



INTERNATIONAL MARKETING, INC. TECHNICAL BULLETIN

SUBJECT: Liquid Balancers

DATE: August 18, 2003 (Revised April 21, 2004)

Many liquid tire maintenance products have entered the market over the past 18 months which claim to have multiple benefits with respect to cooler running tires, conditioning inner liners, puncture sealing and balancing. The premise has been that the customer can achieve the best of all worlds with the installation of one product. The purpose of this bulletin is to define our recommendations with regard to usage and proper expectations of such products.

Liquid Balancing Features

As you consider the viability of using a liquid product in your tires or in your dealership, it is important to understand the product you will use. The balance claimed by a "Hydrodynamic" Balance (liquids moving in a tire), can be affected by ambient and running temperatures (affecting the viscosity of the product and flow rate), product separation, or drying out over time/need for reapplication. It is also important to consider the viability of the product itself as you would with any liquid used in a tire with regard to flammability of the product and of the dried solids contained, freeze/thaw stability, pH and the corrosion inhibiting package contained (including the long term stability of that package), environmental issues with regard to hazardous substances, and the ease or difficulty of removing the product prior to tire service or retreading. Finally, you must peruse the product literature carefully with regard to the balancing claims made in writing. Demand to see the test data available to back any claims published. Many liquids which claim balancing capabilities recommend lead weight balancing prior to installation.

Liquids in tires cannot offer repeatability based on speed or load force, and they cannot consistently address mass imbalance and varying road conditions, while also providing a specific dampening affect on the footprint area of the tire which will reduce vibration every mile for the life of the tire. If your customer is concerned about balance and is looking for a solution to tire and wheel vibration, EQUAL is the better choice. EQUAL is a dry, granular polymer (from the plastic family) which has been specifically designed to do one thing . . . optimize the tire and wheel assemblies of commercial vehicles. This product is unaffected by temperature, does not break down during the life of the tire, is environmentally friendly, reliable, easy to install, and easy to remove. When EQUAL is in the tire, you know that you will have a consistent balance for the life of the tread, every time the tire rolls. And you know that you have millions of points of data standing behind you.

In closing, your customer will rely on your knowledge and recommendations. Define their needs and find out what is most important. If they need cooler running tires, choose a coolant/conditioner. If they need puncture sealing due to down time concerns, choose a premium puncture sealant. And remember, if tire balancing is what is most important to your customer, choose a tested and proven balancing product, like EQUAL, and give them the best complete balance and optimization of their tires every mile.

Questions regarding the above technical bulletin may be directed to:

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