

IMPRINT

35 years of success built on customer-first principles



Day after day for the past 35 years, Bridgestone Earthmover Tyres employees have worked tirelessly to build on our tradition of adding value. This tradition has been pivotal to our success, separating us from the competition and uniquely positioning us as technology-based experts beyond price and performance.

When BSEM Australia was founded in 1981, we became the first company of our kind to sell directly to the customer.

This deliberate, disruptive strategy gave us the unprecedented capability to understand our customers' businesses accurately and create a Solutions Driven offering built wholly around their needs.

Building a system to add customer value

Today, thanks to the unwavering commitment of our people, BSEM sets the benchmark for the industry's best application-specific tyres backed by leading on-site service, repair support and RTO accredited training. It is the most comprehensive and holistic service in the market, destined to evolve and grow as we continue to future proof every

element of the application of our tyres, aligned with our customers' requirements.

Founding mission, future success

As we move forward, we do so with the same commitment to quality and desire to always add value and put our customer first. Shojiro Ishibashi, our Founder, said, "I am convinced that a simple profit-seeking business will never thrive, but a business that contributes to its society and country will be forever profitable." We are excited about what the future brings and thank each and every staff member for their huge contribution to our customers, ensuring their continued safety and success.



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RED EARTH: The diary of a Pilbara site visit

A day in the life of Peter Byatt
BSEM Western Australia Account Manager

When Peter Byatt visited Newman, a remote mining town in the Pilbara region, he was greeted by red earth, rugged heat and 25 x 46/90R57 tyres to inspect. In his words, Peter shares what it's like to do a site visit to one of the region's largest mines.

03:15 | Bbzzzzzzz, bbbzzzzzzz – my Fitbit alarm wakes me. Today is site visit day. My wife is asleep, so I quietly get ready and pat my dog Frank goodbye.

04:00 | I arrive at the airport, check in, and head to the Qantas lounge for a highly necessary two coffees and breakfast. We're in the air by 05:30. My wife still sleeps.

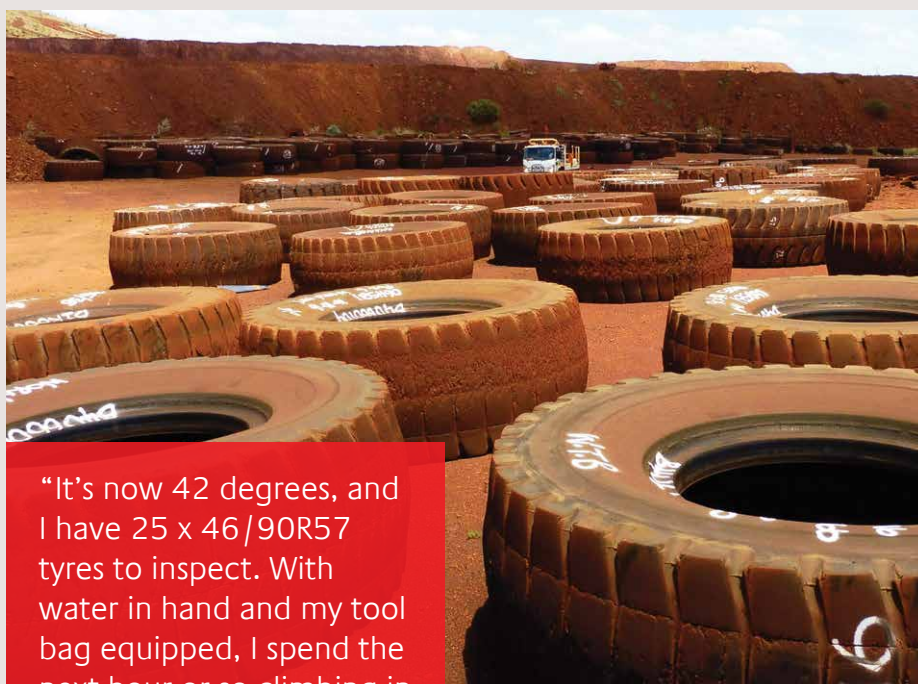
07:15 | We land in Newman to what I can only describe as the world's largest sauna. It's so early, yet the temperature already hovers above 30 degrees. I collect my bags and hire car and head to the site via town to pick up some lunch.

09:30 | I arrive at the site security gate and phone my site contact. If all is well, he'll pick me up in 20 minutes. However, fate has it today that a truck breaks down. So, I sit in Prado aircon comfort and wait, responding to emails received so far this morning.

10:30 | My site contact arrives, and we head to the site.

10:45 | I go around and say hi to most of the fitters and the supervisor at the tyre bay. General chit chat is had, and coffees are made. Once we've caught up and covered any concerns or queries, I head to inspect the scrap. It's now 42 degrees, and I have 25 x 46/90R57 tyres to inspect. With water in hand and my tool bag equipped, I spend the next hour or so climbing in and out of tyres, as well as looking for shady areas to get out of the sun.

I'm looking at the damage to gain a better understanding of the conditions the tyres are subjected to, as well as looking for any tyres that are repairable, or show signs of irregular or abnormal failure. Today, I find four repairs and several tyres showing some very strange wear patterns. I've taken notes and photos for further investigation once I'm back in the office. I advise the site of the repairs.



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14:00 | After lunch, it's time for a pit tour. Site conditions appear to be very good today and a vast improvement by normal standards. I'm super happy the site is looking after conditions. I now have some evidence of how a site can be, and I can use the photos as a benchmark in my report. We take the opportunity to have a look at a few parked up vehicles during the site inspection.

16:00 | Now for my meeting with the Maintenance Super and Production Manager to review my day's findings and the last site visit report. The Production Manager notes the improved focus on conditions and is happy that we've seen the change. Unfortunately, he has to duck out to another meeting, so I discuss the tyre repairs with the Maintenance Super, and how repairing tyres has improved the site's cost per hour. He's probably not the person I need to speak to about this, so I make a note to follow-up with the Production Manager during the next visit.

16:20 | I've done all I needed to do on site, so the team takes me back to my car, and I set off for camp. It's 45 mins away, and I'm feeling pretty tired thanks to my pre-dawn start and a solid 14½ hours in the tropical heat. It takes the sugar from my leftover lunch apple to raise my energy for the drive.

17:40 | I arrive at camp, check in, grab a shower and head to the dry mess for dinner. After a good feed, I drop by the wet mess to grab a beer and chat with the crew. Although it's only early, I'm shattered.

19:00 | I'm now in my donga – a very small room with a TV, bed, table, cupboard and adjoining bathroom. I grab my book because if I turn on the telly, I won't sleep until late. Today is not the day to make that rookie mistake! I start to read and am asleep by 20:00... Just as well as I'm up early to do it all again tomorrow.

About our guest author

Peter Byatt manages major BSEM accounts within WA's mining sector. He oversees annual tyre allocation and forecasts, as well as B2B contract negotiations and site visitations, assisting in achieving maximum tyre utilisation. Over the past 7 years with Bridgestone, Peter has been an integral part of Perth's success, being involved in the signing of supply agreements with Watpac and Barmenco, and the renewal of major contracts, such as Fortescue Metals Group (FMG). Peter also lends a hand to the Engineering side of the business, conducting Heat studies, Weight studies, and assisting in new product trials, including Bridgestone's new 50/80R57 tyre.

The times are changing



Derek Steer retires after 36 years as BSEM's WA Branch Manager

The year Derek Steer joined Bridgestone at the age of 27, Malcolm Fraser was Prime Minister, SBS commenced transmission and Queensland won the inaugural State of Origin.

Almost 37 years later, Derek has retired after experiencing great changes both in BSEM and in the way regulations have tightened a grip on how businesses operate.

"Back in 1980, we were known as Bridgestone Tyres," recalls Derek. "We used to fit passenger, truck, and earthmover tyres and our largest tyre was 45/65X45 DL at that time. After BSEM was formed, we moved to our new premises and had a brand new grab truck – the only one in WA. It was a very small branch with eight employees, and we did a lot back then that we can't do now."

A personal note from a valued customer

"I first met Derek Steer at 8.30 pm one Friday night in October 1986 when he provided a BSEM fitting service for my stranded scraper. His passion for the job, his product and application knowledge impressed me from the onset. Over the years, as the Catalano business grew, Derek continued to provide high levels of products and service. Even through the difficult time of the tyre shortage, Derek ensured a continued supply of tyres with no 'rip off' (as was the case throughout the industry at that time).

Derek is a very loyal, no-bull kind of guy and his word is his bond. Not only has Derek been a very loyal supplier, he has become a close friend. I wish him a wonderful retirement."

Steve Catalano | B&J Catalano

We would work exceedingly long hours and travel many kilometres to get to a mine site to change a tyre. Working hours were unlimited – we had a job to do, and we worked until it was finished safely (can't do that now). Then, we'd find our wages left in our draw, it was cash in those days (definitely can't do that now)!

Over the years, BSEM has grown dramatically in every State, and this is due to the passion all employees have, past and present. BSEM is a very family-oriented company, and it's a two-way street. If you work for BSEM, they are part of your family, too."

Introducing the VSMS2

Built for the harshest environments in the world

Underground mining in Australia is one of the harshest environments in the world to operate earthmoving equipment. Modern underground load, haul, dump (LHD) machines operate with high payloads, at high speeds over severe rocky surfaces where the risk of cut damage is extreme. The most common tyre failure reason is sidewall and shoulder cuts.

Cutting-edge design

We recently introduced a new slick pattern, the VSMS2, specifically designed to reduce the risk of sidewall and shoulder cutting while still maintaining outstanding resistance to fatigue, tread cutting and wear.



Our tyre designers have changed the structural design of the tyre to provide a wider buttress and a flatter sidewall shape with changes to the sidewall rubber compounds to control sidewall cut growth. Small cuts in the sidewall no longer grow into big problems and possible downtime in the future.

Proven results

Extensive testing in the field has shown a decrease in sidewall cuts, sidewall cut growth and an increase in total average tyre life of 16%. The technology found in the VSMS2 is the reason why we remain the industry leader in underground tyres.

WANT MORE INFO? ASK OUR SALES TEAM FOR SPECS!



A message from our BSEM CEO

Congratulations on the new Imprint! I'm delighted to see the renewal of this valuable BSEM communication tool as it helps us to understand each other better.

Whether visual or written, communication plays a vital role in connecting the people around us. Effective communication requires good listening as well as talking, and it's important we work hard to understand people and solve their problems in a meaningful way.

Recently, I had to choose a present for my mother who lives in a care facility in Japan. Because she's losing her short-term memory, she doesn't remember I live in Australia. I gave her a plush laughing Kookaburra, which she loved. She wrote my name and that I live in Australia on the tag and, since then, she's better able to recall where I live. It was a simple gift that brought joy and helped solve a unique problem.

The focus of my 2017 BSEM CEO Policy is to Create Customer Value. It's not a special or difficult thing to do. It's about understanding your important people, their business, and their unique situations. We all know how to do it.

As we move forward, let's pledge to understand our customers one step further. Let's read between the lines, think about what they need and what we can do for them, stretching our imagination a little bit more than we ever have before.

Steve Niho,
CEO, Bridgestone Earthmover Tyres

IMPRINT RELAUNCHES

We're excited to bring you the new-look IMPRINT, your BSEM news magazine, dedicated to keeping you up to date with company happenings and important milestones. We think everyone has news, views and a story inside them, so please do send your material to our Editor: ideas@bsem.com.au

Local sponsorship

BSEM strikes up a partnership

We're delighted to sponsor the Singleton Strikers Football Club

Our Hunter Valley branch worked closely with Singleton Strikers Football Club to sign a two-year sponsorship deal (2016/ 2017) as part of its local community engagement program.

When the season commences, all 500 Singleton Strikers FC players – from Under 6 to First Grade – will run out onto the pitch wearing new Nike shorts printed with our Bridgestone Earthmover Tyres logo.

This mutually beneficial partnership allows us to support the community and receive great exposure in the local and broader area. The club is one of the four final teams in Northern NSW to be in the FFA Cup, a massive achievement for a local club that has many of our major customers and their families as players.

BSEM is one of Singleton Strikers FC's major sponsors, together with other local companies, including Coal & Allied, Newcastle Security, Anglo American and Pirtek.



Heading to Singleton on a match day?

Check out singletonstrikers.com.au for match fixtures and give them some support.

Moving heaven and earth to help remote communities

BSEM continues to support the incredible RFDS

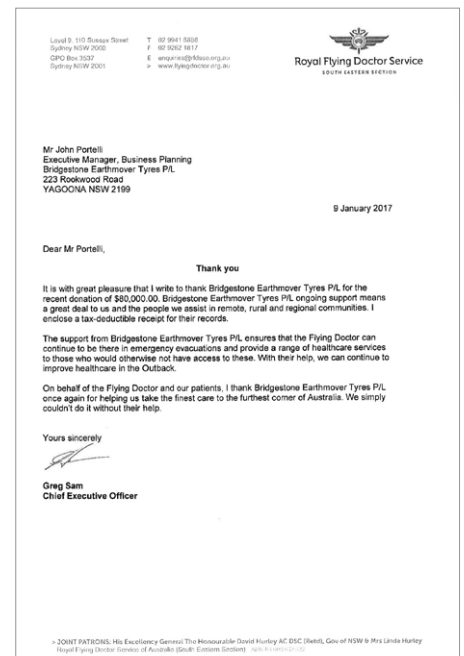
Many of our customers' sites, families and communities are located in remote regions of Australia. So, it's both befitting and an absolute privilege to be able to assist such a wonderful and worthwhile cause as the Royal Flying Doctor Service (RFDS).

Last year, BSEM donated an enormous \$80,000 to the RFDS, assisting their mission to save and improve the lives of people living, working and travelling in Outback Australia.

Unlike the medical services we experience in our cities, the RFDS has a waiting room of 7.13 million square kilometres. Across this vast sunburnt space, it provides 24-hour aeromedical

emergency services that can reach anywhere, no matter how remote, within hours. Combined with telehealth consultations, fly-in fly-out GP and Nurse clinics, mobile dental services, patient transfers, and a myriad of other health services, the RFDS constantly works to ensure those living in rural and remote areas can enjoy the same health outcomes as those living in city areas.

Thank you to everyone for your kind donations. We aim to continue our support of the RFDS with initiatives throughout 2017. To find out more about the work of this fantastic charity, visit flyingdoctor.org.au



SOLUTIONS
DRIVEN

Fast Find: BSEM Branches

Sydney 223 Rookwood Road, Yagoona NSW 2199 » Tel (02) 9722 6111 » Fax (02) 9722 6199
Hunter Valley 26 Maskey Road, Mt Thorley NSW 2330 » Tel (02) 6574 2800 » Fax (02) 6574 2899
Adelaide 21 Kaurna Ave, Edinburgh Parks SA 5111 » Tel (08) 8283 9400 » Fax (08) 8250 1921
Melbourne 109 William Angliss Dr, Laverton Nth VIC 3026 » Tel (03) 8369 9400 » Fax (03) 9360 9577
Morwell 117 Airlie Bank Road, Morwell VIC 3840 » Tel (03) 5134 1936 » Fax (03) 5133 8023
Somerset 6 - 7 Reece Court, Somerset TAS 7322 » Tel (03) 6435 6400 » Fax (03) 6118 2614
Brisbane 325 Orchard Road, Richlands QLD 4077 » Tel (07) 3456 4800 » Fax (07) 3456 4899

Mt Isa 20 Ryan Road, Mt Isa QLD 4825 » Tel (07) 4743 7200 » Fax (07) 4743 6422
Mackay 127-131 Connors Road, Paget QLD 4740 » Tel (07) 4963 9200 » Fax (07) 4963 9222
Townsville 50 Brookhouse Street, Stuart QLD 4811 » Tel (07) 4778 4888 » Fax (07) 4778 1933
Darwin 21 Anictomatis Road, Berrimah NT 0828 » Tel (08) 8947 0591 » Fax (08) 8947 1483
Perth 461 Dundas Road, Forrestfield WA 6058 » Tel (08) 9352 0300 » Fax (08) 9352 8133
Kalgoorlie 50 Great Eastern Hwy, Kalgoorlie WA 6430 » Tel (08) 9021 6629 » Fax (08) 9021 6489
Bunbury 2 Palmer Crescent, Davenport WA 6230 » Tel (08) 9725 4800 » Fax (08) 9725 4729

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