



# TyrFil Flatproofing Sales Manual



*Information and strategies to get you rolling.*

**TyrFil**™  
A CARLISLE BRAND



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# Welcome & Introduction

## Purpose of This Manual

The TyrFil™ Flatproofing Sales Manual is designed to equip you—the sales professional—with the knowledge, tools, and confidence to effectively position and sell TyrFil Flatproofing products. Whether you're new to the brand or a long-time partner, this manual will help you:



*Understand the technology and product advantages of TyrFil Flatproofing*



*Communicate the value proposition clearly across key industries*



*Identify customer pain points and selling opportunities*



*Leverage our marketing and technical support to close more deals*

Carlisle TyrFil invented the tire fill category in 1971. Today, we continue to lead the industry with innovative, sustainable solutions that eliminate flat tires and help our partners keep the world rolling. This manual reflects our 50+ years of industry leadership—and is built with your success in mind.

## How to Use This Guide

This manual is organized to serve as both a **training resource** and a **quick-reference sales companion**.

You can read it front-to-back for onboarding or skip to a specific section when preparing for customer conversations.

Each section includes:

- **Key Concepts & Talking Points** to guide your pitch
- **Product Details & Benefits** to differentiate TyrFil Flatproofing from competitors
- **Sales Tips & Tools** to help you close more business
- **Links to Digital Resources** (videos, calculators, brochures, and more)

Bookmark it. Keep it handy. Use it often. And know that Carlisle TyrFil is here to support you every step of the way.

# About Carlisle TyrFil

## Our Legacy: Inventing the Tire Fill Category

In 1971, Carlisle TyrFil did something no one had done before—we created the world's first polyurethane tire fill. That breakthrough launched an entirely new industry and forever changed how Off-The-Road (OTR) equipment operates in rugged environments.

For more than five decades, TyrFil has been the gold standard in flatproofing technology. We didn't follow the market—we built it. And we continue to lead it by delivering unmatched performance, reliability, and innovation to industries that can't afford downtime.

From construction sites to underground mines, our mission is simple: **Eliminate flat tires. Keep machines rolling. Help our partners work smarter and safer.**

## Global Leadership & Market Presence

Today, Carlisle TyrFil is the **global market leader** in tire flatproofing. Our products are used in more than 50 countries and are trusted by top Original Equipment Manufacturers (OEMs), tire dealers, rental companies, and end users around the world.

We support our customers through:

- A global sales and technical service team
- Multiple manufacturing locations (USA, Germany, China) for fast delivery
- Industry-leading R&D with dedicated chemists and engineers
- OEM-approved formulations for every kind of OTR application

We don't just sell a product—we partner with you to help you grow your business and deliver results for your customers.

# Understanding TyrFil Technology

## What Is TyrFil™ Flatproofing?

TyrFil is a high-performance **polyurethane liquid** that's pumped into OTR pneumatic tires. Once inside, it replaces the air and cures into a durable, flexible **elastomer core**—permanently eliminating flat tires.

Unlike temporary fixes or sealants, TyrFil offers **100% flatproof protection**. Once installed, tires are fully pressurized with a resilient fill that absorbs shocks, resists punctures, and performs in the harshest job site conditions.

## How TyrFil Works (The Flatproofing Process)

### 1. Tire Inspection & Preparation

The pneumatic tire is mounted and checked for damage or debris.

### 2. TyrFil Installation

Using our specialized equipment, the tire is filled with TyrFil liquid through the valve stem.

### 3. Curing Period

After filling, the material cures inside the tire for 24 to 48 hours.

### 4. Permanent Performance

Once cured, the tire is ready for use—and will never go flat again.

Whether it's nails, rebar, rock, glass, or debris—TyrFil keeps your customers' tires rolling without interruption.



# TyrFil™ Flatproofing vs. Solid Aperture Tires & Other Alternatives

Not all No Flat solutions are created equal. Here's how TyrFil Flatproofing stands apart:

Feature	TyrFil™ Flatproofing	Solid Aperture Tires	Other Poly Fills
<b>Flatproof Guarantee</b>	✓ 100% flat-free	✓	✓
<b>Ride Comfort</b>	✓ Smoother ride	✗ Harsh, high G-force	⚠ Often stiff/rigid
<b>Equipment Protection</b>	✓ Reduces wear & vibration	✗ Causes component damage	⚠ Mixed results
<b>Recyclability</b>	✓ Yes (with a TyrFil Recycling System)	✗ No	⚠ Limited
<b>Sustainability Options</b>	✓ Yes	✗ No	⚠ Limited
<b>Cost Efficiency</b>	✓ Long-term ROI	✗ High up-front and maintenance costs	⚠ Inconsistent
<b>Heat Dissipation</b>	✓ Excellent (TyrFil Ultra & TyrFil Pro)	⚠ Poor	⚠ Moderate

## Benefits at a Glance

Let your customers know: **You don't have to sacrifice comfort or performance to go flat-free.**



### No More Flats

Eliminate downtime from punctures, blowouts, and pressure loss.



### Smoother Ride = Safer Operators

Lower G-force transmission means less equipment damage and reduced operator fatigue and injury.



### Cost Savings

Extend tire life, reduce replacement frequency, and avoid emergency repairs.



### Eco-Friendly Solutions

Recycle used fill. Reduce oil dependency.



### Zero Pressure Maintenance

No need to check or adjust tire pressure—ever.

# TyrFil Product Line

Not all jobs are created equal—and neither is every fill formula. That's why Carlisle TyrFil offers a full lineup of flatproofing products with varying durometers (hardness levels), each engineered for specific equipment needs, environments, and operator preferences.

Our formulas give customers the flexibility to match the right performance profile to the right application—whether they need maximum cushioning, added durability, or a sustainable solution.

## Durometer Options at a Glance

Product	Durometer	Best For	Key Benefits
<b>TyrFil™ Flex</b>	10	Light-duty use, ride comfort	Closest ride to air-filled tires; max deflection
<b>TyrFil™ Pro</b>	30	General-purpose material	Industry standard; works in 90% of applications
<b>TyrFil™ Ultra</b>	30	Mining + severe service	Advanced heat dissipation; rugged durability
<b>TyrFil™ HeviDuty</b>	55	Heavy-load, high-stress applications	Hardest fill; minimal tire deflection

### TyrFil™ Flex



### TyrFil™ Pro



### TyrFil™ Ultra



### TyrFil™ HeviDuty



# Quick Product Profiles

## TyrFil™ Flex

Softest flatproofed ride on the market. Ideal for light equipment, especially skid steers, where operator comfort and terrain adaptability are top priorities.

## TyrFil™ Pro

Our most versatile formula. It delivers reliable flatproofing for most applications, balancing ride quality with load support.

## TyrFil™ Ultra

Built for severe conditions, including underground mining and uneven terrain. Offers enhanced thermal resistance and long-lasting stability.

## TyrFil™ HeviDuty

Formulated for minimal deflection in heavy-load, slow-speed applications.



## Before You Flatproof—Answer These Questions

Prior to filling pneumatic tires with polyurethane flatproofing material, there are some important matters to be considered. This knowledge will help ensure that the best flatproofing product, the proper PSI, and the correct tire is used for the specific application. Refer to the Weight Estimation Guide for more information.

- 1. Know the Application**—Is the application severe? Will the tires sustain punctures, sidewall injuries or both? Is the ride important? Is tire flexing a problem? (for example: aerial lift tires should have little or no flexing).
- 2. Know the Load Carried by the Equipment**—Are the tires and wheels qualified to handle the load? Is the load stable (fixed) or does it bounce (spring or vibrate)?
- 3. Know the Distance Traveled by the Equipment**—Does the equipment travel a few feet or long distances? How long? Does the equipment travel continuously or is it intermittent?
- 4. Know the Speed of the Equipment**—Does the equipment travel at speeds for the rated load? Static (no movement), 2 to 3 mph, 5 to 10 mph, or 30 mph or more?
- 5. Know the Working Environment of the Equipment**—Are haulage roads in poor condition? Does equipment operate in severe ambient temperatures (steel mill, desert climates, refrigeration areas, arctic climates, etc.)? Is the working environment hazardous (such as scrap yards or landfills)? Is the terrain rocky, sandy, swampy, muddy, dry, mountainous, or flat?

6. **Wheels**—all wheels on tires flatproofed with TyrFil should be heavy-duty, with load-carrying capabilities sufficient to include the weight of the urethane inside the tire. Used wheels should be inspected before use.

7. **Weight of Flatproofing**—the additional weight of the tire filling is not a hanging weight. It is a supporting weight. The weight can be advantageous as ballast.

If you have questions about the use of TyrFil in an application, contact your Regional Sales Manager for specific recommendations.

### **Flatproofing is not for every application**

- It will not compensate for overloads or poor tire performance—it is only as good as the tire in which it is placed.
- It should not be used on equipment operating in swamps or marshes.
- It will not increase the load carry capacity of a tire.
- It will not repair a compromised tire—damaged tires should be taken out of service for safety reasons.

Know your application, length of haul, speed, load, terrain, equipment, wheels, axle, drive train, and engine capabilities. This will help ensure the choice of the right TyrFil™ Flatproofing formula.



**Flatproofing Applications:**

✓ = Suggested    ✅ = Optional

Application	TyrFil™ Flex	TyrFil™ Ultra	TyrFil™ Pro	TyrFil™ HeviDuty
Aerial Platforms			✓	✓
Ag Tractors	✓		✓	
Amusement Rides	✓		✓	
Antique Museum Autos/ Equipment/Planes			✓	
Armored Vehicles		✓		
Backhoes	✓		✓	
Baggage Carts	✓		✓	
Chippers/Trenchers/Etc.	✓		✓	
Compact Utility Loaders	✓		✓	
Compactors		✓	✓	
Concrete Buggies	✓		✓	
EM Scrapers		✓		
Excavators		✓	✓	
Forklifts		✓	✓	
Front End Loaders		✓	✓	
Ground Support Equipment	✓		✓	
Hand Trucks			✓	
Haul Trucks		✓		
Irrigation Equipment	✓		✓	
Military Equipment		✓		
Mowing/Landscape Equipment	✓		✓	
Paving Equipment		✓		
Personnel Carriers	✓		✓	
Railroad Track Repair Equipment		✓		
Riot Vehicles		✓		
Road Graders	✓		✓	

Application	TyrFil™ Flex	TyrFil™ Ultra	TyrFil™ Pro	TyrFil™ HeviDuty
Rotary Cutters (Bush Hogs)			✓	
Rough-Terrain Forklifts		✓	✓	
Scalers		✓	✓	
Scissor Lift Aerial Platforms			✓	
Skid Steers	✓		✓	
Slag Haulers		✓		✓
Snow Kats	✓		✓	
Straddle Carriers		✓		
Sweepers	✓		✓	
Telehandlers			✓	
Trenchers	✓			
Underground Mining Equipment		✓		
Wheel Loaders		✓	✓	
Wheelbarrows	✓		✓	
Yard Vehicles			✓	



# Key Markets & Applications

TyrFil is trusted across the globe in industries where flat tires aren't just inconvenient—they're **costly, dangerous, and disruptive**. Whether it's a surface construction job or a deep-underground mining operation, TyrFil keeps equipment rolling, operators safe, and productivity high.

## Prospective Customers

The following industries represent strong opportunities for TyrFil™ Flatproofing. These businesses typically operate **large fleets of rubber-tired equipment** in environments filled with puncture hazards—making them ideal candidates for flatproofing solutions that improve uptime, reduce costs, and protect equipment and operators.

1. Equipment Rental Companies
2. Mining Companies
3. Equipment Dealers
4. Federal, State, City, and County Municipalities
5. Construction Companies
6. Scrap Metal Companies
7. Steel Mills
8. Ports
9. Municipal Waste
10. Utility Companies
11. Petroleum Companies
12. Demolition Contractors
13. Garbage Disposal and Landfills
14. Material Handling Companies
15. Lumber Companies



## Keep in Mind

This list is just the beginning. Any operation that runs pneumatic tires in harsh or unpredictable conditions is a potential TyrFil customer. From agriculture to airports, from local contractors to global OEMs—the opportunities for flatproofing are virtually endless. Be curious, ask questions, and explore every job site... chances are, if there are tires, there's a flatproofing need.

## Key Industry Messaging to Win the Flatproofing Sale

Use the following breakdown to tailor your message based on key industry-specific needs.

### Construction



**Key Equipment:** Telehandlers, skid steers, wheel loaders, boom lifts, backhoes

#### Customer Pain Points:

- Nails, rebar, and debris causing downtime
- Operator fatigue from bumpy rides
- Equipment wear and tear from solid aperture tires

#### TyrFil Advantage:

- Eliminates job site flats
- Smoother ride = safer operators and less equipment damage
- No need for pressure maintenance

**Talking Point:** *"TyrFil gives your crew a flat-free solution with a smoother ride and without the daily pressure checks."*

### Mining & Tunneling



**Key Equipment:** Underground loaders, drills, haulers

#### Customer Pain Points:

- Tunnel blockages from downed equipment
- Harsh environments destroy air-filled tires
- Flat repairs are logically complex and risky

#### TyrFil Advantage:

- 100% flat-free performance in extreme heat and terrain
- Prevents shutdowns and keeps operations moving
- Reduces vibration for sensitive mining equipment

**Talking Point:** *"In underground mining, one flat can shut everything down. TyrFil keeps you rolling—no matter what's underfoot."*

## Waste & Recycling



**Key Equipment:** Front-end loaders, forklifts, skid steers

### Customer Pain Points:

- Debris-filled yards = constant punctures
- Solid tires shake equipment apart
- Flat tires lead to service delays and safety risks

### TyrFil Advantage:

- Handles glass, nails, metal, and scrap with ease
- Lower G-force transmission than solids—protects both equipment and operators
- Increases uptime for critical operations

**Talking Point:** *"You can't clean up the waste site, but you can make sure your tires don't stop because of it."*

## Rental Equipment



**Key Equipment:** Aerial lifts, skid steers, telehandlers

### Customer Pain Points:

- Costly service calls for flats
- Equipment returns with damage
- Downtime = lost rental revenue

### TyrFil Advantage:

- Eliminates flats on all job types
- Improves equipment reliability
- Reduces repair costs and boosts customer satisfaction

**Talking Point:** *"Turn downtime into rental time—flatproofed tires mean more revenue and fewer returns."*

*Any operation that runs pneumatic tires in harsh or unpredictable conditions is a potential TyrFil customer.*

## Agriculture



**Key Equipment:** Tractors, sprayers, telehandlers

### Customer Pain Points:

- Field debris like stubble, thorns, or hidden rocks
- Travel between fields causes tire strain
- Repair options limited in remote areas

### TyrFil Advantage:

- Withstands rough terrain and debris
- No flats = no delays during critical harvest or planting windows
- Improves field safety and long-term tire performance

**Talking Point:** *"TyrFil keeps your season on track—no flats, no wasted time in the field."*

## Military & Defense



**Key Equipment:** Tactical vehicles, ground support equipment

### Customer Pain Points:

- High-risk environments require mission-ready reliability
- Tire failure in the field can be catastrophic
- Equipment often deployed in remote or hostile areas

### TyrFil Advantage:

- Prevents blowouts in high-pressure zones
- Delivers continuous operation under mission-critical loads
- No air pressure = no maintenance during deployment

**Talking Point:** *"TyrFil gives your equipment the combat-readiness it needs—flatproofed, field-tested, and fail-safe."*

## OEM & Aftermarket Opportunities



**Customer Type:** Original Equipment Manufacturers and OTR tire dealers

### Opportunities:

- Add value by offering pre-filled tires
- Increase customer satisfaction with flat-free equipment right off the lot
- Differentiate product offerings in a competitive space

**Talking Point:** *"TyrFil helps OEMs and dealers offer a premium, flat-free solution that boosts brand trust and long-term satisfaction."*

# Selling TyrFil™ Flatproofing

Whether you're talking to a first-time buyer or an experienced fleet manager, the key to selling TyrFil is simple: **focus on their pain, speak their language, and show how flatproofing creates long-term value.**

This section includes techniques to help you uncover needs, communicate benefits, and close more deals.

## Identifying Customer Pain Points

Start by asking open-ended questions. You're not just selling a product—you're solving a problem.

Ask:

- "How have flat tires impacted your work or projects?"
- "How often are you servicing or replacing tires?"
- "What feedback have your operators given about the ride quality of your equipment?"
- "What experiences have you had with equipment being sidelined due to flat tires?"

Their answers will tell you which TyrFil benefit to focus on: eliminating downtime, lowering repair costs, improving ride quality, or extending tire life.

## Sales Techniques & Consultative Selling Tips

### ■ Lead with Value, Not Product Specs

Focus on what TyrFil does for them—not just what it is.

### ■ Tailor the Message by Market

Speak to their world. A rental company wants to reduce service calls. A miner wants to avoid tunnel shutdowns. An equipment owner wants to keep machines running in debris-heavy environments without interruption.

### ■ Use Proof Points

Reference our 50+ year history, global leadership, and proven performance across industries.

### ■ Introduce the ROI Early

Help the customer see TyrFil as a long-term investment, not a line-item expense.

## Objection Handling

Here are a few common objections—and responses that keep the conversation moving:

### **“TyrFil seems expensive.”**

*“Upfront, maybe—but how much does one flat cost you in service calls, labor, and lost time? TyrFil pays for itself in avoided downtime.”*

### **“I’m using solid tires now.”**

*“That’s great for a no-flat option—but are your operators happy with the ride quality? Solid tires can increase vibration and wear out equipment faster. TyrFil gives you flatproofing without the shock.”*

### **“I’ve never used flatproofing before.”**

*“We hear that a lot. Most of our customers try it on one piece of equipment—and never go back. Let’s start small and let the results speak for themselves.”*

## Key Questions to Challenge Solid Aperture Tire Performance

- Solid aperture tires have been proven to contribute to mechanical issues and significant wear on equipment. How have solids affected the mechanical performance of your equipment?
- Solid aperture tires only have a top speed of approximately half of a filled tire. Has the reduced top speed affected your operation at the job site?
- Operators often complain about the rough ride and loss of traction when using solid apertures. Have either of these affected your operation or operators?



***Solid aperture tires have been proven to contribute to mechanical issues and premature significant wear & tear on equipment.***



## ROI Calculator / Cost of Downtime

Whenever possible, walk the customer through a basic cost-of-downtime estimate:

- Cost of one flat repair (parts + labor)
- Hours of lost productivity
- Rescheduling or equipment replacement costs
- Operator downtime

Then show how TyrFil removes that cost entirely—*not once, but permanently*.

Want to go into more detail and show customers just how much flats are costing them? Use the **TyrFil Profit Analysis Tool** at [www.carlisletyrfil.com/resources/profit-analysis](http://www.carlisletyrfil.com/resources/profit-analysis) to calculate the true cost of downtime. This quick online calculator helps quantify repair expenses, lost productivity, and equipment delays—then shows how TyrFil delivers long-term savings with flat-free performance.

## Key Selling Messages by Industry

**Construction:** “No flats. No delays. No angry operators.”

**Rental:** “Fewer service calls = more profit per unit.”

**Mining:** “No more tunnel backups from a downed hauler.”

**Waste:** “We handle scrap, nails, glass—and everything else your yard throws at you.”

**OEMs/Dealers:** “Offer a value-added upgrade that improves long-term customer satisfaction.”

## Sample Sales Conversation Starters

*“If I could show you a way to eliminate flat tires and make your equipment ride smoother—would you be open to trying it on one unit?”*

*“You’re spending money replacing tires every few months. What if you didn’t have to?”*

*“I work with others in your industry who’ve saved thousands by switching to TyrFil™ Flatproofing. May I show you how?”*

# Sales Enablement Tools

Carlisle TyrFil doesn't just deliver flatproofing—we deliver a full **sales support system** to help your customers understand the value and say "yes" with confidence.

Use the resources in this section to enhance conversations, follow up after meetings, and differentiate TyrFil in a crowded market.

## Marketing Collateral & Leave-Behinds

These tools help tell the TyrFil story visually and clearly—perfect for job site visits, trade shows, and post-meeting follow-ups.

### ■ Product Brochures

Detailed overviews of TyrFil formulas, applications, and benefits by market.



### ■ One-Pagers

Quick-hit, industry-specific handouts for construction, mining, waste, and more.

### ■ Sales Sheets

Comparison charts to position TyrFil against solid tires and competitors.

### ■ Customer Testimonial Sheets (when available)

Real-world proof from your satisfied customers in similar industries.

**Pro Tip:** Leave something behind after every visit. It gives them something to revisit—and keeps TyrFil top of mind.



**What is TyrFil?**  
TyrFil is a polyurethane material that is pumped into CTR vehicle tires, replacing all the air. It cures into a flexible, durable elastomer that acts as a shock absorber and completely eliminates flat tires.

**Why use TyrFil?**  
Compared to other flatproofing products such as solid tires, cones and liners, TyrFil is the most cost-effective solution and provides the best overall performance.

**Performance**

- Eliminates 100% of flat tires and equipment
- Reduces G-force impact to operator and equipment
- Maintains constant internal pressure and distributes loads evenly
- Reduces tire life
- Reduces fuel consumption
- Eliminates tire slippage
- Improves traction and stability
- Reusable — up to four times

**Safety**

- Eliminates 100% of flat tires
- Eliminates Solid Shock and Pneumatic
- Safer to operator and equipment
- Improves vehicle stability, enhances ride and reduces operator fatigue

**For overall safety and performance, only TyrFil checks every box.**

	TyrFil	Pneumatic Tires	Solid Rubber Tires
Eliminates 100% of flat tires	✓		✓
Reduces G-force impact to operator and equipment	✓		✓
Reduces fuel consumption	✓		✓
Improves traction and stability	✓		✓

**Weight Estimation Guide**

**We keep the world rolling.**  
No flats, smoother ride, more protection.

**TyrFil**  
CARLISLE

**TyrFil**  
CARLISLE

**DO YOUR TIRES PROVIDE OPTIMAL SAFETY AND PERFORMANCE?**

**What is TyrFil?**  
TyrFil is a polyurethane material that is pumped into CTR vehicle tires, replacing all the air. It cures into a flexible, durable elastomer that acts as a shock absorber and completely eliminates flat tires.

**Performance**

- Eliminates flats
- Maintains constant internal pressure
- Reduces fuel consumption
- Improves traction and stability
- Eliminates slippage

**Safety**

- Prevents catastrophic blowouts
- Eliminates Solid Shock and Pneumatic
- Prevents operator fatigue
- Improves vehicle stability, enhances ride and reduces operator fatigue

**For Overall Safety and Performance, Only TyrFil Checks Every Box**

	TyrFil	Pneumatic Tires	Solid Rubber Tires
Eliminates 100% of flat tires	✓		✓
Reduces G-force impact to operator and equipment	✓		✓
Reduces fuel consumption	✓		✓
Improves traction and stability	✓		✓

**We keep the world rolling.**  
No flats, smoother ride, more protection.

**TyrFil**  
CARLISLE

## Digital Resources

Don't just tell—**show**. Use these digital tools to bring the TyrFil experience to life.

### Demo & Explainer Videos



[www.youtube.com  
/watch?v=Pi\\_ggD-bJsw](http://www.youtube.com/watch?v=Pi_ggD-bJsw)



[www.youtube.com  
/watch?v=WEHINw7Xlr8](http://www.youtube.com/watch?v=WEHINw7Xlr8)



[www.youtube.com  
/watch?v=GKnZWW7LJ3I](http://www.youtube.com/watch?v=GKnZWW7LJ3I)



[www.youtube.com  
/watch?v=0Gv7w3UMf0A](http://www.youtube.com/watch?v=0Gv7w3UMf0A)



[www.youtube.com  
/watch?v=KVMBUNU5RTc](http://www.youtube.com/watch?v=KVMBUNU5RTc)



[www.youtube.com  
/watch?v=HDLNhkqMpc](http://www.youtube.com/watch?v=HDLNhkqMpc)

All videos are located in the Video Library on [www.CarlisleTyrFil.com](http://www.CarlisleTyrFil.com).

## ■ **ROI Calculator**

Show prospects how much they could save annually with TyrFil: [carlisletyrfil.com/resources/profit-analysis/](http://carlisletyrfil.com/resources/profit-analysis/).

## ■ **Website Resources**

Product info, technical specs, and white papers are located in the Resource Library on [www.carlisletyrfil.com/resources/resource-library/](http://www.carlisletyrfil.com/resources/resource-library/).

## **Brand Messaging Tools**

### ■ Core Messaging by Market

Quick-reference cheat sheet for pain points and benefits by industry (see [page 11](#)).

### ■ Approved Taglines

- *We Keep the World Rolling.*
- *No Flats. Smoother Ride. More Protection.*
- *Turn Downtime into Rental Time.*
- *Keep Going. Go TyrFil™.*

### ■ Visuals & Graphics

- Ride quality comparison (TyrFil™ Flatproofing vs. solid aperture tires)
- Vibration/G-force data
- Cross-section of filled tires

**Pro Tip:** Use visuals during your pitch—they help simplify complex ideas and stick in the customer's memory.

## **How to Access Materials**

All brochures, videos, and digital resources can be found via the Carlisle TyrFil Dealer Portal—[www.TeamTyrFil.com](http://www.TeamTyrFil.com) or requested through your Regional Sales Manager or Customer Service Rep.

*Need a specific resource customized?  
We're here to support you.*

# Frequently Asked Questions (FAQs)

## **Q1: What exactly is TyrFil, and how does it work?**

**A:** TyrFil is a liquid polyurethane material that is pumped into pneumatic tires. It replaces air and cures into a resilient elastomer core, permanently eliminating flats while maintaining a smoother, more cushioned ride than solid aperture tires.

## **Q2: How long does it take TyrFil to cure?**

**A:** TyrFil typically cures within 24 to 48 hours, depending on the specific formula used and the ambient temperature. Once cured, the tire is 100% flat-free and ready for full operation.

## **Q3: What equipment is needed to install TyrFil?**

**A:** You'll need a Carlisle-approved flatproofing pump system, compatible totes, and trained personnel to perform the filling. We offer training and support to get dealers up and running.

## **Q4: Can TyrFil be used in any tire?**

**A:** TyrFil is compatible with most pneumatic OTR tires in good condition. It's not suitable for tires that are already severely damaged, cracked, or worn beyond safe limits.

## **Q5: What happens if a tire filled with TyrFil gets punctured?**

**A:** No worries—the tire won't go flat. TyrFil remains intact inside the casing, allowing the equipment to continue running with no interruption. Punctures won't impact performance unless the casing is structurally compromised.

## **Q6: Can TyrFil be removed from a tire?**

**A:** TyrFil is intended to be a permanent flatproofing solution. However, we do offer Recycling Processing Equipment to repurpose used fill, reduce waste, and extend the value of the material.

## **Q7: How does TyrFil compare to solid aperture tires?**

**A:** Solid aperture tires may eliminate flats, but they create harsh rides, increase vibration, and can prematurely damage equipment over time. TyrFil delivers flatproofing plus shock absorption, protecting both equipment and operators while maintaining better ride quality.

## **Q8: How does TyrFil support sustainability?**

**A:** Carlisle TyrFil leads the industry in sustainable flatproofing with our innovative Recycling Processing Equipment. This technology allows dealers to mix virgin TyrFil with previously used fill or crumb rubber, reducing landfill waste and cutting down on petrochemical use by up to 65%. It's a smarter, more sustainable way to flatproof—without compromising performance.

## **Q9: How do I know which TyrFil product to recommend?**

**A:** In most cases, TyrFil™ Pro is the go-to solution—it's suitable for about 90% of flatproofing applications. However, for more extreme conditions like heavy-load operations, underground mining, or sustainability-focused jobs, a specialized formula may be a better fit. Use the Product Line chart starting on [page 8](#) to compare options or contact your Regional Sales Manager to help select the right fill for the job.

## **Q10: How do I get marketing materials or training support?**

**A:** Reach out to your Carlisle TyrFil Regional Sales Manager or Customer Service Team for brochures, videos, signage, or training sessions. We're here to support you and your team every step of the way.

***Carlisle TyrFil leads the industry  
in sustainable flatproofing with  
our innovative Recycling  
Processing Equipment.***



# Dealer Partnership Support

At Carlisle TyrFil, we believe in building strong, long-term partnerships—not just selling products. That's why we offer industry-leading support to help you succeed at every step—from placing orders and training teams to co-marketing your services and growing your customer base.

## Ordering Process

We make it easy to get what you need when you need it.

- **Standard Order Fulfillment**

Order through your Regional Sales Manager or Customer Service team for quick turnaround and shipment.

- **Global Distribution Network**

With manufacturing facilities in the U.S., Germany, and China, we minimize freight costs and ensure product availability across markets.

- **Product Planning & Inventory Support**

Need help forecasting product usage or managing inventory levels? Our team can assist you in planning ahead to keep your operation running smoothly.

Customer Service Contact: 800-821-4147

## Marketing & Co-Branding Support

We don't just fill tires—we help you fill your sales pipeline.

- **Customizable Brochures** with your dealer logo

- **Co-branded Social Media Graphics** for local promotion

- **Showroom Signage & Leave-Behinds**

- **Support for Local Campaigns, Events, or Trade Shows**

**Pro Tip:** Reach out to Carlisle marketing at [contact@carlisletyrfil.com](mailto:contact@carlisletyrfil.com) for help planning a dealer spotlight or customer case study. We'll help you shine in your market.

## Training Opportunities

Knowledge = Confidence = Sales. We offer:

- On-site training sessions for your team
- Virtual product knowledge refreshers
- Equipment setup tutorials
- Sales coaching on positioning TyrFil in your market

New team members? New equipment? We're happy to help train your crew at any time. Ask your Regional Sales Manager about our TyrFil University offerings.

## Customer Service & Technical Support

Need help with a customer install? Have a technical question? Our team is ready to support you.

- **Customer Service Team**—Friendly, knowledgeable, and fast
- **Global Technical Support Team**—Experts in flatproofing equipment and process troubleshooting
- **PhD Chemists & R&D Team**—Constantly innovating to keep your products ahead of the curve

Your success is our success—and we're here to prove it.

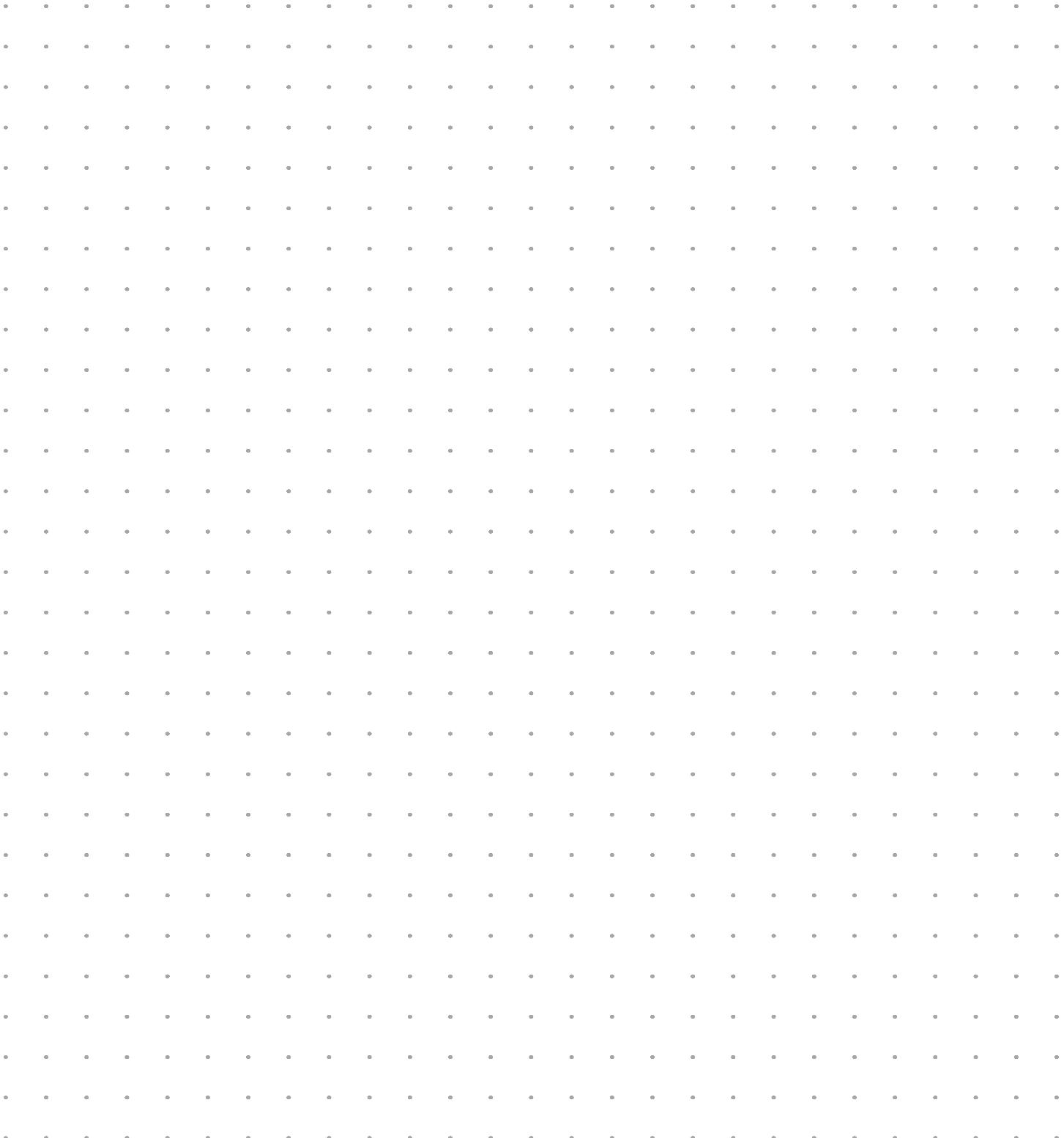
## Final Words

Thank you for representing the TyrFil Flatproofing brand. With the tools, training, and support in this manual, you're ready to confidently sell the world's most trusted flatproofing technology.

Flat tires don't stand a chance.

*Keep going. Go TyrFil.*

## Notes

A large grid of small, evenly spaced dots, intended for users to write notes or draw diagrams.





*We keep the world rolling.*

**Carlisle TyrFil**

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