

# PEPSI TOOK THE EQUAL CHALLENGE AND PEPSI WON.

"We've been getting better wear and mileage out of our steer, drive, and trailer tires ever since we started using EQUAL. EQUAL reduces premature wear that can drive up parts' replacement costs. EQUAL is Dayton Pepsi's choice."

— DOUG GRIFFIN,  
FLEET MANAGER,  
DAYTON PEPSI



## I STARTED USING EQUAL AS AN OWNER-OPERATOR. TWELVE TRUCKS AND THIRTY TRAILERS LATER, I'M STILL USING EQUAL ON EVERY ONE OF MY VEHICLES.

"The thought of balancing my tires once and never having to re-balance was appealing, to say the least. But, after a few short trips, I realized that I was getting a better ride, too. I looked long and hard, but I sure couldn't find the downside to EQUAL."

— DENNY STEM  
STEM TRUCKING



# EQUAL<sup>®</sup>

TIRE PERFORMANCE  
...Miles Ahead.

If you could find a product that would keep all your tires – steer, drive and trailer – rolling with no vibration and even tread wear, would you use it?

Maybe.

What if the same product worked continuously for the life of the tire, without ever having to be adjusted or re-installed?

It would be worth looking into.

And what if this advanced technology was actually more effective and less expensive than lead weights?

What's the name of that product?

# EQUAL<sup>®</sup>

## TIRE PERFORMANCE

EQUAL is a dry, granular polymer that spreads across the inside of your tires with every revolution, counter-balancing the inevitable heavy areas and equalizing tire forces. It's simple science with a simple result – a better ride and longer life for your tires.

The improvement will be obvious the first time you get behind the wheel. You'll feel less shimmy, bouncing and overall vibration. The ride is smooth, comfortable and stable.

But even more important than a better ride is a better value for your dollar. EQUAL will save you money. Period. Even wear means thousands of extra miles on each and every tire. Less shimmy means fewer alignments and maintenance problems caused by parts that get vibrated loose and wear prematurely. And a one-time installation of EQUAL means you'll never have to pay to re-balance the tire again. Ever.

Still not convinced? Try it. On one truck. Drive it for a day and you'll immediately feel how well it works. Drive it for awhile and you'll see how dramatically it reduces wear. Just try it and you'll never mount another tire without EQUAL.

# EQUAL<sup>®</sup>

TIRE PERFORMANCE



### • SMOOTHER RIDE

A safer, more stable footprint.

### • LONGER TREAD LIFE

More even tread wear over the life of the tire.

### • REDUCED COST PER MILE

Less wear and tear on tires and components.

### • IMPROVED DRIVER COMFORT

Reduced vibration means less driver fatigue.

FOR THE MOST COST-EFFECTIVE RESULTS, USE EQUAL IN ALL WHEEL POSITIONS.

# RADIAL FORCE VARIATION

The technical cause for vibration problems is Radial and Lateral Force Variation. It's these forces which impact the footprint of the tire as it meets and leaves the road surface, eventually wearing down your tire from the added friction. There are so many anomalies that cause Force Variation that it's virtually inevitable. Even a brand new tire has irregularities that keep it from being uniform and balanced. Mount it on an imperfect wheel and the problems compound. Drive it on and uneven road... you get the idea.

In the past, we spin balanced tires with lead weights to counter the heavy area of the tire. But bubble or spin balancing is performed without load force or weight on the tire and cannot offset the damaging effects caused by radial force variation. Any simple change to the tire and it's out of balance again.

EQUAL works continuously to keep your tires wearing evenly. Under any load, at any speed. Even unexpected changes in your tire won't throw it out of balance. Flat spot from brake lock? Automatic adjustment. Shave some rubber on a curb? Not a problem. Mud and stones packed in the treads? EQUAL responds to keep you rolling smoothly. EQUAL will reduce or eliminate vibrations in a way that lead weights never have and never will.

The name says it all. EQUAL adjusts across and around the inside of the tire. Top to bottom, side to side, EQUAL is constantly equalizing the tire forces on every revolution, every tire, every wheel position, every mile.

Radial Force Variation is caused by tire, wheel and brake drum inconsistencies.



These inconsistencies are caused by variances in materials, wall thicknesses, ply arrangements, curing temperatures, weight imbalances or structural deviations.



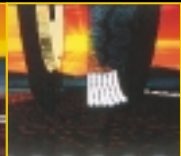
Radial Force Variation is an unequal force around the tread.



When EQUAL is applied it will respond instantly as it is forced across the tread as well as around the tire circumference.



EQUAL is positioned opposite the unequal force to continuously equalize the tire forces.



The tire is equalized for optimum performance across the tire tread and around the tire circumference.



# PROPER INSTALLATION OF EQUAL.

Installing EQUAL is very simple. The EQUALIZER™ applicator can install EQUAL through the valve stem in less than 60 seconds. What could be easier?

The EQUALIZER installation tool is a one piece design with a convenient, self-storing hose assembly. We even built the point-of-use moisture BLOCK™ right into the heavy-duty housing to ensure that damaging moisture never gets into your tires.

IMI recommends using AIR-LOCK Tire Lube and Bead Seal in conjunction with EQUAL. With built-in rust inhibitors that help protect against wheel and rim corrosion, AIR-LOCK lubricates and seals all beads for the final touch in maintained air pressure.



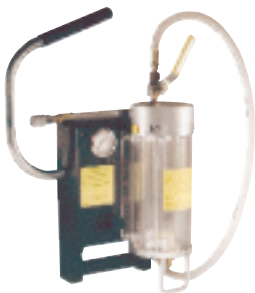
Proper usage of EQUAL, the EQUALIZER applicator and the point-of-use moisture BLOCK will extend the life of your tires. And reduce your tire maintenance and operating costs.

The BLOCK not only keeps damaging moisture out of your tires and wheels, but also extends the life of your expensive pneumatic tools.



The reusable BLOCK-ADE element is easy to replace and maintain.

The IMI Valve Stem Filter Extension is designed to protect the valve core from foreign particles and to prevent air loss through the tire valve stem.

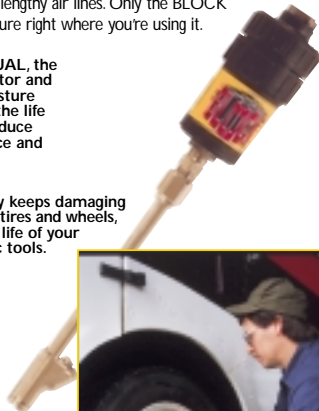


The EQUALIZER creates a powerful cyclone in the see-through pneumatic cylinder, quickly installing EQUAL into your tires.

EQUAL is maintenance free. Install it through the valve stem and forget it. But don't forget to use moisture free air to top off your tires! Not only can moisture cause damaging corrosion to steel belted tires, wheels and rims – but it will also prevent EQUAL from working properly.

To guarantee that moisture stays out of your air lines, pneumatic tools and tires, use the BLOCK. This point-of-use moisture block is a fail-safe way to protect your investments. The high-tech BLOCK-ADE™ element won't allow moisture to pass, even when it's totally saturated. When the flow of air is completely blocked, you simply replace the element and let the old one dry before re-using.

Don't be fooled into thinking you're protected by a dryer. Compressor dryers only remove moisture at the compressor. Condensation can occur at any point along lengthy air lines. Only the BLOCK stops moisture right where you're using it.



## EQUAL REALLY REDUCES THE BOUNCING AND JARRING VIBRATION THAT CAN WEAR OUT ANY DRIVER.

"We've been using EQUAL for a couple of years now, and it does the job every day. Hot, cold, wet, dry - it doesn't matter. EQUAL keeps the ride smooth and comfortable. And EQUAL's been saving us money, too. I know for a fact that we get up to 20% more wear out of every tire that's been serviced with EQUAL."

— PAUL GRIGGS,  
ROADCO  
TRANSPORTATION



## EQUAL HAS MADE OUR SPIN BALANCER OBSOLETE.

"Tire balancing on all types of aircraft has been a problem due to the way tire wear occurs (i.e., ramp-up speeds in excess of 100 mph). For over one year we have used EQUAL with excellent results. Removals caused by vibration have been reduced by 90%."

— ROSS K. PETERSON,  
PIEDMONT AIRLINES  
MANAGER, R&D



## WHEN WE STARTED USING EQUAL, WE ROUNDED UP OUR LEAD WEIGHTS AND PUT THEM IN A BOX IN CASE WE NEEDED THEM. THAT IS ONE DUSTY BOX.

"It's amazing how much time we save by using EQUAL. We used to spend the better part of a day truing a new tire. With EQUAL, you get a better balance for less money in just a few minutes. It's a real no-brainer. The nice part is that we don't ever have to do it again. Once you balance with EQUAL, you're done. It re-balances itself every time the truck starts rolling."

— LARRY LONGSTRETH  
L&H TRUCKING



## IF I THOUGHT ABOUT IT, I COULD PROBABLY EXPLAIN HOW EQUAL BALANCES A TIRE. I'D RATHER JUST TELL YOU HOW WELL IT WORKS.

"EQUAL gives me a perfect balance for every wheel position every time a truck rolls out of the yard. That constant balance has evened out the wear and increased the tread life on all our tires by at least 15%. And it's fool-proof."

— JIM PLUNKET,  
MAINTENANCE DIRECTOR,  
RUMCO, INC.



## BEFORE WE TRIED EQUAL ON THE WHOLE FLEET, WE GAVE IT A ONE SHOT TEST, SINK OR SWIM. EQUAL PASSED — AND WE'RE ON BOARD.

"There was no way I was putting EQUAL into 90 trucks and 200 trailers without a thorough trial run. To make it even tougher, we tested it on a trailer that already had some pretty bad tire wear. Lots of cupping. We completely documented the wear on each tire, installed EQUAL, and put the trailer through a normal schedule. At the end of the trial period, we re-examined each tire and found the tires had begun to wear evenly. We were able to use those tires to their maximum mileage potential. That was enough proof for me. EQUAL lives up to its promise, and Marine XPRESS now uses EQUAL in all wheel positions. With EQUAL, it's always smooth sailing."

— BILL BAILEY,  
MARINE XPRESS



# EQUAL<sup>®</sup>

TIRE PERFORMANCE

- **SMOOTHER RIDE**

A safer, more stable footprint.

- **LONGER TREAD LIFE**

More even tread wear over the life of the tire.

- **REDUCED COST PER MILE**

Less wear and tear on tires and components.

- **IMPROVED DRIVER COMFORT**

Reduced vibration means less driver fatigue.

**START REDUCING  
YOUR COSTS TODAY!**

**USE EQUAL IN ALL  
WHEEL POSITIONS.**

CONTACT YOUR DEALER FOR MORE INFORMATION.

## EQUAL GOES INTO THE TIRES BEFORE THE TRUCK GOES ON THE ROAD.

"Even straight from the factory, a truck's tires aren't always perfectly balanced. The first thing we do is yank off the lead weights and install EQUAL. That's when we know our tires are balanced. Since we began using EQUAL, we've seen our tire mileage increase by as much as 40% and I've got the records to prove it."

— JACK KAYLOR,  
CARRIER NATIONALEASE



## WHEN PREMATURE TIRE WEAR WAS SLOWING SHIPMENTS OF OUR FAMOUS POTATO CHIPS, EQUAL DELIVERED.

"The steer tires were wearing out after only 20-30,000 miles. Then we tried EQUAL, and the results were immediately apparent.

Instead of wearing out after 20,000 miles, it was 40,000 miles before we saw the first sign of diagonal wear. Now we use EQUAL on our steer and drive tires. In fact, we just started doing our own tractor trailer maintenance and we're using EQUAL on those tires as well."

— RANDY GROFT,  
UTZ QUALITY FOODS



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