ContiLifeCycle with retreading: Collard Group increases fleet efficiency and safety

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Collaboration between the Collard Group and Continental focuses on reliability, safety, and lifecycle management

- Holistic ContiLifeCycle approach helps cut fleet flat-tire incidents by 50 percent over two years

- Premium hot-retreaded tires: performance comparable to new tires; extended casing use reduces the need for newly manufactured components

Hanover, Germany, March 10, 2026. Continental has supported the Collard Group in southern England with its ContiLifeCycle concept to increase efficiency and operational safety of its vehicle fleet. The family-owned company is a recognized partner for construction projects and a leader in recycling and waste management. It collects construction waste and processes material for reuse. Close cooperation with Continental has delivered measurable results for the Collard Group within two years, reports Lee Troddyn, Transport Manager at the Collard Group. By introducing hot-retreaded premium tires as part of the ContiLifeCycle concept, the company recorded a 50% reduction in flat-tire incidents across the fleet.

> The trust we have in the products and services reflects the tangible benefits we've seen," says Troddyn. Paul Adams, Account Manager at Continental, adds: "We are proud to support an operator that values reliability, safety, and long-term performance. Industrial retreading enables fleets to continue using serviceable casings with performance comparable to new tires, while reducing the need for newly produced components and the energy associated with manufacturing entirely new tires.

ContiLifeCycle: Greater operational reliability

Founded in 1994, the Collard Group today employs around 450 people. Its fleet includes over 150 specialist vehicles – among them sweepers, low loaders, flatbeds, dump trucks, commercial waste trucks, ready-mix concrete trucks, grabs and tippers, plus container and roll-on/roll-off trucks. Many vehicles operate daily in demanding conditions on unpaved terrain with gravel, sharp stones, and broken glass.

> It's fair to say the Bandvulc BIG D tire has been pivotal for our operation," says Troddyn. "The tread design and stone-ejection capabilities suit quarries, construction sites, and recycling facilities. Combined with the durability of the product, this has contributed to reduced downtime caused by tire issues.

As part of ContiLifeCycle, industrial hot retreading reuses suitable casings for additional life cycles. This extends product use and helps reduce waste associated with single-use casings.

> In our fleet, retreaded tires have contributed to the 50 percent reduction in flat tires over the past two years," Troddyn notes. Adams adds: "Hot-retreaded premium tires offer performance comparable to new tires and allow fleets to keep serviceable casings in operation. Retreading also reduces the materials and energy required compared with producing completely new tires.

A partnership that adds value

The Collard Group's team cites the strength of the collaboration.

> The technical knowledge and support we receive from Continental are excellent," says Troddyn. "While most issues are easily resolved via the online portal, the team is always available with advice – whether on tire selection, wear patterns, or maximizing service life. That kind of partnership is invaluable in our line of work.

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