

Mike Rowlinson Technology Ltd



making a material difference

Tire Industry Fillers 2015 Market Trends and Projections

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Excel Workbook – Key Feature

A key feature of this report is the accompanying Excel Workbook. This workbook allows report purchasers to research specific areas in more detail via the use of the comprehensive Pivot tables provided to cover each of the major filler segments.

The workbook contains 5 sections each with the filler segments analysed and projected using 4 different techniques giving 20 individual Pivot reports which are already set up for efficient filtering.

Excel Workbook – MRT092 Tire Industry Fillers CLIENT DATA	
Sheet	Description
Introduction	About the client data workbook
A-Summary Volumes	Summary Volumes per pdf report.
A-Alternative Scenarios	Specialist Projection Results
A-Categories	Summary of Category and Sub-Category Analysis
B-CB Projection I	Individual sheets with Pivot data and analysis covering geographical (region, country), year, category and sub-category consumption volumes in kMTpa. A range of projections is offered allowing the user flexibility in choosing forward scenarios – each projection is fully explained in the report and the most probable projection (IV) is used to present information in the main body of the report (pdf)
B-CB Projection II	
B-CB Projection III	
B-CB Projection IV	
B- Grade Projections*	
C-HDS Projection I	
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E-Mineral projection I	
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F-Reclaim Projection I	
F-Reclaim Projection II	
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F-Reclaim Projection IV	

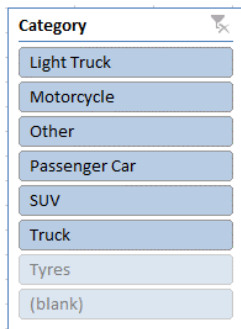
*Summary projection results for grade usage.

A summary sheet for the main volume consumption graphs (as per the pdf report) is also provided.

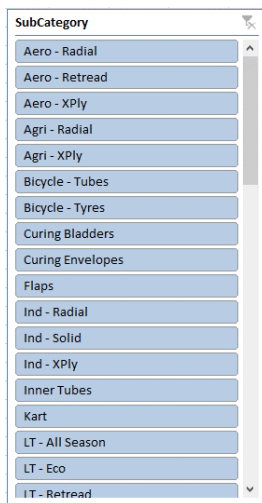
Example of Individual Pivot Sheet

Carbon Black, kMT		Year			
Region-Country-Cat-SubCat		2011	2012	2013	2014
Africa		123	113	114	121
Algeria		2	2	2	2
DR of Congo		1	1	1	1
Egypt		14	12	12	13
Ethiopia		2	2	2	2
Kenya		10	9	9	9
Libya		2	1	1	1
South Africa		84	78	79	84
Truck					
TR - Radial		7	6	6	6
TR - Retread		4	5	5	5
TR - XPly		14	12	11	10

Each Pivot Table provides volume estimations organised by Region and Country for the years 2011 to 2020.



Pivot tables can be easily filtered by Category for a coarse degree of discrimination.



Pivot tables can be easily filtered by Sub Category for a fine degree of discrimination.

This filter will be useful for those users wishing to research specific areas and allows for more detailed analysis of the 'Other' Category.