

SPEAKING ENDURICAN Endurica Get Durability Right*

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406 words | 2 minute read When there is rolling or sliding contact of a rubber surface over a second hard surface of sufficient roughness, localized cutting and damage of the rubber surface sometimes becomes a problem. It occurs in off-road tires operating on stony surfaces, for example, and it can severely limit the useful life of a tire. In order to study this "cutting



2023 - a Year of Magnitude and Direction

Dictionary

and chipping" failure... READ MORE

Definitions from Oxford Languages - Learn more

vec·tor /'vekter/

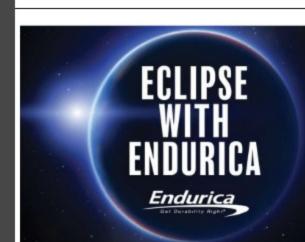
1 MATHEMATICS • PHYSICS

a quantity having direction as well as magnitude, especially as determining the position of one point in space relative to another.

1,163 words | 5 minute read

2023 marked year 15 for Endurica. If I had to pick one word to describe the past year, that word would be "vector". Because magnitude and direction.

We updated our core value statement this year. The first one I ever wrote as part of Endurica's original business plan listed 3 values: technical leadership, customer focus, and trustworthiness. Those values served us well for many years and in many ways shaped who we have become. But it was important this year to take stock again. We've grown 8-fold since ... READ MORE



REGISTER NOW! ENDURICA CONFERENCE APRIL 8-9, 2024

FEATURING: PRESENTATIONS BY RUBBER INDUSTRY LEADERS TECHNICAL INSIGHTS ADVANCED TRAINING NETWORKING 3.5 MINUTES OF TOTAL ECLIPSE!

Presenting Sponsors



COESFELD





Agenda Announced Reserve Hotel BEFORE March 9, 2024

Register Now and Reserve Your Hotel Room

Delivering Durability Across the Supply Chain is the theme for Endurica's first ever Community Conference being held at the Hancock Hotel in Findlay, Ohio. Engage at a high level on how durability is evaluated and assured by OEMs, rubber part manufacturers and raw materials suppliers in each of their domains and across the entire supply chain.

April 8, 2024 - Day One **Highlights**

Breaking New Ground: Delivering Elastomer Durability for Heavy Equipment CNH Industrial

Characterizing Tensile Strength Distribution to Evaluate Filler Dispersion Effects and Reliability of Rubber Birla Carbon

Stations / Refreshments / Networking / Dinner

Eclipse Viewing / Learning

NOTE: Endurica is presenting this conference at NO CHARGE to attendees!

April 9, 2024 – Day Two Highlights

Rate Loss in Suspension Bushings Rassini Bypasa

Delivering Durability Across the Supply Chain - Panel Discussion with panelists from: General Motors Tenneco

BASF Corp. Bridgestone Americas Stellantis

Optimal Design of a Support Ring Type Run-Flat Tire System for High Fatigue Life in Zero Pressure Driving Conditions CenTiRe, Virginia Tech

BASF Corp., Birla Carbon, Bridgestone, CNH Industrial, Coesfeld, General Motors, Rassini Bypasa, Simulia/Dassault Systemes, Stellantis, Tenneco, Wolf Star Technologies, Endurica and more.

View our complete agenda by clicking here including contributions from Axel Products,

Join us to learn what's next in the rubber industry, network with other Endurica users, see the newest instrument in action, and have a great view of a total solar eclipse!

Visit our Conference Webpage



WINNING ON DURABILITY

TEMPERATURE EFFECTS RUBBER FATIGUE METAL FATIGUE

LIVE WEBINAR: RSVP: ENDURICA.COM/

FRI, Feb 16, 2024 at 9 am EST (UTC-5) Featuring Dr. Will Mars, Endurica, Founder/President



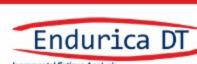
Register now for our third installation in this popular series on the differences between rubber and metal fatigue engineering. To view the first webinar on Mean Strain Effects click here; to see

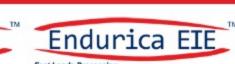
Learn More and Register

the second webinar in the series on Linear Superposition click here.

Want to Try Endurica's Software? Request a Trial License Now!







The best way to see Endurica in action is in your own operation. Let's get you started with a trial license. There is no cost involved and no commitment required.

It is as easy as clicking here

Register Now for Endurica 2024 Training Workshops



Characterizing Elastomer Fatigue Behavior for Analysis and Engineering

Special In-Person Training at Axel Products - an addition to our Eclipse with Endurica Community Conference so you can be in the lab where the testing takes place! April 10-12, 2024 - click here for details.



Application of **Rubber Fatigue Analysis** with Endurica Software

Live, online workshop teaching you how to run Endurica's software. May 21-24, 2024

Endurica announces our 2024 Conference and Event Schedule 19-21 March - Tire Tech Expo - Hanover, Germany

8-9 April - Eclipse with Endurica Community Conference - Findlay, Ohio, USA 16-18 April - SAE World Congress Event - Detroit, Michigan, USA 30-April - 2 May - ACS Rubber Division Spring Technical Meeting - Columbus, Ohio, USA

1-2 May - SIMULIA Americas Users Conference - Novi, Michigan, USA 14-16 May - ITEC (International Tire Exhibition & Conference) 2024 - Akron, Ohio, USA 19-21 June - Fatigue 2024 - Cambridge, United Kingdom

24-25 June - EuroCentral Simulia Regional User Meeting - Bamberg, Germany 26-28 June - ECCMR 2024 - Istanbul ,Turkey

1-4 July - DKT 2024 - Nuremberg, Germany 9-12 September - IEC(International Elastomers Conference) 2024 - Pittsburgh 10-12 September - Tire Society - Akron, Ohio 9-11 October - IRC (International Rubber Conference) 2024 - Istanbul, Turkey

5-7 December - RubberCon 2024 - Kochi, India To meet with our professionals at one of these events and/or at your firm located nearby, please email Endurica's Vice President, Tom Ebbott, Ph.D. at tgebbott@endurica.com



Rubbernecking is an interesting thing that makes us look twice -- this issue we check out rubber that stops cracks in their tracks

Highly entangled polymers resist cracks from cyclical stress 10 times better than before. ...the stiffer rubber becomes, the more likely it is to crack under stress, which is a tough problem

for researchers; the point at which cracks begin to propagate under repeated stress, known as the fatigue threshold, has stayed the same for decades. But now a team of researchers have created a new type of rubber with a fatigue threshold 10

times higher than before, by entangling polymers in the rubber's structure... Check it out





Constant Contact