



Reifen Hinghaus: Investment Plan on New Factory Pays Dividends



Mark Hinghaus-Kaul says that investment in quality is paying off for the Osnabrück firm

German passenger tyre retreader Reifen Hinghaus can be forgiven for wanting to shout about the progress they've made over the last three years, for the company, based in the village of Dissen, not far from Osnabrück, have come a long way. At the end of 2009 the Reifen Hinghaus plant in the

Says Mark Hinghaus-Kaul; "The new site is 33,000 sq m in size, of which the covered space occupied by the factory is 8,000 sq m. The move has allowed us to create much more space and makes for substantially more ergonomic environment". Reifen Hinghaus offers a complete range of passenger



The Hinghaus press line

Rechenbergstrasse was destroyed by fire and although it took six months for the family-owned company to become operational again, the move to larger premises previously occupied by a logistics company, was the catalyst for a restructuring of the company's manufacturing operations.

retreads with winter tyres making up 80% of turnover. Indeed the company manufactures winter tyres throughout the year and stores them in containers in the yard. In total the company holds around 180,000 tyres in stock at any one time with tyres being manufactured by the company's 55 strong workforce in three

shifts. In addition to bread-and-butter sizes, though, Hinghaus-Kaul makes it clear that the company is becoming increasingly active in the more profitable niche sectors such as the market for SUV tyres, which Hinghaus-Kaul says is growing rapidly. The company also produces rally tyres for Maxsport, with whom the company has worked for the past three years. The last three years have seen

Hinghaus-Kaul. "However, the tests we have to undergo are more rigorous than the normal ECE 108 tests, proving that our tyres are up to the job. Speed tests on our car tyres are carried out for 10 minutes longer and at speeds 20 kmh higher than typical load/speed tests. Each of our tyres is also balanced to 30g", he adds. Overall, Mark Hinghaus-Kaul is very satisfied with the company's progress since 2009. "Normally, the plan would be to



The latest technology is continued with the installation of TRM's Black Swan tyre builder

significant investment by Reifen Hinghaus. The company has 52 Cima moulds, of which 35 are new. There are also three TRM Eagle buffers and a Black Swan builder. A further recent investment has been in a packing tunnel, which can pack six tyre packages a minute, highly useful for the company's fast growing internet business. In addition to this, Reifen Hinghaus have been allowed to use the TÜV Nord logo on their tyres since 2011. "The use of the TÜV logo is a major benefit for us in terms of perceived product quality", says

try and expand", he says, "but the key issue remains casings. The market in 2011 was a very good year for us but in 2012 the overall market was 30% down. Despite this, we managed to maintain good sales levels. Expansion depends on the market and on casing availability. However, we are looking to open a second storage unit on the site of our old factory".

The TÜV Nord labeling adds to the Hinghaus brand by assuring customers of the highest quality product

