



## **INTERNATIONAL MARKETING, INC. TECHNICAL BULLETIN**

**SUBJECT: EQUAL Spent Sample Analysis**

**DATE: September 4, 2003**

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Over the years there have been questions and comments about whether or not EQUAL breaks down while inside the tire over thousands of miles. In order to technically address this issue, we recently performed an analysis of EQUAL product that was removed from tires that had mileages of 130,000 and 250,000 miles.

This analysis compared the particle size of the product samples that had run 130,000 and 250,000 miles to the average particle size of new EQUAL product retain samples from 1989 – 2003. The results confirmed that there was a variance of only 2% or less in particle size, which concludes no appreciable difference over time and use.

This testing confirms that EQUAL does not break down into smaller particle sizes as it works throughout the life expectancy of the tire tread.

**Questions regarding the above technical bulletin may be directed to:**

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