



Learning wisdom from failure

WHEN THE ROMAN ACADEMIC CICERO STATED, "ANY MAN CAN MAKE A MISTAKE, BUT ONLY A FOOL KEEPS MAKING THE SAME ONE", HE WAS NOT THINKING ABOUT THE TRANSPORT INDUSTRY. BRAD BEARMAN, HOWEVER, HAS DRAWN A SIMILAR CONCLUSION AFTER PURCHASING A "LOW COST" BRAND OF TAIL LIFT LAST YEAR.

In July 2010, Brad Bearman, managing director of Sydney based company Bear's Tyres, decided to test a "low cost" brand of tail lifts as it seemingly offered what he wanted – but at a lower cost. Fitted to his new Fuso rigid, the lift soon began to struggle, having significant wearing issues and down time. Only 5 months later, in November 2010, Brad had had enough with the ongoing issues with the "low cost" tail lift brand and replaced it with a Tieman TC501C unit, learning from his mistake.

"I gave the cheap product the benefit of the doubt, but it turned out to be the wrong decision. It caused nothing but trouble, so I ended up ringing Tieman," Brad recalls. "I've always used Tieman equipment in the past and never had a problem. So I went back to a tried and tested brand and product."

"At the end of the day, the cheap alternative has cost us a lot of wasted time and money. I won't make the same mistake again. As my business has only grown because I sell quality gear, I will not accept inferior products myself. Quality is the only way to go, and I had to learn it the hard way."

"The Tieman TC501C has now been in operation since December, with none of the issues I had with the other cheaper brand", says Brad. "It is amazing to be able to talk to a company who knows what they're talking about. And it's good to know that you can rely on the equipment you use. I dare say Tieman's TC is the premium product of the tail lift market."

The TC501 series is an all rounder with a capacity of 500kg and a solid lift arm

construction for maximum loading stability. Pressure compensated hydraulics guarantee consistent operating speed, and low maintenance bushes and greasing provision allow smooth operation and ensure a long life. "In the field, I have experienced firsthand that Tieman equipment has been built to last," says Brad. Established in 1990, Bear's Tyres is an independent tyre consultancy and outsourced bureau for managing and



repairing fleet tyres. Yet the company's roots date back to 1972, when Norm Bearman established Alert Tyre Service in Belmore, NSW.

"I entered my father's company as soon as I finished school at the age of 16," says Brad. "Up to that point, I had been helping out during school holidays and at weekends, so it was a natural instinct to be in the family business." In 1975, Norm Bearman changed direction from the original car tyre business into a truck retreading operation, as nationwide tyre chains began to enter the stage. "Retreading was an art form back in those days, so I gained a lot of knowledge about tyres," says Brad.

In 1988, the family sold the company due to an unexpected illness of Norm Bearman. But only two years later, his son Brad re-entered the industry, founding Bear's Tyres. "A lot of my old clients had asked me for advice as they were unhappy with the tyre supply in the area - so I bought a truck and started off from scratch," Brad says.

The business grew rapidly; and in the first year, the size quintupled. And the story of success continued.

In 2003, Brad Bearman unearthed the seed of a good idea when he began cultivating plans to reinvent the way tyres are being managed in corporate fleets. A veteran of the tyre industry, he invented the Tyre Tracker, software providing accurate reporting and maintenance schedules for vehicles. "Tyre tracker provides alerts and warnings when maintenance is due on vehicles. Following the maintenance program significantly increases the tyre life,

“Some basic steps in tyre management by an expert can stretch the life of many cases destined for the scrap heap.”

which provides huge cost savings to fleets," says Brad.

The Tyre Tracker logs distances and advises rotations and retreading at optimised moments of each tyre's lifespan. The system also provides cost breakdowns for each tyre. "That is information that has never been available for companies that have large numbers of vehicles on their books," says Brad. "In real terms, we can increase your tyre life by anywhere between 25 to 50 percent."

Although a low priced product dissatisfied Brad for months, he is a passionate advocate of "useful" ways to save money.

"People think that retreaded tyres are useless and offer nothing but a cheap and dangerous solution to otherwise unscrupulous operators," he explains. "Quality retreading offers undeniable returns – smart, lean management and a much better environmental policy."

There is a completely unsubstantiated fear of retreaded tyres because bits of blown out rubber lie scattered on the edges of Australian highways. But the truth is that even a brand new radial has as much chance of blowing out at high speeds as does a retread.

30 years after being introduced to the art of retreading, Brad Bearman welcomed his son Marc at his side in 2008. "It is our mission to educate people across all industries," he

says. "Some basic steps in tyre management by an expert can stretch the life of many cases destined for the scrap heap."

Promoting an increased lifespan of tyres and equipment, Bear's tyres and Tieman speak the same language. "We share the same philosophy," says Brad. "Be consistent and work hard. Pretty simple." It is no surprise that the Tieman TC750 unit Bearman bought in 1999 is still in operation. "Just like we expect a premium product to be like, the Tieman tail lift is built to last."

Tieman also offers national 24/7 mobile service to all brands of tail lifts. ➡

Contact

Tieman Industries Pty Ltd
40 Hume Hwy
Somerton Vic 3062
Ph: 03 9305 2255
Fax: 03 9305 1123
Web: www.tieman.com.au

New South Wales
Ph: 02 9732 7100

South Australia
Ph: 08 8347 0788

Queensland
Ph: 07 3868 3066

Western Australia
Ph: 08 9453 6522

Tasmania
Ph: 03 6334 5877

New Zealand
Ph: 09 836 1452