

CASE STUDY: Scrap Reduction from Specialized Products

Situation:

A large tire manufacturer that was using a conventional filled inside tire paint supplied from a competitor approached Chem-Trend to seek help with reducing tire defect levels during periods of hot and humid weather.

Solution:

Chem-Trend's development team worked to create a specialty filled inside paint that would provide higher slip and good air-bleed over a wide range of operating conditions. The tire manufacturer agreed to test the new product over several months during the hottest period of the year. At the end of the trial period, they compared the data obtained with that from previous years and saw significant reductions (>25%) in curing-related defects as well as significantly longer bladder life.

Benefits:

After analyzing the data obtained from the trial, the customer saw that Chem-Trend's specialty filled inside paint helped them yield 17,500 fewer defective or scrap tires, representing savings to them of over \$500,000, compared to the same period the previous year. The customer has since converted each of its plants in the region to the Chem-Trend product. **This is a clear example of the benefit of working in partnership with Chem-Trend.**



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