

Our History



The Oliver Rubber Company has a long history in the retreading industry. A history that has contributed significantly to the development of both precure and mold cure retreading and set the standard of excellence for the industry.

DEVELOPMENT IS OUR HISTORY



ABOUT THE COMPANY

The company has always believed in helping its customers deliver better products and thereby increasing their business and profitability.

There is one company in every industry that epitomizes the quality standards which all its colleagues aspire to.

The overriding goal of the Oliver Rubber Company, founded in 1912, has been to provide its customers with consistently superior quality tread rubber and value; and the high levels of success Oliver has achieved are testimony to the effectiveness of this strategy.

The Oliver Rubber Company is a leading producer of tread rubber products, services, manufacturing equipment and systems for the North American retreading industry.

Over 250 professionals and craftsman in the design, chemistry, mixing, extrusion and pressing of quality tread rubber products are employed by Oliver, making it one of the largest independent retread rubber manufactures in the world.

Ambitious new programs and product developments have positioned Oliver as the industry leaders and have made it possible for the company to achieve its objectives.

As we move into a new phase for our company, continued emphasis on product innovation and quality will prevail with the knowledge that providing value to the users of Oliver products is the ultimate key to success of our business.

SCOPE OF SERVICES

The Oliver Rubber Company's core business is the manufacture of quality precure and mold cure tread rubber for the retreading industry. Retreading systems developed by Oliver further support and enhance its high performance tread rubbers by insuring consistent processing in retread shops.

The Oliver Tuff-Cure System

Oliver's precure treads are manufactured in many tread designs for a multitude of applications and compounds. These are combined with a wide variety of inspection, buffing, building and curing equipment all produced by Salisbury Machine, our company owned equipment manufacturer. Accessories, methodology, training, technical support and sales assistance programs form the most comprehensive precure retreading system available.

Oliver markets tire buffing and curing equipment used in the mold cure retreading process as well as training, technical and sales assistance to mold cure customers.

Training conducted at customer's retreading shops make professional education possible for each Oliver precure customer on an ongoing and as-needed basis.

Tire repair programs allow Oliver customers to provide end-users with a total retreading and tire repair service.

The acceptance of Oliver's quality retreading products, services and systems among end-users in the transportation industry has increased significantly as a result of the company's national account and national warranty programs. Both of these programs coordinate the capabilities of Oliver's national network of retreading to the benefit of large volume end-users.

A state of the art research and development center enables the company to continue its search for new ways to improve upon rubber compounds, tread designs, retreading equipment and methodology already in use. As well as experimenting with and developing new technologies so essential to the industry's continued success.



Oliver's Pathex press

SCOPE OF SERVICES



Manufacturing, Ashboro, North Carolina



Machinery/Equipment Manufacturing, Salisbury, North Carolina

COMPANY HISTORY

Consistent quality and industry leadership have been the hallmarks of the Oliver Rubber Company since 1912, when Marion F. Oliver founded the company in Oakland, California.

Marion Oliver was guided by the philosophy that each problem in the manufacture of retread rubber could be turned into an opportunity to build in another safety feature for dependable performance.

One of the tire industry's earliest pioneers, Oliver was responsible for a number of significant advancements during his lifetime that contributed to the establishment of quality standards for the tire industry.

In 1916, Oliver was perhaps the first to retread tires with precure rubber, using a primitive steam-curing vessel. It was one of the first companies to work with the new organic accelerators and use carbon black as a reinforcing pigment in lieu of zinc oxide. The last development also changed the appearance of tire treads dramatically from white to black.

Oliver retread rubber and tire repair materials soon gained a reputation for consistent quality and superior-to-new tire performance in this budding industry. This tradition of consistent quality and innovative leadership lives on.

The Thirties saw the development of mold cure retreading's full circle molds and a growing number of independent tire dealers using Oliver's mold cure tread rubber, tire repair materials and bonding gums.

Oliver's technical engineers worked closely with government scientists and industry colleagues on two important developments: fast cure bonding gum and the new, synthetic rubber known as Styrene Butadiene Rubber.

When natural rubber usage was curtailed during World War II, Oliver's expertise in the new SBR allowed it to shift production from tread rubber to other molded and extruded products that were badly needed for the War effort.

By the late Forties, Oliver was the seventh largest consumer of synthetic rubber in the United States. The company began marketing a new systems approach to mold cure retreading in the Fifties that prescribed specific methodology, materials and equipment in order to assure that Oliver retreaded tires were of consistent quality through-out the nation.

Oliver acquired a New Jersey-based rubber manufacturer in 1955, and new truck tire technology moved forward with the advent of tubeless tires. The introduction of the radial truck tire in the 1960's reignited the growth of truck tire retreading and that of precure retreading.

By the early Seventies, Oliver's researchers had developed an alternative precure system. Several patents for Oliver's precure system were obtained, and in 1972, the company introduced Tuff-Cure® precure retreading.

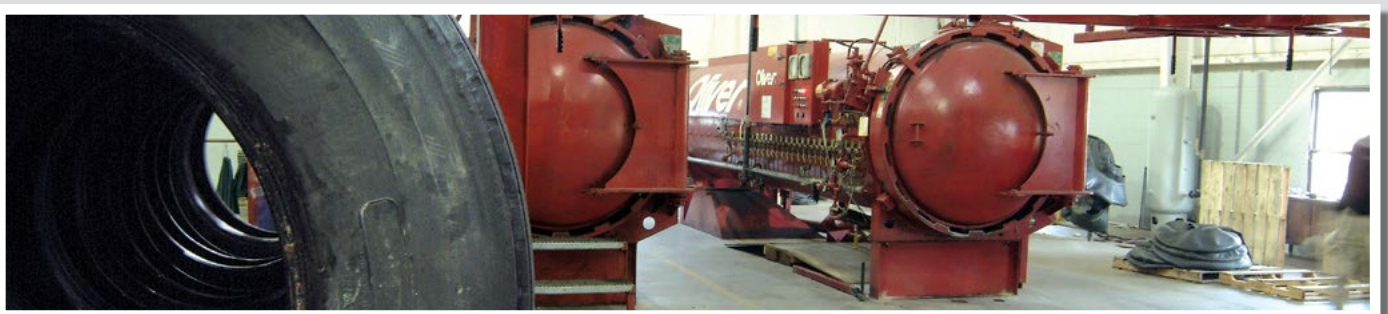
In 1977, the Oliver family sold the company to the Standard Products Company of Cleveland, Ohio.

Since then, Oliver acquired the Dixie-Cap Rubber Company of Athens, Georgia in 1974 and the Harrelson Rubber Company of Ashboro, North Carolina in 1982, which significantly increased its production capacity.

In 1999, the Standard Products Company was purchased by Cooper Tire & Rubber Company and the Oliver operations were moved to Findlay, Ohio. In 2001 Oliver acquired the retread division of Hercules Tire. In 2002 Oliver acquired the retread division of Teknor Apex.

In 2007, Michelin North America, Inc. acquired Oliver Rubber and incorporated it into their existing North American Business, but maintained its brand identity.

Oliver's technical staff continues to lead the industry in the development of new equipment, tread rubber compounds and tread designs that improve the quality and effectiveness of the precure and mold cure retreading systems in use today.



Oliver Curing Chamber

1910–1920:

New tire casings, made of square-woven fabric are generally of poor quality and injure easily. Marion F. Oliver founds the Oliver Rubber Manufacturing Company and specializes in the manufacture of retread rubber and tire repair materials. Third-circle molds cure retreaded tires and the industry starts to grow, as the automobile gains popularity. Oliver ships several of its own design third-circle molds to New Zealand.

1920–1930:

The rubber growing cartel forces the price of natural rubber to an all-time high of \$1.25 per pound and many tire manufacturers are forced out of business.

Improved compounds and tire cord fabric greatly increases the quality of low pressure balloon tires. The color of tire treads changes from white to black.

Oliver's Semi-Cured rubber solves the tread thinning problem of mold flow in third-circle molds and the company opens its first sales office in Los Angeles.

1930–1940:

Full circle molds become the industry standard, and the price of rubber plummets to thirty-two cents per pound during the Depression. Government rubber synthetic is developed and rationed among all rubber manufacturers, as is natural rubber.

Oliver is among the first to use an improved cold process Government rubber synthetic (GRS) with an oil extension compounding feature.

1940–1950:

Natural and synthetic rubber are both in short supply throughout the War years. Tires are virtually unretreadable during the War, due to poor quality casings.

Oliver opens an office in Washington D.C. and obtains government contracts to make inner tubes and other industrial products for the military.

Fire nearly destroys Oliver's original manufacturing plant in Oakland, but production is about to move to a newly constructed site and customers are willing to wait for Oliver quality rubber.

1950–1960:

Tubeless tires are introduced and the retreading industry is introduced to a new process called precure.

Oliver expands into the East with the purchase of a New Jersey rubber manufacturer and the company starts researching precure retreading.

1960–1970:

Radial tires are introduced in the U. S. and improvements in tire construction and rubber compounding increase overall tire quality, performance and retreadability.

Oliver's technical department obtains patents for its advanced precure technology and continues extensive testing.

1970–1980:

Precure retreading becomes the dominant mode of retreading for the trucking industry due to its superior mileage and performance. Oliver starts precure production in earnest with two new production facilities and state-of-the-art presses.

The Standard Products Company purchases Oliver, thereby helping the retread manufacturer greatly expand and enhance its production and marketing capabilities.

1980–1990:

Economic conditions make retreading more viable than ever, and improved quality casings allow radials to be retreaded up to four times.

Cost-per-mile becomes critical for the trucking industry, as new tire prices, fuel and other maintenance costs skyrocket.

Oliver carries on an extensive testing program to further advance state-of-the-art performance. A new world headquarters, manufacturing facility and management science center is constructed in Oakland, California, and Oliver becomes a leader worldwide in precure retreading. Over 20 patents have been awarded to Oliver for its development of precure retreading equipment, compounds and tread designs.

1990–2007:

The Standard Products Company and Oliver are purchased by Cooper Tire. Corporate functions are moved to Findlay, Ohio.

2007–Present:

Michelin North America, Inc. acquired Oliver Rubber in October 2007. Oliver operated as a separate business unit with the realization that the Oliver customer base has a distinct value.

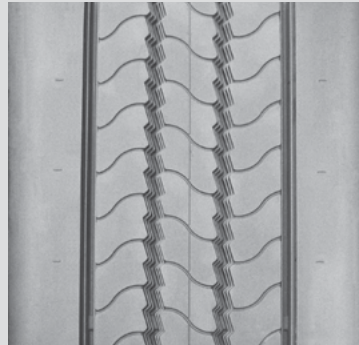
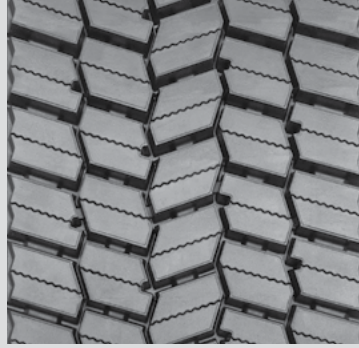
Oliver customers can now take advantage of having access to additional products, and services within the Michelin portfolio. Oliver Rubber benefits from access to all the research and development and technical capabilities Michelin North America, Inc. has developed over the years. Oliver retreader and fleets, can now experience from the gains of the Michelin-family industry leaderships.

THE FUTURE

A unique combination of factors, including new industry regulations, increasing cost of raw materials and new tire construction technologies, have brought a new set of challenges and opportunities to the retreading marketplace. Oliver is applying itself to these challenges with a high level of integrity and competence.

The outlook for Oliver's strongest market segments the medium and light truck tire categories—is bright. Both of these markets are expected to have healthy growth in years to come.

The continued success of the retreading industry depends primarily on the ideals, the sincerity and the actions of the many individuals and firms directly concerned with its future.



Various Tread Designs and Applications



www.oliverrubber.com

Oliver Rubber Company
One Parkway South
Greenville, SC 29602-9001
1-866-464-2580

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OLV43403 (09/18)