

NTDA announces further speakers for Tyre Industry Conference 2015

The NTDA is continuing to build an impressive line-up of speakers for the Tyre Industry Conference 2015, which is sponsored by tyre manufacturer **ZENISES**.

The first, who will be the closing speaker at the conference on October the 1st at the ICC Birmingham, is **Wayne Hemingway MBE**.



Wayne is a designer, entrepreneur and broadcaster. He founded the famous Red or Dead label and shop, has been a forceful voice in sustainable and social responsible design and design education, and has designed everything from houses to sofas to garden sheds.

NTDA Director Stefan Hay said: *"I have had the pleasure of working with Wayne at conferences I have organised in the past, he is funny, entertaining and his 'rags to riches' story is truly inspirational. He covers a wide range of topics in his speeches such as Social Responsibility, Branding & Reputation, Business Strategy, Creative Thinking and Retail". I believe he is an ideal speaker to conclude the Tyre Industry Conference and will certainly motivate delegates in advance of the Annual Dinner and Tyre Industry Awards later that day!"*

With his wife Gerardine, Wayne founded Red or Dead from a Camden market stall which became a global leader in innovative, understated fashion with a very British feel which won the Fashion Council's Street Style Designer of the Year award three years running. The couple sold Red or Dead and established HemingwayDesign with a remit to make design popular, affordable and responsible.

One of HemingwayDesign's first big projects was the Staiths South Bank housing development, an acclaimed, award-winning regeneration project which put residents and sustainability at its heart. They have since planned housing projects in Kings Lynn, Aylesbury and Maidenhead.

As well as housing, Wayne and his team have designed furniture for G Plan and John Lewis, wallpaper for Graham & Brown, uniforms for McDonald's and London Underground, and a host of other projects for clients including Sky TV, Sainsbury's, Coca Cola, Sony, B&Q and Nissan.

Joining Wayne on stage will also be **Daniel Bennett** the CEO of YELLOW Brand Protection.

Daniel has held chief executive and senior management positions in software and online services firms across Europe, North America and Asia. He was an early pioneer of the online brand protection industry having established, and grown, key companies such as Cogent IPC and Melbourne IT.



Daniel has advised many of the world's leading global brands spanning Finance, FMCG, Automotive, Energy, Pharma, Technology and Media, and he remains a thought leader in the fight against counterfeiting and brand abuse online.

Under the title *'The growing threat of counterfeit product – Who's protecting your brand?'* He will be addressing the growth of counterfeit product, specifically in relation to the tyre industry, and looking at

the methods counterfeiting companies use to infiltrate legitimate routes to market.

Stefan Hay commented: *"We already have evidence of fake product and dubious labelling coming from unscrupulous source in China. This combined with a growth in online misrepresentation and misdirection and proper routes to market being bypassed, means that companies such as YELLOW have their work cut out to protect their client's brands. I am sure we will learn a lot from Daniel who is a recognised expert in this field"*.

Continuing on with the theme of product, is another speaker **Michael Sawyer**.



Michael is a Senior Enforcement Officer at the recently renamed National Measurement and Regulation Office, working as contract lead for the work for the Department for Transport enforcing the European Tyre Labelling Regulation. Michael has a background in academia, but has worked previously in the private sector in retail and in airfreight.

Transferring to the public sector in 2013, he was able to apply his experience with international legislation to his work at the NMRO where he has worked across the portfolio of enforcement activities, particularly Tyre Labelling and Ecodesign, where there are obvious parallels between the tyre label and the energy label that is already well known on white goods.

Michael's initial work in tyre enforcement was focussed on retailers, gaining an understanding of the pressures on tyre fitting businesses as well as establishing levels of compliance with the legislation, particularly the imparting of the labelling information to customers.

With one of the aims of the legislation to ensure that consumers are able to make informed decisions regarding tyres and therefore help to reduce the impact of tyres on the environment, this has proven to be an ongoing challenge.

NTDA welcomes more new members

The NTDA is delighted to announce that the following companies have joined the association during the first quarter of 2015:

FULL MEMBERS:

GT Tyres Ceredigion Ltd.
North Lincs Tyres Ltd.

SUPPLIER MEMBERS:

EPYX
Smithers Rapra

Alison Fitzgerald, NTDA Membership and Schemes Manager said: *"We are very busy with membership enquiries at the moment and are also running a number of direct mail campaigns to raise the profile of the association, and the benefits of membership, to the wider independent tyre fitting community. Naturally, we welcome the aforementioned new members and look forward to working with, and for, them in the future"*.

STOP PRESS!

86th NTDA Annual Dinner and Tyre Industry Awards already sold out!

The 86th NTDA Annual Dinner, sponsored by Continental, which will host the 2015 Tyre Industry Awards ceremony is now fully booked with 610 guests! As the dinner does not take place until Thursday 1st October, this represents an amazing response with 80 more guests attending than in 2014.

The Tyre Industry Conference is also rapidly filling up, so if you have not booked to attend the conference, but wish to attend, please book your place now by contacting Alison Fitzgerald via: alisonfitzgerald@ntda.co.uk

Places are limited so don't miss out!

