



# Helps Tire Manufacturers and Rubber Product Makers Answer the Key Question

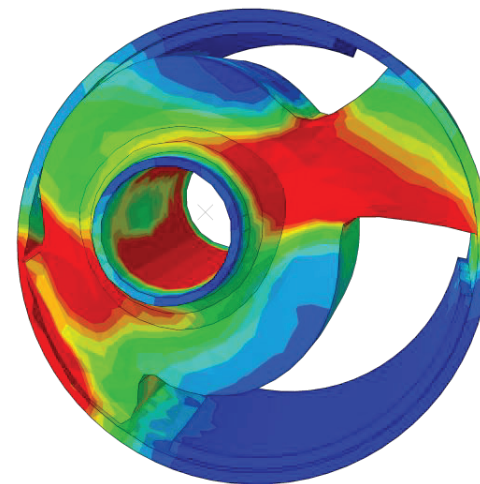
## “HOW LONG WILL IT LAST?”

### Endurica is the world's best-validated fatigue life simulation system for elastomers

- More than 150 users
- Adopted by top tire manufacturers
- Customers in automotive, agricultural, manufacturing medical device and consumer goods industries
- Award-winning tools with the strongest validation cases in the industry

### Endurica provides accurate, complete and scalable rubber fatigue analysis tools

- Simulation software
- Material characterization services
- Testing instruments
- CAE project services
- Training



## Endurica's products and services are used by leading firms around the world to manage durability.

In the automotive industry, from design to launch is becoming more and more of a time crunch. This is what Endurica software does in conjunction with our testing.

It allows us to cut that timing down, and allows our customer base — the automotive, heavy truck and off-highway engineering staffs — to do their job and not worry about if they have a durability problem.

**Steve Pohlman**, Vice President and General Manager of Global Elastomers, Tenneco Inc.

As reported by **Kyle Brown** in *Rubber & Plastics News*, July 24, 2017

Our customers have many unique and complex applications, so our ability to quickly and confidently propose the right solution - and achieve successful results early on is important.

Endurica's training and technical support have been valuable. After setting up our license, we were able to start using the tools without delay.

Their timely and precise guidance has supported us in effectively implementing the necessary workflows.

**Ander Aldalur**, Applications Engineer, Aplicaciones Mecánicas del Caucho (AMC)

Before Endurica, we went through 40+ design iterations trying to reduce the strain amplitude as much as possible. We also went through 4 or 5 rounds of physical testing before a successful test.

Since we adopted Endurica CL, we have been able to compare the fatigue life for new designs against previous designs that we have been successful with.

This has meant that we can produce a suitable design with only a handful of design iterations and a single physical test.

**Liam Turbet**, Technical Manager, Delkor Rail Pty LTD

## Our proven process to *Get Durability Right*®

### Answer durability questions with Endurica expertise

**Identify**  
your durability challenge



**Characterize**  
your material properties



**Simulate**  
behavior, determine durability



**Optimize**  
design, iterate



### Integrate Endurica's proven approach into your product design and production process

**Implement  
basic  
workflows**

to predict fatigue life

**ACCURATE**

**Endurica CL**™  
Fatigue Analysis Software

**Implement  
advanced  
workflows**

to include special effects  
and simulate with real-world  
loads

**COMPLETE & SCALABLE**

**Endurica DT**™  
Incremental Fatigue Analysis

**Endurica EIE**™  
Fast Loads Processing

**Endurica MP**™  
Temperature | Diffusion | Oxidation

**EXPAND & GROW**

Learn how to *Get Durability Right* with Endurica Training  
Learn more at [endurica.com](http://endurica.com)