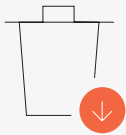


CASE STUDY - TIRE

# Filling potential for tire manufacturers.

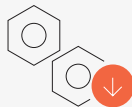
26%  
AVERAGE  
REDUCTION IN  
TOTAL SCRAP RATE



20%  
AVERAGE INCREASE  
IN BLADDER LIFE



30%  
AVERAGE  
REDUCTION IN  
PRODUCT  
CONSUMPTION



## WHAT WE ACHIEVED.

Tire manufacturers continually seek improvement in production efficiency and waste reduction while positively impacting quality, safety, appearance, and tire life. As the leading release agent partner for the tire industry, Chem-Trend works alongside manufacturers to build solutions that are more efficient and sustainable, and result in a superior product.

Collectively, we achieved a fundamental shift from conventional filled inside tire paints to specialty filled inside tire paints, helping significantly reduce scrap rate and improve product quality. The results? Remarkable.

- Maximum air bleed
- Maximum slip
- Improved finished appearance
- Increased bladder life
- Significantly lower coating weights compared to conventional inside tire paints
- Significant reduction in scrap rate

## HOW WE GOT THERE.

Decades of proven leadership in the category enabled our experienced research and development teams to work closely with our customers to perform tests and trials that collectively allowed the teams to identify several areas of opportunity. This close collaboration led to the creation of these high-performing grades.

The shift from conventional filled inside tire paints to high-performance, water-based, specialty filled inside tire paints was formulated based on a unique blend of raw materials. The carefully balanced ratios of these components allow customers to employ lower coating weights (compared to conventional filled inside tire paints), which reduces foreign matter defects and improves finished tire appearance.

## OUR SOLUTION.

Chem-Trend didn't just look for an evolution. We actively created a new product family that provides revolutionary results over conventional filled tire paints. Corresponding with an increase in bladder life, multiple customers also see reductions in the following defects:

- Leaky bladder
- Off-center tire
- Trapped air
- Foreign matter

Chem-Trend's specialty filled products are excellent for low-profile ultra-high performance (UHP) and ultra-ultra-high performance (UUHP) tires, and are available in tan, grey, or black and a range of total solids contents.



## HANDPRINT IMPACT

At Chem-Trend, we pride ourselves on our long history of sustainability efforts. However, it is our effect on our customers' processes that provides the greatest impact. It goes beyond our global Footprint; it is our even wider Handprint.

### Here, we achieved the following:

- Greater overall energy reduction due to reduced scrap rate
- Reduced product waste
- Reduced release agent use

