

Labelling Information Over The Phone

As members are probably aware, the National Measurement Office (NMO) has been appointed as the market surveillance authority for the EU tyre label regulations. Members wondering exactly what is the role of the NMO in tyre labelling may be interested in the quote that we received when we asked for clarification.

The NMO said: "In early 2013 the National Measurement Office (NMO) were appointed by the Department for Transport (DfT) as the market surveillance authority responsible for enforcing the EU Tyre Labelling Regulation ((EC) No 1222/2009) within the UK.

"The NMO's approach to market surveillance over the past twelve months (one of industry engagement, guidance and awareness raising activities) has been met positively by industry, provided valuable market data and enabled ongoing industry and business support. As well as working with industry to ensure UK compliance, the NMO continues to work with the DfT, as the policy lead, in order to increase compliance and fulfil the objectives of the Regulation."

A number of members have received a letter from the NMO on the subject of compliance, particularly when dealing with telephone enquiries. The NMO says that it has conducted a variety of approaches in gauging awareness and compliance and has found "low levels of compliance when providing EU Tyre Label information to consumers' telephone enquiries. The letter goes on to say that "When consumers contact your business over the phone with enquiries regarding tyres, they

should be provided with information on the ratings for any tyres offered for sale."

Some members have raised concerns with the NTDA, pointing out that this is impractical and time-consuming and asking for guidance. The NTDA has responded with a letter to members, setting out the position as the Association understands it. The level of engagement in the early stages of a tyre sale has been the subject of numerous discussions between the tyre industry and the Department for Transport; discussions in which the Association has played an active part.

The NTDA's understanding is that telephone customers should be made aware of the existence of the labelling legislation and directed to the manufacturers' or wholesalers' websites, where more detailed information can be found. Should the customer subsequently come to the depot in person, the retailer should spend more time explaining the performance of the tyres being offered and show the customer the relevant label(s) to assist him in making the best choice to suit his requirements.

The NMO is currently engaged in a 'mystery shopping' exercise aimed at retailers and suppliers so it is important that all staff are made aware that the customer should be told about the labelling legislation at the earliest opportunity.

This subject is one of a number of points which will be brought up by the NTDA in future scheduled meetings with the NMO.



New Director Starts Work

The new director **Stefan Hay** took up his post earlier this month and is bringing himself up to speed with the work of the Association. His message to members is "I am keen to reflect the wishes and needs of the membership and intend to draw up a three year plan for Council to consider next month".

His contact details are email: stefanhay@ntda.co.uk and mobile: **07455 009166**.



NTDA Sponsors Brityrex 2014...

NTDA is pleased to once again be the principal sponsor of Brityrex in Manchester which will once again be the major event in the UK tyre industry calendar and a prime focus of activity for the NTDA.

Following on from past exhibitions the NTDA will be giving full support to the show and organising a series of events to run concurrently with the exhibition, featuring:

- **Seminars and demonstrations:** in 2012 Brityrex introduced a highly successful series of seminars and demonstrations covering, among other subjects, new tyre labelling and TPMS legislation. This popular concept will be repeated this year making Brityrex an event where business owners can keep abreast of the most topical industry issues
- **NTDA Dinner and TAFF Awards:** once again the NTDA is the main sponsor of the exhibition and will use the occasion to host its hugely successful Annual Dinner and TAFF Awards in the Hilton Hotel, Deansgate on the evening of **Wednesday 8 October 2014**. Details are available from NTDA Head Office on **08449 670707** or by email at: **info@ntda.co.uk**

And the show's organisers are predicting a big impact for the event as trade confidence builds on the back of the improving UK economy.

"We are very confident that this year's show will benefit substantially from the improved performance and growth predictions for the UK economy," says Paul Farrant, of Singex-ECI International. "The market was inevitably subdued during the recession but this year presents us with a much more positive outlook which is translating into a great deal of high quality interest in the show."

New NTDA Director Stefan Hay confirmed that NTDA will be working alongside ECI, he said "We will continue to encourage the widest support of the show both from an exhibitors level and by encouraging members, and the trade at large, to attend."

Following a successful debut in 2012, Brityrex is returning to EventCity, one of the largest exhibition venues outside London with versatile space, extensive free parking and complimentary Wi-Fi service.

Close to the Trafford Centre and with immediate access to the main motorway networks, it is superbly appointed just minutes from both Manchester city centre and Manchester Airport.

Further show details and booking information is available from Rowena Suthers at Singex-ECI International on +44 (0) 7801 291881 or by email: eci.intl@btconnect.com

Special Cheque Presentation

BEN Director David Main received a special cheque from retiring NTDA Director Richard Edy on the Director's recent visit to Lynwood to inspect the £30 million development of the new care home and village complex at BEN's Ascot headquarters. The cheque is the balance of monies raised by the South & West Wales Region of the NTDA over the past few years. Commented Richard "Over my 27 years with the NTDA I have been happy to support the various fundraising events organised by the NTDA including regional Ladies Nights and of course the Annual Dinner. Over that period I estimate that we have raised in the region of £1¼ million pounds for this worthy cause and the new development at Lynwood will be a fantastic facility for the benefit of the Motor Trade."

