

Tire Industry 6PPD Usage

Overview

A client required details of past, present and future 6PPD usage patterns within the tire industry.

Objectives

Provide a report and interactive Excel Pivot table detailing past, present and future 6PPD usage broken down by region, customer and tire type (PC, Truck, Motorcycle...).

Actions

- Verify data within the MRT Global Tire & Rubber Chemical Database (GTRCDB)
- Set up appropriate technical parameters for 6PPD within the database for each tire sub group (using MRT compounding and tire technology knowledge)
- Run customised SQL reports for 6PPD by region, customer and tire type
- Use the MRT GTRCDB to produced regional maps with location and volume indicators

Outcome

MRT delivered the report and interactive Excel Pivot table by the agreed deadline.

The client was able visualise the individual regional geographical spread of current usage via MRT maps detailing consumer locations and demand.

The client was able to determine past, present and future requirements via the interactive Excel Pivot table provided.