

ESMA BAN ON USED TYRES

Engineer **Mohammad Saleh Badri**, Acting Director General of Emirates Authority for Standardisation and Metrology's (ESMA), wants to get rid of unsafe tyres from the United Arab Emirates.

Under a new notification, which will take into effect from September, he has banned the use of old tyres and announced a new tyre quality management scheme that will give a complete makeover to the way tyres are managed and maintained.

His order has imposed a blanket ban on the import of retreaded and used tyres, but these can be exported. A lifespan of

five years for a tyre is among other steps that he is taking to make roads safer.

Badri hopes accidents involving tyre bursts during the summer months will be fewer if the tyres that are manufactured to withstand temperatures in excess of 50 degrees Celsius.

"Quality of tyres is currently one of the top priorities for us as so many lives depend on a good and well maintained tyre," said Badri.

"A tyre once used for a car cannot be used for another car, no matter how good its condition is. Even if it's used for only one day or one month, it is not allowed to be resold," said Badri. ▲



Mohammad Saleh Badri



Prasanth Warriar

BAINITE SETS HIGHER GOALS

Bainite Machines Private Limited, leading manufacturer of customised machinery for the rubber and tyre industry, has set its market expansion targets even higher by strengthening its top operational position. **Prasanth Warriar**, who has taken charge as Senior Vice President, will now direct the operations from his recently elevated post. "Prasanth has quickly grown the order size and further cemented Bainite as a preferred brand in the industry. His leadership will now steer the company in our pursuit of global ambitions," DN Suvarna, Managing Director, commented on the new posting.

Warriar, an alumnus of NIT-Calicut and IIMC, was General Manager, Marketing,

prior to this elevation. Bainite is probably the only company offering mixers, TSS, mills, batch-off, calenders and extruders - all under one roof and also implementing mixing lines on a turnkey basis.

"This gives us a unique niche" said Warriar outlining his vision to make Bainite Machines the premier machinery company. He adds that Bainite's new mission is "To simplify our customers business through supply of well-researched, high quality, aesthetic, durable, and reliable equipment that will be built with latest technology by passionate employees. We will always choose the right partners to work with and consistently delight our customers' with prompt service as a globally preferred brand in the industry." ▲

LUCIA SALMASO TO LEAD BKT EUROPE

Lucia **Salmaso** has been appointed as Managing Director at BKT Europe. Salmaso, previously Marketing Director, will continue marketing activities in the region where the tyre maker has made a big impact. She is a respected and outstanding figure in the tyre sector with over 30 years of experience and has held multiple leadership roles.

Salmaso has been directing BKT's strategic marketing and communication activities, and she has opened the European Subsidiary headquartered at Seregno at the gateway to Milan. Under her direction, BKT's perceived value has grown exponentially. Several milestones, starting from the efficient initiatives

relating to the launch of the new logo over significant advertising campaigns up to the brave but conscious choice of implementing independent quality testing for BKT tyres, have been covered under her leadership.

One of the few women in the top management of a multinational tyre company, Salmaso has played a major role in BKT's global growth.

"I feel honoured to be able to hold this even more strategic role," she said. "The manifold activities that we are going to carry out over the next months are aimed at several corporate development objectives for the purpose of major penetration of several market segments." ▲



Lucia Salmaso