

# Pirelli



## Background

Pirelli was founded in Milan in 1872 and today stands as a global brand known for its cutting edge technology, high-end production excellence and passion for innovation that draws heavily on its Italian roots.

Pirelli is a major player in the tyre industry and the only global player focused solely on the consumer tyre market, which includes tyres for cars, motorcycles, and bicycles. In March 2017, Pirelli spun off its industrial tyre business making the company 100 per cent focused on consumer tyres. Pirelli is now concentrating on high value tyre markets, delivering innovative tyres and developing specialties and super specialties for its comprehensive product portfolio.

Pirelli has a long link with motorsport and it sustains its technological excellence by bringing innovations developed within the motorsport arena into its consumer products. The company currently supports over 460 car and motorcycle sport events and has been the exclusive tyre supplier to the Formula One™ World Championship since 2011. Such a strong presence in motorsport enables Pirelli to transfer a series of avant-garde solutions to its day-to-day operations providing the final consumer with the maximum levels of performance and safety.



## The Solution

Following a well-established 10-year relationship with Riverside Waste Machinery, the team once again sought the expertise of the reliable firm.

Steven Robinson, Waste and Recycling Co-ordinator at Pirelli UK, said: "We always find the service and the machines provided by the team to be of excellent quality. The staff are consistently willing to go the extra mile to assist in any way they can, so we wouldn't look elsewhere."

Riverside provided the firm with two new RWM 600 balers, as requested. The business then went one-step further, as the waste machinery provider sought to design two bespoke products for Pirelli, to fit its needs.

Jonathan Oldfield, Riverside's Managing Director, added: "We designed an insert for the new baler, that would enable a Europallet to be centralised in the main chamber, and the materials then baled directly onto the pallet, for ease."

In addition to this, the team fabricated a skip container, designed to fit inside the RWM600 model. This enabled materials to be compressed directly into this, which could be swapped for different skips as material requirements altered.



## The Challenge

Due to the nature and volume of the material being baled – namely rubber – from the firm's Carlisle-based factory, it wasn't simply a basic model that was required. The tyre giant was also looking for a bespoke insert to fit into the baler, to allow its waste to be baled directly onto a pallet, enabling ease of transfer onto lorries.

The business also then looked to source an additional bespoke waste machinery solution, to facilitate the compression of different materials – including tyre cord, metallic belt and spiral. The requirement was that materials, which were to be taken for further processing, could be alternated in the machine as required.

**Case Study continues on to the next page →**

Want to discuss the business case for your waste handling scenario?

Contact us via **01423 325038** | [sales@wastemachinery.co.uk](mailto:sales@wastemachinery.co.uk) to discuss your requirements.



## The Results

Pirelli now has two new balers across its UK sites in Carlisle and Burton, and a range of skip containers at each, along with the Europallet inserts.

The safe and efficient solution provided by Riverside now enables the team to be more time-efficient – as well as boost its bottom line – in how it handles waste materials on a daily basis.

Steven continued: “There are many benefits of our new equipment, but the main one is that we are able to be so more productive.

“The baled blocks are easy to handle and store, there is less contamination and, importantly, our footprint has improved too.”

Pirelli has also invested in Riverside’s service and maintenance package, which includes a 12-month service as standard on all equipment.