

# Endurica

Get Durability Right

## Combined Testing and Modeling Service

Endurica's NEW 2018 measurement and modeling package includes:

- Expert durability testing and analysis of your new polymer, filler, or additive in your rubber formulation of interest compared to a control and/or competitor material
- Inputting these measured material parameters into a rubber component (e.g. sidewall, tread) within a realistic passenger or truck tire finite element model and using Endurica CL post-processing software to provide durability predictions

You will receive:

- Report created by detailed Abaqus finite element tire model using Endurica CL durability prediction software
- Experimentally measured material parameters inputted into model to show predicted tire performance in terms of strain energy density and durability/lifetime for:
  - your Compound A versus Compound B
  - in tire component of interest (sidewall, tread, etc.)

Simulate the effect of ***your raw material*** on tire performance:

- Durability
- Rolling resistance
- Heat build-up
- Handling / stiffness
- and more ...

## We can help you demonstrate the Benefits of YOUR Raw Materials in Tire Applications

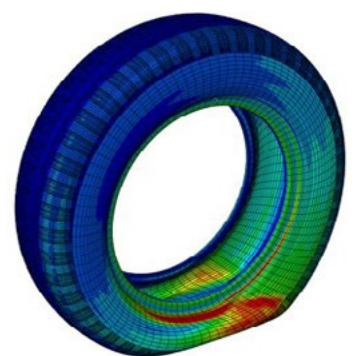
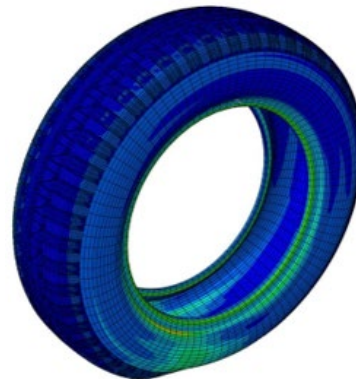
*Simulation, combined with Endurica's testing methods, provides the ability to realistically account for actual tire service conditions in a way that no other standard testing can.*

### Example: Passenger Tire

5° Slip Angle;  
**100% Rated Load**



5° Slip Angle;  
**200% Rated Load**



*Imagine the impact your team can make with finite element simulation results highlighting the benefits of your new additive, polymer, or filler.*

Call Christopher Robertson, Ph.D. at 419-957-0543, Ext. 710  
or email Chris at [cgrobertson@endurica.com](mailto:cgrobertson@endurica.com)