebuilt equipment inventory. Whether a company requires a complete turnkey plant installation or just one machine, Central Marketing offers its services in locations worldwide.

The Central Marketing workforce consists of Edd Burleson, president, his son Eddie Burleson, general manager, and a dedicated staff of 15, including administrative assistants, electronic and computer techs, hydraulic techs and others who can handle almost any job asked of them.

An important component of working with the equipment manufacturers in Italy is the conversion of schematics and parts lists for use in the United States. This has also helped the company utilize computer systems to control ordering and parts shipments. Computers are essential to the operation of buffers, builders and other modern retreading equipment as well.

Central Marketing offers training programs for the operation and maintenance of all the retread equipment in its well-staffed and equipped training facility. Training is enhanced by the large amount of equipment on-hand that can be quickly hooked up and operated using steam, air or electricity. In some cases during training and equipment use, manufacturing improvements in equipment and process methods are developed and implemented into the various machines.



After rebuilding, this precure builder is ready for shipment.

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Central Marketing also supplies truck casings to retreaders and operates a pickup service for tire buffings. It has a full line of inner and outer envelopes, bladders and PIV tubes available.



Some of the 50 precure chambers in stock for rebuilding and for sale.



Edd Burluson and Eddie, his son, catch up on paperwork after a business trip.

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As parts and service become more difficult to obtain, especially for older equipment, the demand for services offered by companies like Central Marketing will continue to grow. ■



A small part of the company's \$750,000 spare parts inventory.



The new 50,000 sq ft Central Marketing, Inc. training and remanufacturing center in Prince George, Virginia.