



Dyna Bead Dealer News – Winter 2010

A year of changes...

2009 was a tough year for a lot of people. The economy forced many people to re-think about how they spent their money, and in most instances, the “toys” came in last place. Many had to sell their bikes or ATV’s just to make ends meet. We noticed several Dealers had to close their doors. A lot of Dealers were stuck with a lot of left over bikes, scooters and ATV’s on the Showroom floor.

The good news is that once you’ve bottomed out, everything is uphill from there. We have had a lot of new Dealers signing on, and as we get close to February, they start applying at a rate of about 3 – 6 *per day*.

In the Dyna Bead marketplace, we are seeing an increase for a few reasons. The fact that the customer will get a minimum of 30% increase in tire mileage (most get more) is a way for the customer to get more bang for their buck. California has outlawed lead weights, and we are seeing many applications from there as a result. We expect more states to follow this trend, as Europe has outlawed lead weights in many countries for several years now. Our Off Road product, new dealers and customers has increased tremendously. When it comes to balancing those large, aggressive tires, we are becoming the most reputable way to go.

We have picked up a few new countries, Spain, Portugal, Switzerland and Poland. We are still looking for an Australian person to host a Distributorship for that country, but the primary roadblock is the shipping costs. To better serve our International friends, we will be working this year on having (some of) our products packaged overseas, so we can cut the costs to other countries.

So we wish all of you a very happy and prosperous New Year.



Inactive Accounts

Some of you that are receiving this Newsletter were excited enough about Dyna Beads to sign up, but for some unknown reason, never purchased any product for stock. We did make an effort to notify you through an email about this, but we never received a reply.

So for now, we checked your account “**Inactive**”

This means that you cannot login and purchase, but we still have your application on file. To reactivate your account, you simply need to call us on our Toll Free line, make your initial purchase, and we’ll reopen the account at the same time.

Need an Off Road shop

On my “High Priority List” is a video and pictures for Installation procedures for Off Road tires and Fleet trucks. We have quite a few Off Road/4x4 shops now, so if you use Dyna Beads regularly and wouldn't mind me taking video and pictures of some installations, give me a call. We need to get bead-lock and standard rims, both Pour-In and EZ Open bag installations.

A new Building and Address

We had to move into a new building, as we ordered more packaging machinery to keep up with the demand. We also hired a two new people as a result. I still haven't got all my stuff out of boxes yet, but I'm working on it. Now we have the Office and the Warehouse/Packaging in the same place. Our new address is:

146 Halstead St.
Rochester, NY 14610

New Off Road brochure!

We have picked up a lot of Off Road and 4x4 shops this last year. The popularity and success of the Off Road product for these customers in their large, aggressive tread tires has been terrific, and due to requests, we created our new Off Road brochure that these Dealers can now order and pass out as needed.

See the entire brochure by clicking on these two links:

[Front page](#)

[Back page](#)

They are still at the printer, so as soon as we receive them, we will offer them to you on your Wholesale page. Keep a look out.,

Cross stocking

We have now a lot of Dealers who cross-stock. This is typically a Motorcycle Dealer who finds they are the only one in town handling Dyna Beads, and because they have customers who have these types of tires, they now stock the 8oz and 10 oz sizes of Off Road beads. Most have done this as a request by the customer(s). We also have the Off Road shop who is now handling Dyna Beads for motorcycles for the same reason. We have one motorcycle dealer who has a trucking firm across the street, and he supplies the Fleet product to them when they need it. Think about it... Any way to increase your bottom line is a good thing.

New Wholesale page additions

We hired a programmer last year to handle our database and other chores. One of his last projects is to create two new choices for you on your Wholesale page. And they are:

1. A “Change Vehicle Types” button.

If you were with us years ago, you may not know that we have a really neat, and productive feature added to the Dealer Search page. Because we have Fleet, Off Road and Motorcycle dealers, many customers wrote in that they needed a way to be able to tell what “type” of vehicles a particular Dealer stocked product for.

Obviously, “Joe’s Motorcycle Shop” tells them that they specialize, and stock Dyna Beads for motorcycles and scooters. “Carla’s Nifty Repair Shop”, on the other hand, does NOT tell the customer what types of vehicles they work on or stock product for.

The other problem is that “Joe’s Motorcycle Shop” now stocks Off Road beads because there are a lot of guys in their town with these big rigs and nobody else handles Dyna Beads. So we had to find a way to let customers know what types of vehicles you stocked product for, and the answer was the “Vehicle Type” addition to the Dealer Search page.

To see this in action, go to the [Dealer Search](#) page, then type in “14617” and select “50 miles” as the Search Radius.

The important new feature is that you can now modify your Vehicle Types by clicking on the button at the top. Give it a try.

2. Another button, which will be called “Download Dealer Files” or something very similar. Many of you have been with us from way back, and you may have not received a DVD with all the Installation videos or Help documents that we distribute to a New Dealer on their initial order. Other’s that did receive a DVD have an old version that doesn’t have some of the new materials that we now include. When this next button is added within a week, you will be able to download a large Zip file that contains all this information. Don’t try this with a dial-up modem, only a high speed (DSL, RoadRunner, etc) will be able to handle this large file. Then use a program such as WinZip or PKZip to unpack the files and store them in a Folder of your choosing. Later on, we’re adding a list with checkboxes so you can select individual files to keep yourself updated.

Dyna Beads for ATV’s

If you weren’t aware, we have a lot of customers using Dyna Beads for ATV’s. We have a large ATV Dealer in Tennessee that does all our testing for us, and the amounts you see listed on the ATV Tire Chart page are derived from this testing. During the testing, they found out that although the Standard beads work well, the Off Road beads work better. They also have the advantage of not requiring Filtered Valve Cores. **Note:** Dyna Beads and Slime are **NOT** compatible. (...or any other liquid used to seal punctures)

See at this year's Dealer Expo!!

This is our favorite show  It's absolutely HUGE and you get to see all the new stuff and cool stuff for motorcycles, scooters and ATV's. We're at Booth 1601 in the Convention Center. We hope you go and if you do, stop in and say Hi! <http://www.dealerexpo.com/>

Tucker Rocky, Parts Unlimited, etc.

Each year at the Dealer Expo, we receive a visit from one of the sales people from these catalog suppliers. They ask us if we would consider supplying the Dealers through them. While I'm familiar with their catalogs, I'd like to hear any comments or concerns if we started supplying product to them. This would not replace the Wholesale Page, but would be an additional source of supply for Dealers. Obviously, they can charge what they want, but the only disadvantage I can think of other than costs would be the inclusion in the Dealer Search page. If a Dealer simply purchases from the catalog, and doesn't sign up as a registered Dealer with us, they have no way of getting on the Dealer Search. (Unless we manually put them there, which we would not do)

So please let us know how you feel about this. An email or phone call would be fine.

Did You Know...Large Off Road Tires

Did you know that the majority of the large, aggressive Off Road tires, such as Interco (most), Pit Bull and most others, are made by the Denman Tire Company? <http://www.denmantire.com/main.php>

This is their business, and if you want a particular tread style, design, etc, you go to them and they will produce it.

The point of this is to let you know who's warranty you're working with. Because "most", but not "all" these tire types are manufactured by Denman, here's how you tell if it was: The Date Code will start with "DY.." on the side of the tire.

They have a good 5 year limited warranty, and although a manufacturer may supplement the Denman warranty with their own, in most cases it's simply the Denman warranty that applies. For a copy of this warranty and their catalog, click here: [Denman Catalog](#)

It pays to read the warranty, as occasionally, one of these big tires will have a bad "wobble", which is always due to a severe lateral imbalance, which means one side of the tire is heavier than the other. Other warranty-related issues are tire wobble and out-of-round, which are mold-related issues.

Racing tires for Motorcycles

Please ***do not*** use Dyna Beads in road racing motorcycle tires. We aren't talking about regular tires here; we are talking about the specialty tires designed for motorcycle road racing. These are more expensive, but especially, they have special rubber compounds to make them soft, pliable, grip better, and take the high heat and speeds associated with motorcycle road racing.

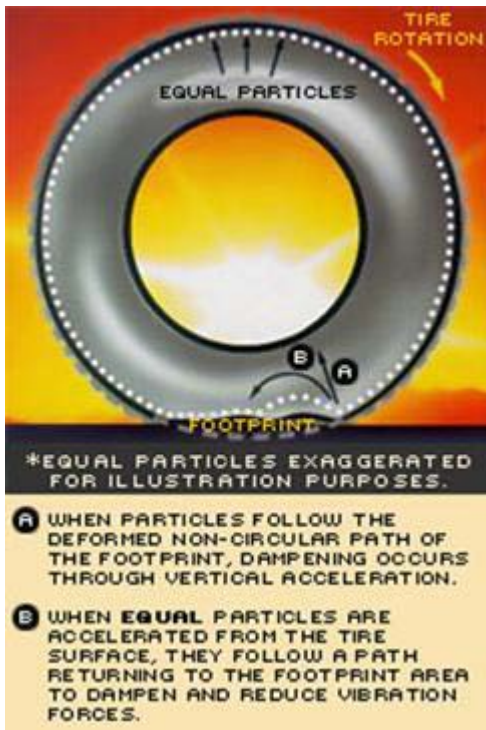
The inner liners of these specialty tires are very soft, and once they get to normal racing temperatures, they get even softer. Dyna Beads will embed themselves into this soft, gummy rubber due to the low durometer of the rubber, and the high centripetal forces generated by the high RPM's of the wheel. Once they stop moving, they stop balancing.

This does not apply to any off road motorcycle tires or off road racing applications.

A visual display of how Dyna Beads work

We won't have it in time for the show, but we will be working with a machine shop to produce a powered rotating wheel that can be photographed and taken to shows. The trick has been to replicate as closely as possible, actual road conditions so people can actually see Dyna Beads in action. I've seen other attempts at this, which IMO aren't that great or "real world", but easy to produce. We'll let you know when this comes out, probably on your Wholesale page.

Ever see this?



This, supposedly, is a pictorial representation of how Dyna Beads functions inside a tire. It was produced by a manufacturer (competitor) of a popular "powder" for balancing tires. Not inconspicuously, their "powder" looks like beads in this rendition, doesn't it?

It is surprising that this inaccurate representation of a tire in motion was allowed to be published, because it demonstrates how someone truly does not understand what's going on inside of a modern tire.

We bring this up because it has generated some emails from customers asking us if this was what is happening inside with our beads. The answer is "No, the footprint is flat", but we double-checked with the experts at Bridgestone/Firestone. Their reply:

"The contact patch of a radial tire at proper load/inflation/speed when seen from the side will be flat, as you indicated. The 'standing wave' effect that someone else seems to be referring to was a factor in [old] bias ply tires, and can occur in radials only if grossly overloaded/underinflated or operated at exceptionally high speeds...but not under normal operating conditions."

Just thought we would clear the air.

We have included a copy of the Denman Tire Warranty for those Off Road shops that might need this for customer warranty issues in our list of files available for download.

If you have a particular technical issue, the best way to communicate with me is via email:
Robert@dynabeads.com.

Have a good year and (hopefully) see you at the show,
Robert

Dyna Beads™