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FOR IMMEDIATE RELEASE

### **TARRC and Endurica launch partnership on durability testing and simulation of elastomeric products**

HERTFORD, UK and FINDLAY, Ohio, 31 August 2018. TARRC and Endurica LLC announced a partnership today aimed at serving developers working with elastomer products that have durability requirements. The partnership expands the durability testing offerings commercially available at TARRC, and will provide users of Endurica's durability simulation solutions a new source for material modelling parameters. TARRC will also host future Endurica training events and offer analysis services.

Of the partnership, Endurica's founder, Dr William Mars, notes that "In many ways, TARRC pioneered the field of fatigue and fracture for elastomers, starting with the foundational work of Rivlin and Thomas in 1953. Over the years, TARRC's scientists have led development of the field and won many of the highest recognitions. It is very fitting that they should continue their leadership as a provider of the solutions and workflows that have grown out of the science. I worked with them in 2001-2004 on a joint industry project focused on fatigue life prediction, and I am very proud to be working with TARRC again. I look forward to launching our Fatigue Property Mapping™ service with them."

TARRC Engineering Unit Head Dr. Alan Muhr said that "in the past, the difficulty of obtaining material property information has been a barrier to routinely running fatigue simulations during product development. Testing methods were not optimized for productivity or repeatability, and analysis workflows were not sufficiently complete to manage the full complexity of multiaxial, variable amplitude loading scenarios. Endurica has provided a way forward that enables durability simulation to become a routine practice for organizations. With this partnership, TARRC is strengthening its position to serve this market."

*About Endurica LLC. Endurica LLC provides pre-prototype solutions for developers seeking durability in elastomer applications. Endurica has developed the world's first numerical fatigue life solver for elastomers. Our solver is used to predict fatigue life based on the results of Finite Element Analysis. Our solutions include characterization, software and training for engineers and analysts. The company was founded in 2008. ([www.endurica.com](http://www.endurica.com))*

*About TARRC. The Tun Abdul Razak Research Centre ([www.tarrc.co.uk](http://www.tarrc.co.uk)) was founded in 1938 as the British Rubber Producers Research Association, and soon became renowned for pioneering work on sulfur vulcanisation and oxidation chemistry of Natural Rubber and on finite strain elasticity theory. It also initiated some key engineering applications of rubber, such as structural bearings for vibration and earthquake isolation. Of key significance to its partnership with Endurica is the seminal work on the application of fracture mechanics to rubber by Rivlin & Thomas in 1953, followed up with a great number of sequel papers both at TARRC and elsewhere continuing to the present day.*