New CasingManager App Makes Casing Management Process Easier

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Continental expands its ContiLifeCycle offering and strengthens retreading activities

- New app enables rapid registering of casings and digital processing

- Casing management process is made significantly easier

Hanover, Germany, July 18, 2024. Continental has made improvements to its casing management service offering. The new CasingManager app (CMA) helps retailers to register casings quickly and facilitates digital management of the collection process. This makes manual recording methods and incorrect entries a thing of the past. Collection of the casings by the relevant service provider is initiated automatically.

> With the new app for the European market, which we are launching in Germany as a pilot project, we are strengthening our ContiLifeCycle offering and retreading activities in the commercial vehicle segment,

says Rafael Martinez, Head of Fleet Solutions Deutschland. ContiLifeCycle is Continental's holistic system focusing on reusing tires and extending tire life. It is part of the Fleet Solutions business area, which offers a comprehensive range of tire management services for fleets.

Rapid capture and automatic entry of tire data

After scanning the casing's barcode, the retailer has previously had to note down the tire information with a pen. But now the new CasingManager app is here to help. It allows the retailer to simply scan the serial number on the tire, and data such as its barcode number, size and DOT number is transferred over instantly. As soon

as the barcode of the first tire has been scanned, the app applies the next barcode in the sequence for the next casing to be collected. Once confirmation has been received from the service provider, the app automatically generates a collection order. For the second tire onwards, only the serial number needs to be scanned.

Digital process management

The new app gathers together all the day’s orders and sends them as a single combined order to the collection service provider. Once the service provider has confirmed the collection, the retailer will receive an email alert to let them know. In addition, the casing is added to the retailer’s ContiCasingAccount, which allows them to "pay in" used casings from their truck customers and receive a credit in return.

The benefits and added value of the Conti Casing Manager app

The new app from Continental increases the prominence of retreading in the commercial vehicle segment by providing a range of benefits that facilitate the casing management process. All the data on the tire is registered automatically and digitally from a photo taken of the serial number. Replacing the manual input system saves time and avoids data recording errors. Thanks to the fully digitalized collection process, it will be possible to collect the tires directly from the end user in future. The CasingManager app therefore also represents another new service offering for end users, and this promises to increase acceptance of retreading. Added to which, avoiding unnecessary transport journeys improves the sustainability factor.

> With the CasingManager app, we are adding another service to our ContiLifeCycle system,

says Jan-Ole van Lengen, Head of ContiLifeCycle.

> We are making the casing management process easier and strengthening the principle of retreading in the process.

Circular economy creates a pathway to sustainability

Continental’s ContiLifeCycle concept, which spans fuel-saving and retreadable new tires as well as comprehensive casing management, helps to establish a sustainable circular economy. The recovery and reuse of used tires allows huge material savings to be made. This

lowers costs per mile and minimizes operating costs. In this way, Continental is contributing to a green and sustainable economy. More and more companies are putting in place their own sustainability targets and implementing methods of sustainable procurement. Resource-efficient tire purchasing is therefore something that can give transport companies an edge over their competitors. And the new CasingManager app plays a significant role in achieving this.

Business Area Replacement EMEA

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