

# SIDEFLEX

*The only way to protect*





## We will have a potentially serious situation of shortage of OTR tires



The demand for tires has grown 30 to 40 % in the last year. Cost raises reach 15%.

An evident fact in the mining industry today is that companies are accelerating their development and expansion plans to take advantage of growing commodities prices. Along with that, another fact is clear: the boom of projects could become a threat to industry. The high demand for key equipment, spare parts and supplies is creating a worldwide shortage of these inputs.

The companies are already noticing an increase in costs from this effect and warn that the scenario can impact business growth.

"We're seeing a fairly significant increase in demand for services and mining equipment that are relevant to the activity. Manufacturing time of various products is increasing and there will be problems in the supply chain", said Miguel Angel Duran, President of the Chilean Mining Council.



The shortage could be similar to the one experienced in 2007 and 2008, when heavy machinery manufacturers were surprised to face double demand, which raised costs for certain types of products and delayed production. "We are returning to the peaks of high demand, when there were shortages and rising costs. Therefore, we are carefully observing looking the evolution of this scenario", says the executive.

The issue has been addressed repeatedly in the Supplies Committee of the Mining Council. "There are U.S. \$ 55 billion in the pipeline to develop in the coming years and hopefully this will not put the investment in check," he adds. Two key pieces in mining operations are: trucks and tires. Both products now have an overdemand.



The number of projects that have been activated since the last quarter, warned us. Until October 2010 there were no problems to meet the requirements, because with the financial international crisis, demand fell in 2009 inventories were stocked for eight to 12 months.

With the higher price of copper and other commodities, mining companies began to plan new purchases and factories cannot increase production in equal measure.

Mining companies that have supply contracts may have their consumption secured, but the others will have difficulties to find suppliers.

SIDEFLEX®





## SIDEFLEX®

### To save tires in open-pit operations



The SIDEFLEX® is a retrofit device for construction and mining equipment, especially for earth-moving machines. The device is mounted to the wheel hub of utility vehicles as dump-trucks or wheel-loaders.

While RUD and Erlau chains have been protecting loader tires for 65 years, until now, truck tires have remained vulnerable to sidewall damage from haul road rock debris and accidental impact. Since comprehensive tire protection would slow the trucks and raise fuel consumption to un-acceptable levels, damage limitation. Even so, every day, blowouts continue to destroy expensive tires and delay production. To overcome these problems and to give truck tires the same protection as loader tires, RUD and Erlau designers got together with the operators and, drawing on their many years of experience developing chain-based products, created the SIDEFLEX®.

The SIDEFLEX® is an ingenious device. Easy to fit, SIDEFLEX® provides a robust but light-weight shield which deflects rock debris from the tire

wall. Field-trialed, tested and, now, patented, the SIDEFLEX® appearance is novel. Protective arms radiate from a central retaining ring and form a shield covering the sidewall. The entire assembly fits firmly within the wheel hub and almost brushes the ground preventing sharp rocks from penetrating the tire-wall.

Definitely distinctive, the lightweight SIDEFLEX® is simple, effective and, most importantly, saves tires and improves productivity. The SIDEFLEX® is yet another RUD and Erlau innovation set to contribute significantly to the bottom line.

SIDEFLEX® components are quick and easy to install onto the wheel assembly.



## SIDEFLEX®

provides a very efficient protection to the highly stressed tire side walls of construction machines

### Benefits:

- puncture resistant – protects tire walls from cuts and tears damage
- will not increase operational temperature of side wall
- easy to install and service
- adapted on tire geometry
- assembly possible on any wheel





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[www.sidewall-protection.com](http://www.sidewall-protection.com)

# WE OFFER SOLUTIONS



## An ear on the market

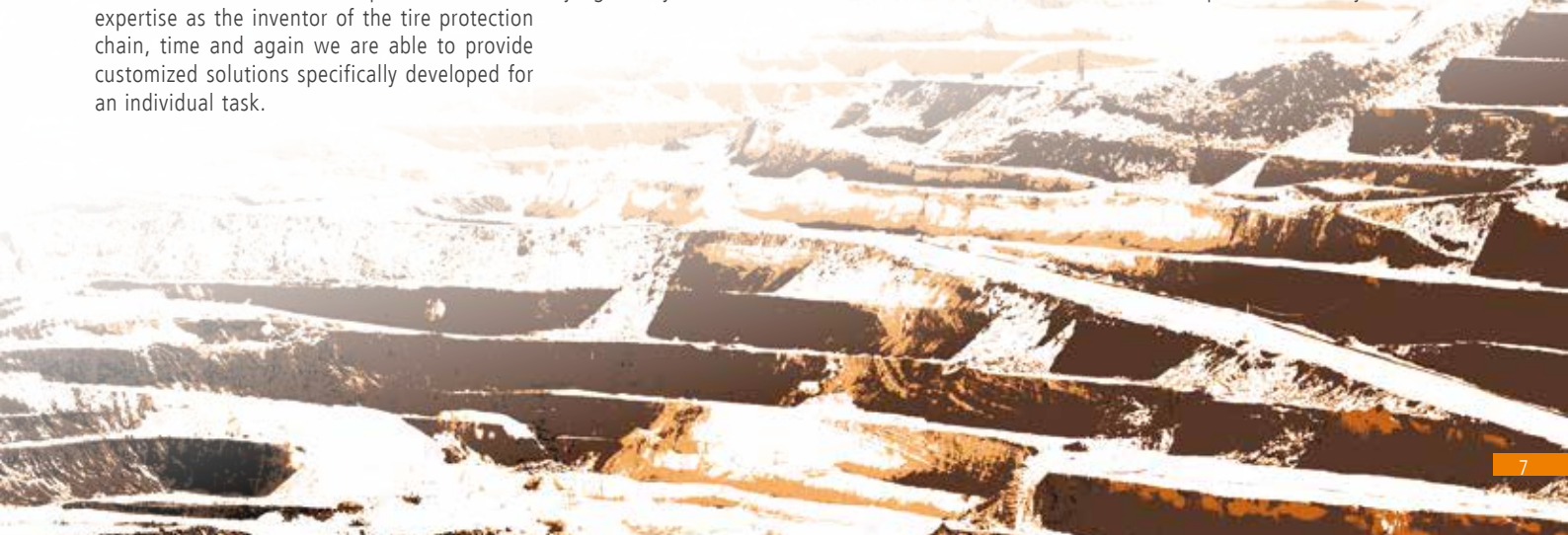
As world market leader, we give top priority to long-term partnerships with our customers. Our customer has a tire problem. As his core competence does not involve solving such problems, we see ourselves the strategic partner, who helps by solving this problem to our customer's satisfaction. We always give top priority to cost efficiency (cost per hour). On account of our market position and our expertise as the inventor of the tire protection chain, time and again we are able to provide customized solutions specifically developed for an individual task.

## Quality

Our products are regarded as synonymous with the highest quality throughout the world. As one of the few worldwide manufacturers, we check all manufacturing steps ourselves, which gives unbroken quality control of every single product. Our daily challenge is to continually improve this top quality, which is what our customers in over 130 of the world's countries judge us by.

## Innovation

Innovation has and always will play an important role for us. It has enabled us in maintaining our position as world market leader in all new trendsetting developments. This has earned us the reputation throughout the world of being a reliable manufacturing partner. Our worldwide team enthusiastically takes up this everpresent challenge daily. We do our best to make continual improvements for your benefit.



# We are your partner – please contact us

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