

NEWS RELEASE

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FOR IMMEDIATE RELEASE

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BREAKTHROUGH TIRE SEALANT SAVES TIRES AND WHEELS *Environmentally friendly tire sealant delivers puncture protection and wheel-corrosion protection in severe-duty applications*

CHAMBERSBURG, Pa. – After 35 years of delivering leading commercial tire sealants, IMI introduces EcoSeal®, a breakthrough in tire sealant technology that produces significant savings for severe-duty applications.

EcoSeal seals injuries in the crown area up to ¼” in diameter for the life of the tire tread. EcoSeal also delivers superior heat resistance and corrosion protection for both steel and aluminum wheels. In severe-duty applications, other tire sealants become corrosive after continued heat cycling of the tires. In heat resistance testing, IMI demonstrated that EcoSeal remains safe for wheel finishes even after thousands of hours of exposure to high temperatures. Extensive field testing validated these results. EcoSeal is specially formulated to protect the wheel finish and incorporates corrosion inhibitors for unsurpassed long-term wheel protection.

“IMI has always focused on delivering superior products that help customers get more miles out of their tires and wheels,” said Bob Fogal, Jr., President & CEO of IMI. “We leveraged our experience and expertise to tackle a costly problem for customers while keeping our commitment to also do what’s right for the environment.”

In addition to its sealing and heat-resistance qualities, EcoSeal is also unique in its environmental friendliness. EcoSeal contains no glycol or VOCs and uses recycled rubber with 100% biodegradable ingredients. The product is compatible with retreading processes and is non-flammable to NFPA standards with a flash point over 700 degrees. Available in 5-, 55-, and 275-gallon containers.

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