



## News Release

For Immediate Release

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### **New booklet titled *Designing with Rubber* is now available.**

*Learn how rubber might be the answer for components in critical applications.*

Minneapolis, Minn., April 1, 2010—Robinson Rubber Products, a designer, developer and manufacturer of [custom-molded rubber products](#), [extruded rubber products](#) and [precision rollers](#), has a new 10-page booklet titled [Designing with Rubber](#).

This booklet has guidelines for selecting and identifying rubber compounds; a comprehensive glossary of terms; and a primer on compression, transfer and injection molding processes. It also explains the various molding feed operations, parting lines, edges, ribs and other geometric design considerations.

If you are an engineer struggling with trying to come up with components that will perform multiple functions in challenging conditions, check out rubber's capability to bond to a variety of substrates, eliminate parts and lower assembly costs. This [booklet](#) must be in your library! Simply visit the Robinson Rubber website to download the PDF file.

To learn more, email [sales@robinsonrubber.com](mailto:sales@robinsonrubber.com), visit [www.robinsonrubber.com](http://www.robinsonrubber.com), or call toll-free 1-877-619-2825 or 763-535-6737 for more information.

### **About Robinson Rubber**

Located in Minneapolis Minnesota, Robinson Rubber is a privately owned company specializing in custom rubber formulation, custom molded rubber products, precision rubber rollers and extruded rubber products used by OEMs and industrial companies. They specialize in complex components that include multiple inserts, homogenous parts and rubber bonded to metal and other substrates. The company also provides innovative component and prototype design, precision assembly and special formulated rubber compounds.

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