



# Flexco makes a lasting impact with DRX new product launch campaigns.



### BELT CONVEYOR INSIGHTS #1000 Urethane Blades

**Why are urethane blades used?**

Polyurethane—or urethane—is a combination of two chemical compounds. It was first developed as a replacement for rubber in the beginning of World War II. By choosing the compound ingredients, the urethane formula and curing the “hardness” of the product, urethane has been a replacement for natural latex from rubber. The primary reason for urethane’s compatibility with mechanical splices used on the belts. When encountering a mechanical splice during operation, urethane blades are keeping the splice in tact and part of the blade provides acceptable bearing performance.

**Are all urethanes the same?**

- Most definitely not! The type of urethane materials and the “hardness” of the urethane compounds are formulated, all about the blade’s dimensions.
- Even during the process, including incorrect mixing ratios, mold failure contamination, handling and the process temperature all influence the quality of the urethane and the resulting characteristics of the blades made from that urethane.

**The properties formulated in our urethane:**

- The “hard” urethane compounds are formulated to provide shock during in use and absorb stresses that add significantly to the wear life— even in demanding applications— while still remaining compatible with both splices.
- And independent testing has shown that a urethane formulated specifically for superior abrasion resistance offers 20 to 30% longer wear life compared to other formulations.

**How to choose a urethane blade:**

- Look for blades that offer:
  - Complete compatibility with mechanical splices
  - Elasticity over the splice and stretching limit to provide the give if needed— with minimal damping characteristics.
- Most include damping elements.
- A longer useful life compared to other urethane blades.

**Where to use urethane blades.**

- Traditionally urethane blades have been used in primary applications: specifically on the head pulley— where the belt is held flat and the full opportunity to “spin” should present arise.
- They can also be used effectively in secondary cleanup applications for wear removal.
- The aggregate industry typically uses mechanical splices on belts through light abrasion material. This is an ideal application for a urethane blade that offers complete compatibility and greater wear life.

**Our advanced urethane formulation results in blades that outperform specific urethane and provide maintenance’s blessing.**

### Proprietary formulation equals better performing urethane. Urethane Blades

**Blade Material Loss Study: Precision Wear Test**

This chart shows comparative test results for the material in Carflex® as well as several materials currently used by other manufacturers. Actual grams lost during testing are expressed as a percentage.

Material	Loss (%)
Carflex	22%
Urethane A	35%
Urethane B	45%
Urethane C	55%

**Choosing the best urethane blade:**

There are many things to consider when choosing a urethane blade:

- As always, choose the material used in Carflex® blades to superior to competitive blade materials.
- Most blades are 20% to 30% in total useful application. Our urethane material wear rate for a longer useful life. This allows wear also allows less blade replacement maintenance is needed.
- And Carflex® features a “sawtooth profile” that sets it apart from ordinary solid blades because it allows for high- or optimal cleaning performance, every time your machine runs new load to the blade.
- In addition, Carflex® blades are easy to install, fit “Backline” and most OEM—blowers and other complete compatibility with mechanical diameters.

**BRIT CLEANERS**

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**Company | Flexible Steel Lacing Company**

**Challenge**  
Flexco needed to learn whether or not there was an immediate need in their market for a new type of impact bed in the coal, mining and material handling industries.

**Solution**  
LePoidevin Marketing was able to determine that Flexco’s market was lacking an impact bed that met specific niche needs. This research launched the client’s product development stage.

Prior to the product launch, LePoidevin created the name, logo and tagline for the new product line: DRX (Dual Relief Xtra™) Impact Beds, “It’s the

structure, not the bars.” This tagline helped to differentiate the product from competitors. LePoidevin proceeded to build an entire campaign including advertising, sales tools and public relations tactics to build awareness.

**Results**  
LePoidevin’s efforts helped make the DRX product launch a huge success, as sales of the line sky rocketed to 137 percent of the first-year goal.



**Advancing your position.**  
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