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Trelleborg Unveils New Innovation Area on its Virtual Showroom

Trelleborg Wheel Systems has added a new Innovation Area to the Virtual Showroom it successfully launched in March 2021.

The Innovation Area puts the latest technical advancements right at the customer's fingertips. They will discover cutting edge solutions such as premium compounds engineered to provide professionals with increased productivity, safety, and sustainability, including ProTEX, ProHD and Heat Shield.

Emiliana Vesco, Marketing Training & Development Senior Manager at Trelleborg Wheel Systems, says: "Trelleborg is constantly innovating when it comes to helping customers run their operations more smoothly. The Innovation Area allows customers to explore the latest advancements as they happen. We continue to bring new ways to help customers in the agriculture, construction and materials handling fields to drive their business – anytime, anywhere in the world.

"Putting new tools into the hands of our customers, our digital apps are just one way we're responding to changing needs. And our Innovation Area helps take our customers up to the next level, so they can stay on top of emerging technologies and use them to power their productivity."

Along with showcasing Trelleborg's latest hi-tech innovations in tire design, the Innovation Area also features a Digital Hub offering smart solutions geared toward tackling day-to-day challenges. Customers can choose from a wide range of mobile Apps and services to help grow their business right from their smartphone: from TLC Plus that lets operators check the tire pressure of their fleet and recommends adjustments when needed, to discovering the entire Tire Book or finding the Dealer nearest them.

Online visitors can also peek behind the curtain at the new Concept Center, featuring exclusive previews of next generation tire technology. Importantly, for visitors to the Innovation Area, Trelleborg experts are only a click away with the "Book a Meeting" option. This puts customers in touch with a representative speaking English, French, German, Italian, Spanish, Dutch or Chinese.

To discover all that Trelleborg's Innovation Area has to offer, visit: www.virtualshowroom-wheels.trelleborg.com/wheels/en/

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***Trelleborg Wheel Systems** is a leading global supplier of tires and complete wheels for off-highway vehicles such as agricultural machines, material handling, construction vehicles, and specialty applications. It offers highly specialized solutions to create added value for customers and is partner of the leading Original Equipment Manufacturers. Its manufacturing facilities are located in Italy, Latvia, Brazil, Czech Republic, Serbia, Slovenia, China, Sri Lanka and U.S.*

www.trelleborg.com/wheels

***Trelleborg** is a world leader in engineered polymer solutions that seal, damp and protect critical applications in demanding environments. Its innovative solutions accelerate performance for customers in a sustainable way. The Trelleborg Group has annual sales of about SEK 33 billion (EUR 3.13 billion, USD 3.57 billion) in about 50 countries. The Group comprises three business areas: Trelleborg Industrial Solutions, Trelleborg Sealing Solutions and Trelleborg Wheel Systems. The Trelleborg share has been listed on the Stock Exchange since 1964 and is listed on Nasdaq Stockholm, Large Cap.*