



Saku, Joonas ja Lari YR3

Rengasmesta 9.12.2019

Kurikan Rengasmesta is a tyre company located in the city of Kurikka at Southern Ostrobothnia. After a warm welcome with coffee and cookies the CEO of the company Arto Haavisto gave an insightful tour of the company grounds and the services it provides. Our visit to the company was educational and we got a warm welcome from everybody.

Fundamentals about Rengasmesta

Rengasmesta is a tyre company based at Kurikka. During 2019 the company's turnover was 3,4 million euros. The provided services include tyre changes, repairs, refurbishings and everything else ones tyres could require. Their services also cover all motorized vehicles. Rengasmesta employs 20 people at five different locations. Ten of the employees work at the main office in Kurikka. Rengasmesta is the oldest tyre company in this region.

The strengths of the company lie in well educated staff and good terms. Rengasmesta is a partner in a global tyre chain Point-S. Partnering Point S. guarantees low buy in prices, which results in affordable prices for the clients. Good pricing is accompanied in term with superb craftsmanship. Employees at Rengasmesta are skilled professionals. Rengasmesta is also the only tyre company in Finland that does refurbishing of forklift tyres which results in orders nationwide.

Sustainable development at Rengasmesta

Sustainability is visible in many aspects of the company. The tyre refurbishing is one of the cornerstones of the company. By refurbishing the tyre's lifespan is prolonged, eliminating the need to pay for new tyres. A lorry tyre of sufficient quality can be refurbished as much as three times. The new surface coating saves on natural resources and the customers wallet. Tyre refurbishing is something to be proud of in Finland as it is not a common practice in areas like central Europe.

The company also makes sure that all waste is assorted and recycled properly. The metal waste goes to a recycling center and all the rubber waste is shipped to Lohja, where it's been used to make rubber matting and platforms, for example playgrounds.

During the long history of the company, recycling and sustainability have changed a lot. The changes are mostly due to new laws and other obligations. Investing and factoring in sustainability is important especially for moral

reasons. The company can also benefit from sustainability in a monetary way because recycled aluminium is worth more than regular cheaper metal waste. Realisation of sustainability is regulated by the expenses of waste disposal. Sustainable ideology is especially central in the coating of tyres, which has become a significant part of the business.

Benefits of sustainable development

From the customer's point of view recycling tyres is a good solution for it saves money, and the company can save money with recycling. Sustainable choices can be harder to make in other areas of company life. The big hall needs a lot of electricity, so it's difficult to save money on that. The tyres are refurbished using a big electric oven, which also uses a lot of electricity. Usually, customers are pro-sustainability and they understand the value of sustainability and take part in recycling.

Future

Future in the tyre industry has some challenges ahead of it including the previously mentioned electricity question. Tyres get bigger so the machines have to get bigger and stronger also. Competition in the business is also tough, since world wide organisations can offer tyre services cheaper. All in all, the company has a good recipe for success: the long history and good reputation of the company, the purchasing union, tyre refurbishing and excellent craftsmanship.

Sources:

<https://rengasmesta.fi/rengaspalvelut/pinnoitukset/>

<https://www.finder.fi/Renkaat+rengasliike/Rengasmesta+Oy+Kurikka/Kurikka/yhteystiedot/1182084>





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