



5TH ANNUAL INNOVATIVE ALL-SEASON & WINTER TIRE DEVELOPMENT FORUM

4–5 March 2021

Online Interactive
Conference

FEATURED

- Successful strategies in expanding the all-season tires market: Conquering new land
- The role of snow for all-season and winter tire performance
- From liquid rubbers to solution in winter tires
- Staying ahead in an ever-increasing competitive market: identifying the challenges
- European tire labelling: Towards a new, more efficient system
- Overcoming challenges in technical development: How to reach one parameter without losing another parameter

SPEAKER PANEL

Oliver Albohr
Head of Predictive Testing
and Material Simulation –
R&D
Pirelli

Sergio Matteo Savaresi
Full Professor,
Department of
Electronics, Computer
Science and
Bioengineering
Politecnico di Milano

Andreas Renken
Manager Application
Development and
Technical Service
Eastman Chemical
Company

Timur Yilkiran
Development Engineer
Technical Benchmark
Nordic
R&D PLT Worldwide
Continental

R. Srivatsan
General Manager –
Product Development
TBR
JK Tire

Konstantin Glukhenkiy
Economic Affairs Officer,
Sustainable Transport
Division
United Nations Economic
Commission for Europe

Paolo Tosoratti
Policy Officer
European Commission,
Directorate-General for
Energy

Jan Ševčík
EPF – Chassis
Development
Škoda

Speaker to be confirmed
**Umicore Specialty
Materials Brugge NV**

Abdalla Ismail
R&D Engineer
Prometeon

Marcel Gruendken
University of Twente

Harsh Nitin Dave
Assistant Manager
CEAT Limited

Dr. Daniela Sordi
CTO
CarbonX

Dr. Marzieh Salehi
University of Twente
Pos-doc at Elastomer
Technology and
Engineering group
Elastomer Technology
and Engineering

Tomas Zich
Global Demand Planner
Nokian Tyres plc

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Cobalt & Specialty Materials

09.00 Opening address from the Chair

KEYNOTE ADDRESS

09.10 **Successful strategies in expending the all-season tires market: Conquering new land**

- Challenges of forecasting the all-season and winter tire sales
- Coping with the turbulent demand development
- Examining the role of the winter and the all-season tires in different markets
- Identifying and considering the changing requirements for the all-season and winter tires

Tomas Zich
Global Demand Planner
Nokian Tyres plc

09.50 **Optimizing Tread Compound Performance: Resin-Polymer Compatibility and Partitioning**

- Resin-polymer compatibility has a significant impact on performance (wear, wet grip, rolling resistance) and processability
- Presenting a tool for assessing resin-polymer compatibility as initial resin screening and selection to optimize tread compound
- Study of resin partitioning between immiscible polymer phases
- Eastman is using this tool to design and develop a novel resin platform

Andreas Renken
Manager Application Development and Technical Service
Eastman Chemical Company

10.30 Opportunity to learn about the sponsor solutions and interactive networking session

11.00 Coffee-break ~ Ice-breaking session

11.10 **The role of snow for all-season and winter tire performance**

In collaboration with Johan Casselgren; Lavan Kumar Eppanapelli of Luleå University of Technology (LTU)

- The impact of temperature variation and other external factors on traction
- How to better test and predict unstable weather conditions

Oliver Albohr
Head of Predictive Testing and Material Simulation – R&D
Pirelli

11.50 **European tire labelling: Towards a new, more efficient system**

- The new tire labelling regulation: What changes for industry and consumers
- How it will affect the development and production of Winter and Nordic tires
- What comes next: Further moves to more sustainable tires

Paolo Tosoratti
Policy Officer
European Commission, Directorate-General for Energy

12.30 Opportunity to check emails and have lunch

14.00 **Technologies and innovations for Continental winter & all-Season tires**

- Innovations in Continental's all-season and winter tire
- Tread developments
- Technology developments and outlooks

Timur Yilkiran
Development Engineer Technical Benchmark Nordic R&D PLT Worldwide
Continental

14.40 **Defying convention: The role of CarbonX in developing more sustainable, high-performance winter tires**

- Environmental awareness is pushing the tire industry to improve sustainability without compromising on performance and safety
- CarbonX defies convention with its unique structure and properties, showing improvements in winter handling, rolling resistance, and abrasion resistance at the same time
- A vision of the future: how CarbonX can make an impact on sustainability in the development of tire treads for innovative mobility solutions

Dr. Daniela Sordi
CTO
CarbonX

15.20 Opportunity to learn about the sponsor solutions and interactive networking session

15.50 Coffee-break ~ Ice-breaking session

CLOSING ADDRESS

16.00 **All-Season and winter tires for OE Applications: Better cars with better tires**

- Limitations coming from tire and car regulations
- Challenges related to end customers
- Future usage of all-season and winter tire in OE business

Jan Ševčík
EPF – Chassis Development
Škoda

16.40 End of Day One – Closing word from the Chairman

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09.00 Opening address from the Chair

OPENING ADDRESS

09.10 **Overcoming challenges in technical development: How to reach one parameter without losing another parameter**

- Effective ways of reaching higher efficiency levels of tire performance
- Elimination of target conflicts: How do you balance requirements in the most optimal manner?
- Optimizing the wet or dry grip without increasing the rolling resistance
- The role of tire width, tread pattern and compound smart combination

R. Srivatsan
General Manager – Product Development TBR
JK Tire

09.50 **Adapting tire production to changing environments and conditions**

- How does increased urbanization globally impact demand?
- Scrutinizing the role of winter tires in an urbanised world
- Countryside vs. megacities: Forecasting demand
- The impact of climate change on the market for all-season and winter tires

Abdalla Ismail
R&D Engineer
Prometeon

10.30 Opportunity to learn about the sponsor solutions and interactive networking session

11.00 Coffee-break ~ Ice-breaking session

11.10 **From liquid rubbers to solution in winter tires**

Marcel Gruendken
University of Twente

11.50 **Prediction of Tire Grip: A new method for measurement of rubber friction under laboratory conditions**

Dr. Marzieh Salehi
University of Twente
Pos-doc at Elastomer Technology and Engineering group
Elastomer Technology and Engineering

12.30 Lunch

13.20 **Topic to be confirmed**

Umicore Specialty Materials Brugge NV

14.00 **Effective strategies of quality assurance during all-season and winter tire development**

- Implementing statistical process control
- How to ensure complete in-process quality control & continuous improvement in process capabilities
- Effective strategies to conduct MSA and improvements

Harsh Nitin Dave
Assistant Manager
CEAT Limited

14.40 **Smart Tires for Advanced Vehicle Dynamics Control: Opportunities and Challenges**

- Sensors and data acquisition: studying tire behavior to improve the overall vehicle dynamics
- Latest innovations and opportunities coming from intelligent tires
- Limitations and challenges

Sergio Matteo Savaresi
Full Professor, Department of Electronics, Computer Science and Bioengineering
Politecnico di Milano

15.20 Opportunity to learn about the sponsor solutions and interactive networking session

15.50 Coffee-break ~ Ice-breaking session

CLOSING ADDRESS

16.00 **Regulatory activities of the UNECE Working Party on Noise and Tyres (GRBP), including tyre rolling noise and rolling resistance**

- World Forum for Harmonization of Vehicle Regulation as a unique global regulatory body for vehicles and their parts
- Development and harmonization of vehicle regulations in the framework of the 1958 and 1998 international agreements
- Regulations on tires and activities of the GRBP, regulation No. 117 on rolling resistance, rolling noise and wet grip, recent amendments to other tire regulations
- Ongoing GRBP discussions (worn tires, impact of tire and road wear particles on health and environment, rolling noise vs. other tire parameters, etc.)

Konstantin Glukhenkiy
Economic Affairs Officer, Sustainable Transport Division
United Nations Economic Commission for Europe

16.40 Closing word from the Chairman & close of conference

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www.tbmgroupp.eu



TBM Direct – Connecting business with information in times of uncertainty

In-house custom-built features of our **online** interactive platform

- Virtual sponsor break-out rooms & exhibition spaces
- Attendee polling
- Live Q&A facility
- Networking & discussion forums

Testimonials from our recent events about our **in-house online** interactive platform

“Very good for a first fully virtual event. Good quality of delegate”

(Onboarding Forum attendee)

“I generally found the online format worked well. I particularly like the breakout sessions; these were better for me than having a booth as I was able to demo to 3 or 4 prospects at one time”

(Onboarding Forum attendee)

“Overall the experience was very good and I hope to be able to join you at next year’s event”

(Onboarding Forum attendee)

“I was little bit scared, if such an event can be organised online, but I was positively surprised. A lot of useful information”

(Enterprise Architecture Forum attendee)

“Very good given the virtual setting. Organization went smoothly”

(Distributed Energy Resources Forum attendee)

“A virtual success. And a reaffirmation to see that conferences of large scale can be done online with same but also different levels of engagement”

(Enterprise Architecture Forum attendee)

“Thanks for setting up and running an excellent event”

(AI Power & Utilities Forum attendee)

“I can confirm that it was quite easy to follow the conference on my part. The online format worked well”

(Enterprise Architecture Forum attendee)

“Surprisingly good for an online event”

(Catalysis Forum attendee)

“Asking questions via the chat box works very well”

(Catalysis Forum attendee)

“Congratulations for the very good organization of the whole conference”

(Industrial Inspections Forum attendee)

“I liked the opportunity to have separate “rooms” to connect with other participants”

(AI Power & Utilities Forum attendee)

“How easy it is with modern technology to “simulate” a conference with break-out sessions etc”

(Industrial Inspections Forum attendee)

“As a user it is perfect for participating in conferences”

(Distributed Energy Resources Forum attendee)

“The online platform worked perfect during the whole event. Easy to use and friendly”

(Business Continuity Forum attendee)

“Perfect – really perfect (the best online platform I’ve ever seen actually)”

(Supply Chain Management Forum attendee)

“Good – the online platform gave ** a lot of visibility”**

(Supply Chain Management Forum attendee)

“Very good, probably the best I have used”

(Supply Chain Management Forum attendee)

“As for a virtual event, it was very well organized and you pulled off a great virtual event in hardly no time. Well done!”

(Master Data Management Forum attendee)

“Very good, interactive (much more than with other virtual events I have attended), breakout networking that works!”

(Master Data Management Forum attendee)

ABOUT CARBONX



CARBONX is not just a carbon material. It is an opportunity to create a better world. Discovered in 2014, Rutger van Raalten (CEO) and Daniela Sordi (CTO) believed in the new possibilities this revolutionary material unlocks. With the support of TU Delft, we started growing, scaling production, patenting our technology.

We now provide CarbonX to the tire and plastics industry, worldwide. We have been tenaciously shaping our ecosystem to provide research insights and testing opportunities.

Together with our bright and enthusiastic colleagues, we are following our main goal: to create a better future by developing sustainable and smart carbon solutions.

ABOUT UMICORE



Umicore Specialty Materials Brugge (USMB)

USMB is a manufacturer of metal carboxylates, e.g. Co, Ni, Nd based carboxylates used as polymerization catalyst for PBR production and Co, Ni based carboxylates as hydrogenation catalyst for SBC, SBS and SIS.

USMB produces solid cobalt carboxylates for rubber adhesion promotion in tire manufacturing. We manufacture cobalt resinate (ECOS R8), cobalt stearate (ECOS S9,3), cobalt borate acylate (ECOS B22,5 C), cobalt neodecanoate (ECOS D20,5) and cobalt boro neodecanoate (ECOS B22).

USMB developed polymeric rubber adhesion promoters (RAPs) in response to the need for less hazardous cobalt compounds. These are future proof high-performance RAPs, assuring safe properties and use.

ABOUT EASTMAN



EASTMAN is one of the world's largest producers of specialty chemicals, raw materials, and additives for the tire industry—offering optimal solutions for tire formulators to enhance wet grip, rolling resistance, durability, and handling. Eastman tire additives are trusted globally by leading tire manufacturers who depend on our strong industry leadership, applications expertise, and diverse portfolio of specialty technologies.

Eastman portfolio for the tire business:

- Eastman Crystex™ insoluble sulfur
- Eastman Impera™ performance resins
- Eastman Santoflex™ antidegradants
- Eastman Acena™ cellulose esters
- Eastman Duralink™ HTS post-vulcanization stabilizer

With the purpose of enhancing the quality of life in a material way, Eastman works with customers to deliver innovative products and solutions while maintaining a commitment to safety and sustainability. As a globally inclusive and diverse company, Eastman employs approximately 14,500 people around the world and serves customers in more than 100 countries.

The company had 2019 revenues of approximately \$9.3 billion and is headquartered in Kingsport, Tennessee, USA.

TBM EVOLUTION GROUP

An experienced business event organizer, focused on bringing innovation and the latest information to relevant target industries. We specialize in organizing exclusive and the best in-class events, custom-made to address the most pressing topics of various industries.

It is well known that you can't manage what you don't measure – so we are here to equip you with the right business tools to measure, compare, evaluate, and proceed in the right direction. Our committed team of experienced business professionals, with solid backgrounds in multidisciplinary fields, are here to create an exclusive environment at each of our tailor-made events. We craft each of our agendas to provide you with an environment aimed at benchmarking, networking, and generating insights amongst peers of various industries.

At **TBM Evolution Group**, we believe in the power of exchanging information; only through the exchange of best practices, and lessons learned, can meaningful progress be made. We believe in business progress based on constant re-evaluation and reflection, as a path to sustainable business development.

We create each and every one of our events with this theory in mind.

Curious about what we have planned next? Please visit us at www.tbmgroupp.eu.