

SPEAKING ENDURICAN



Endurica is #2 in the ERJ Sustainability Top 10 Projects!

SUSTAINABILITY			
ERJ TOP 10		Elastomers for SUSTAINABILITY	
Position	Enduser	Location	Project
1	Linseas	Cologne, Germany	Replacement for GPPD
2	Endurica	Findlay, Ohio	Oxidation modelling of tire treads
3	AGC	Tokyo	FRM made with out surfactants, fluorinated solvents
4	Evonik	Essen, Germany	Advanced rubber recycling formulation
5	UPM Biochemicals	Leuna, Germany	Renewable functional fillers
6	Giti Tire	Singapore	Tire with 95% sustainable material
7	HP Group	Hamburg, Germany	Smart final mix
8	Klockner Desma	Fridingen, Germany	CO2 footprint app for rubber moulders
9	Silux	Engis, Walonia, Belgium	New engineered generation of sustainable activators
10	Hankook, Hysung, SK Chemical	Seoul	Chemically recycled PET tire reinforcement

In the September/October 2025 issue of the **European Rubber Journal**, Endurica was listed as having the second most important project for sustainability! The complete list is shown above. This recognition is especially compelling... [READ MORE](#)

Be the first to know the BIG NEWS!

We are making an announcement at our annual meeting that you do not want to miss.



FATIGUE NINJA FRONTIER

WHAT IS NEW AND WHAT IS NEXT

WEDNESDAY OCTOBER 22, 2025

10:00 AM EDT (UTC-4)



Join us to learn:

WHAT IS NEW

- Endurica Europe – 1 Year Anniversary
- Endurica MP
- Team Members
- Website and Account Log-in
- All License Access to Endurica Academy
- New Releases and Code Updates
- Software Bundling Options
- Many Examples/files in the Documentation
- Materials Characterization Advances
- Diffusion and Oxidation for Air Retention and Ageing
- Ageing Implementation Aerobic and Anaerobic
- Wear & Tear
- Coreform Reseller
- M&S Plan for Coesfeld
- Technical Leadership - papers and presentations from around the globe

WHAT IS NEXT

- EASE – Next Gen User Experience
- Support for Marlow Model
- fe-safe/Rubber – Path for DT, EIE, and MP
- New Materials Characterization Models

MAJOR ANNOUNCEMENT

[REGISTER NOW!](#)

Next Up: Conferences and Last Training Opportunities for '25




Dr Will Mars, President

ASSESSING THE IMPACT OF NEW MATERIALS ON TIRE DURABILITY



Organized by **ERJ** European Rubber Journal

18-19 November 2025, Carlo IV Hotel, Prague, CZ

PLATINUM SPONSOR

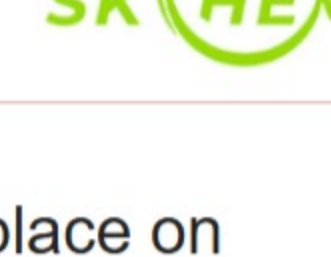


GOLD SPONSORS





SILVER SPONSORS

Dr Will Mars, President of Endurica, will speak at Future Tire 2025, taking place on November 18-19 in Prague. Organized by European Rubber Journal, the event brings together senior figures from the global tire industry, materials supply chain and technology community to address performance, sustainability and future manufacturing strategies.

Will's presentation, **Assessing the Impact of New Materials on Tire Durability**, will demonstrate how durability simulation is helping tire manufacturers and material suppliers shorten development timelines, improve material selection decisions and de-risk innovation programmes.

As part of our involvement in the event we are offering access to a private VIP booking page for a discounted delegate rate of €795.00 (regular price €1,240.00).

This includes:

- Access to both days of the conference
- Lunch and refreshments
- Networking reception
- Access to available presentations after the event

VIP Booking Page

Password: FTVIP2025

Full programme

Please note that the discounted rate at the conference venue – NH Collection Prague Carlo IV – ends this Friday, 17 October. After this date, rooms will be subject to general availability and standard pricing.

Discounted rate: €150 per night including breakfast (payable at the hotel)

Book online directly:

<https://www.nh-hotels.com/en/event/future-tire-2025>

Or book via phone/email using the code "NUERJ" or "Future Tire 2025":



WE'RE SPONSORING

JOIN US
OCTOBER 28-29, 2025
BMW WELT, MUNICH

[REGISTER](#)




Characterizing Elastomer Fatigue Behavior for Analysis and Engineering

LAST CHANCE THIS YEAR

3-7 November 2025

Dr. Tom Ebbott, Instructor

Learn the essential principles and practices of material characterization for fatigue life prediction, and strategies and procedures for planning effective fatigue test programs as well as making effective use of crack nucleation and fracture mechanics tools.

[Learn More / Register](#)

MANY SEATS ALREADY BOOKED!

11-14 November 2025

Dr. Will Mars, Instructor

Learn the Endurica software workflows to virtually evaluate fatigue performance and solve design issues at the concept stage.

[Learn More / Register](#)



Application of Rubber Fatigue Analysis with Endurica Software

Calling all Customers: It's time to Learn the Nuts & Bolts of Endurica MP



I Speak Endurica

Get Durability Right

FATIGUE NINJA FRIDAY

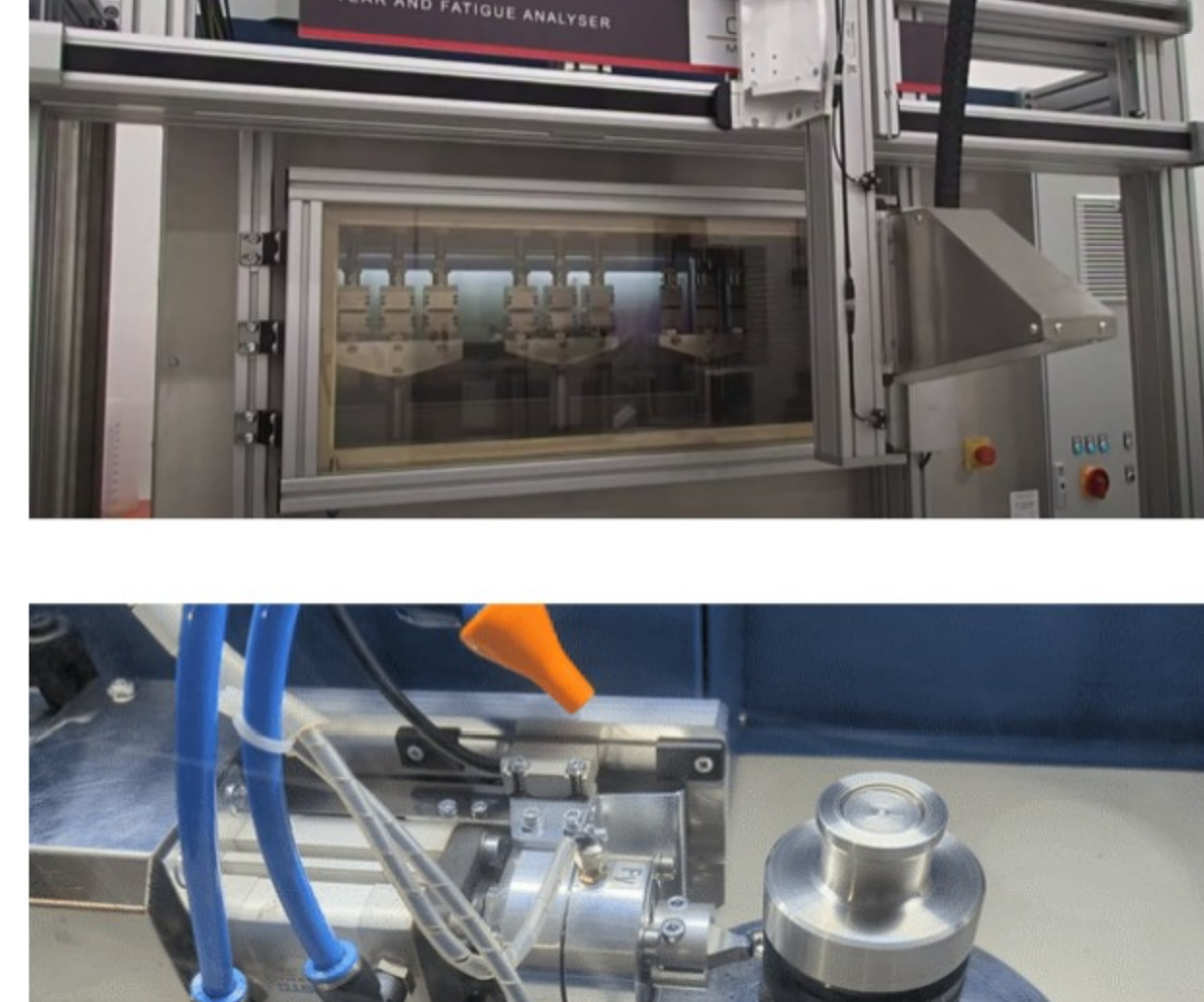
ENDURICA MP- NUTS AND BOLTS OF MULTIPHYSICS FOR USERS

FRI., NOV. 21, 2025, 10:00 A.M. ET



Fatigue Ninja Friday webinars keep our clients up-to-date on our latest developments and workflows. There is no charge for this advanced training. This episode brings you a nuts and bolts tutorial on the oxidation workflow in Endurica's newest software: Endurica MP. Once aired, this episode will become part of Endurica Academy. EVERY Endurica user gets access to the entire Fatigue Ninja Friday toolkit at no extra charge. If you are a user and are not receiving invitations to our Fatigue Ninja Friday series, please email [Pauline Glaza](mailto:Pauline.Glaza@endurica.com) at [Pauline Glaza](mailto:Pauline.Glaza@endurica.com)

Coesfeld Instruments



[Learn More](#)



Rubbernecking is an interesting thing that makes us look twice.

Retreading: the sustainability story

CalRecycle is California's department over recycling. Check out their take on the value of retreading tires: Retreads Work. [WATCH THE VIDEO](#)

