



**SIMA 2019**

**Paris Nord Villepinte, France**

**February 24-28, 2019**

**Hall 7, Booth C021**

## **Trelleborg's New TLC Plus App Now Available on App Store and in Google Play**

After the introduction at EIMA 2018 and LAMMA 2019, the new **TLC Plus App** from Trelleborg Wheel Systems is now available for download on App Store and Google Play. An advanced, sensor-based check-up system, the app measures potential tire pressure gaps between the optimum pressure and the actual tire inflation pressure and relays this information via wireless connectivity to a farmer's mobile device, or, remotely, to their PC. The new digital tool will take center stage on booth C021 at the SIMA 2019 to be held in Paris, France from 24 to 28 February.

Lorenzo Ciferri, VP of Marketing and Communications at Trelleborg Wheel Systems, says: "The new TLC Plus functionalities are built on the existing and well-known Trelleborg Load Calculator App (TLC), which celebrates seven successful years after its pioneering launch in 2011 as the industry's first load & pressure calculator. The TLC App is available in 14 languages, works with over 5,000 potential machine configurations and constantly registers thousands of downloads, upgrades and premium reviews across five continents.

"The App's reputation as the leading load & pressure calculator has been solidified in the farming industry due to its extensive range of applications, machine configurations, along with its accuracy and ease of calculation. We see the usage of the App growing enormously among professional farmers across the globe and today it enjoys one of the largest follower bases of professional farmers, worldwide. This is why we decided to upgrade the App to this new generation of sensor-based tool: TLC Plus (Trelleborg Load Calculator Plus)."

Adopting the right pressure can reduce farming variable costs by over 20%. Indeed, the right tire pressure reduces fuel consumption, while increasing traction power and crop yields, protecting and enhancing the modern farming business.

"Our marketing research suggests that, gradually, professional farmers are becoming more and more aware of the importance of the selection of the right pressure for their machines. This will boost the adoption of Tire Pressure Monitoring Systems (TPMS) along with Central Tire Inflation Systems and Smart Tires solutions in the near future of professional farming," continues Ciferri.



The new TLC Plus was conceived and engineered by Trelleborg to meet the challenges of modern and future farming. While the standard functionalities of the TLC permit the precise calculation of the appropriate pressure for any application, the new premium functions of TLC plus, in addition allow farmers to check whether their machine fleet is actually set with the optimum tire pressure and recommend adjustments where and when needed.

This is possible through a TLC Plus KIT, which integrates the App with TPMS sensors (which are mounted on the tire valves) and a gateway that enables data transmission to mobile devices. Thanks to cloud technology, the tools permit the management of tractor fleets remotely, allowing farmers to assess whether the machines are working with the appropriate pressure from their farm office. This configuration ensures maximum safety and efficiency for operations on mega-farms and for contractors who operate with large fleets of machines.

“Smart, easy to work with, and accurate; this is the way we designed the new TLC Plus App functionalities. With this target in mind, we invited users to contribute to the tool design, running several workshops open to a selected pool of professional farmers. The result is a friendly and reliable app, which can significantly improve farming efficiency and productivity, while using status-of-the-art technology when it comes to TPMS solutions,” concludes Ciferri.

The new TLC Plus App will be presented with a live demo at the Trelleborg booth C021, Hall 7, during the SIMA show that runs from 24 to 28 In Paris, France.

**-ENDS-**

For **press releases** from Trelleborg Wheel Systems visit the Press Room at [www.trelleborg.com/wheels](http://www.trelleborg.com/wheels).

For more **images** visit the image bank at [www.trelleborg.com/wheels](http://www.trelleborg.com/wheels)

For **more information** or **high-resolution** pictures, please contact:

Roberta D’Agnano, EMEA Marketing Manager

Telephone: +39 0774 384921; Mobile: +39 346 3069338

Mail: [roberta.dagnano@trelleborg.com](mailto:roberta.dagnano@trelleborg.com)

***Trelleborg** Wheel Systems is a leading global supplier of tires and complete wheels for agricultural machines, material handling, construction vehicles, motorcycles, bicycle and other specialty segments. 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](http://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 32 billion (EUR 3.28 billion, USD 3.69 billion) and operations in about 50 countries. The Group comprises five business areas: Trelleborg Coated Systems, Trelleborg Industrial Solutions, Trelleborg Offshore & Construction, 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. [www.trelleborg.com](http://www.trelleborg.com)*