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FOR IMMEDIATE RELEASE

### **Coesfeld and Endurica LLC launch fatigue testing systems initiative for elastomers**

*Collaboration offers systems specialized for engineering analysis of durability*

FINDLAY, OHIO and DORTMUND, GERMANY, 25 April 2016. Coesfeld and Endurica LLC announced a partnership to launch a line of fatigue testing instruments specialized for engineering analysis of elastomer durability. The instruments will produce measurements compatible with durability simulation software packages such as fe-safe/Rubber and Endurica CL. The instruments will be the first commercially available systems to use Endurica-developed control strategies that ensure unprecedented measurement productivity and reliability.

Each instrument in the line measures one or more of the fundamental behaviors governing elastomer fatigue performance. The line eventually will include instruments for measuring rubber's fatigue crack growth rate curve, strain crystallization effect, crack precursor size, and strain-life curve. The instruments will be available globally through Coesfeld distributors, and will be offered in the Americas by Endurica. The first instrument to launch – the Intrinsic Strength Analyzer - will measure rubber's intrinsic strength. Intrinsic strength is a minimum requirement for crack growth, and therefore an indicator of a material's fatigue endurance limit.

Endurica LLC founder Dr. William V. Mars commented that “with computer simulation of damage development in elastomeric products becoming a routine practice, the demand for cost-effective and reliable information about fatigue behavior of the material is growing. Traditional fatigue testing methods in the rubber industry do not provide sufficient information to support modern durability simulations. They can even end up hurting product development programs by under- or mis-informing design decisions that impact durability.” About the new partnership, Dr. Mars notes that “we are very pleased to partner with Coesfeld to bring these instruments to the industry. Coesfeld brings a long history of innovation and thought leadership in test automation. Coesfeld's track record as a hardware provider means that we are now in a position to offer proven, fully supported testing systems to our customers. The partnership strengthens Endurica's core mission, which is to help developers get durability right for elastomers.”

Coesfeld Managing Partner Dr. Christian Kipscholl commented that “this collaboration reflects our vision that it is not enough just to test, or just to model fatigue performance. An approach is needed that integrates the best science, the best testing methods, and the best simulation methods to solve real-world durability issues. Simulations like those pioneered by Endurica are giving developers much better control over durability issues. Endurica has also developed fatigue testing strategies that offer unprecedented reliability and productivity. We will be implementing these in our testing systems. Elastomer developers will greatly benefit from the innovations this partnership is bringing to the marketplace.”

*About Endurica LLC. Endurica LLC provides pre-prototype solutions for developers seeking durability in elastomer applications. Endurica has developed the world's first numerical fatigue life solver for elastomers. Our solver is used to predict fatigue life based on the results of Finite Element Analysis. Our solutions include characterization, software and training for engineers and analysts. The company was founded in 2008. ([www.endurica.com](http://www.endurica.com))*

*About Coesfeld GmbH & Co. KG. Coesfeld designs and produces testing instruments, and specializes in instruments for polymers. The company is based in Dortmund, Germany, and it has been active for more than 45 Years. For the characterization of elastomers, Coesfeld offers highly sophisticated dynamic testing systems to evaluate fracture mechanical properties (eg Crack Growth Rates and Tearing Energies). Coesfeld was founded in 1968. ([www.coesfeld.com](http://www.coesfeld.com))*