

COK MEIJER
FOUNDER AND INVENTOR OF 11-D

“When I first started distributing tire sealant, I knew there that a better quality could be achieved. I invested six months of my life developing the 11-D formula. Every day it pleases me to know that these six months have contributed to the cost effectiveness of companies around the world, but more importantly; the safety of people.”

MR.COK
MEIJER





11-D International was founded in 1994, when the founder Mr. Cok Meijer established the production facility in Rotterdam, the Netherlands.



Cok Meijer had been a distributor for a competitive brand for a few years. This business venture had almost bankrupted him.

Due to quality issues he was almost unable to generate repeat business, a crucial aspect of any successful business.

Cok had a firm belief in tire sealant as an application, and he spent six months working closely together with suppliers and the TNO research institute developing the perfect formula.



This eventually resulted in a test cycle designed to pinpoint the right balance between all the ingredients.

Specimen "11-D" gave the maximum result possible, and the company was born.

Because similar products were already on the market, patenting the formula was impossible. To protect this intellectual property, some ingredients arrive at the factory in unmarked bags.



**11-D INTERNATIONAL
IN 2014**

11D

puncture prevention

From a convenient location in the Mainport of Rotterdam, the business strategy of Mr. Meijer is still followed today. Providing a quality product ensures repeat business for the distribution network. The 11-D Products are sold in various manners;

DEDICATED DISTRIBUTORS

Companies devoted to selling 11-D on their local markets, approaching end-users or through retail channels.

Examples can be found in South Africa (www.11D.co.za) or Poland (www.11D.com.pl).

PRIVATE LABELS

11-D has had long lasting partnerships with multinationals, which use 11-D Products under a private label.

Examples of these companies are CLAAS (www.claas.de) or Oregon (www.oregonproducts.eu).

MILITARY

11-D Protector is the flagship of the 11-D product range. This product is sold mostly to defense forces around the world. Current operators of 11-D Protector include The Royal Netherlands Army, the Australian, French and Norwegian army.

11-D
TIRE-SEALANT



11D

puncture prevention

11-D Tire Sealants are a preventative maintenance product, designed to prevent 95% of all tire punctures as they happen. Once applied in the tire, the sealant remains fluid as the vehicle is being operated. In the event of a puncture, the sealant will be forced into the hole due to the gravitational force and the escaping air. The unique formula will form a permanent seal within moments, so that pressure loss is reduced to a bare minimum.

The amount of sealant required varies with the size of the tire, but once applied, the sealant can offer protection against up to 40 punctures. A few advantages of using 11-D Tire Sealants are simple;

- = Protection against punctures and subsequent air pressure loss.
- = Prevent costly vehicle downtime.
- = Prevent frustration due to vehicle downtime.
- = Prevent repair and downtime costs.
- = Cooler tires. DIA 4

PRODUCT CHARACTERISTICS

11-D Tire Sealants have been designed for easy use and application, so that it provides a worry-free and maximum extension of tire life. The formula is 100% green, which makes the product completely biodegradable. The characteristics are as follows;

- = Works at + 40 C and - 40 C
- = 100 % Green & Biodegradable
- = No-shelf life
- = Non toxic
- = Non flammable

THE POWERFUL PRODUCT RANGE

11-D UNIVERSAL SEALANT

PUNCTURE PROTECTION;
16 MM



The original 11-D formula is the most widespread 11-D product. Its contents include crushed marble, mono-propylene glycol, rubber particles and various binding materials to provide a maximum result. 11-D Universal Sealant can be applied through the valve of the tire.

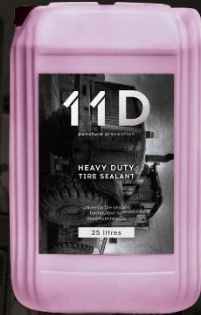
Application: Motor bikes, lawn mowers, tractors, trucks etc.

Quantities; 1L Flask, 25L Drum, 800L Tank, 1000L tank

Color: Grey

11-D HEAVY DUTY SEALANT

PUNCTURE PROTECTION;
20 MM



An evolution of the 11-D Universal Sealant, 11-D HD Sealant is a physically different sealant designed to offer maximum protection for the larger vehicle.

Application is done before the tire is mounted on the rim.

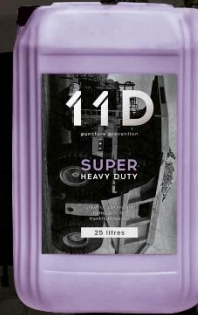
Application: Earth moving, mining, agriculture, forestry and construction.

Quantities; 25L Drum, 800L Tank, 1000L Tank

Color: Pink

11-D SUPER HEAVY DUTY SEALANT

PUNCTURE PROTECTION;
26 MM



Similar to 11-D HD Sealant, the 11-D Super-HD is a tire sealant devised for the largest tires.

Physically different from all other sealants, the Super-HD offers the maximum protection for very large slow moving vehicles.

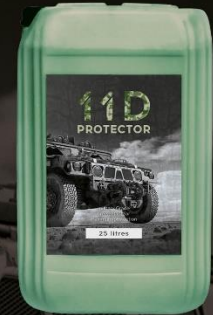
Application: Cranes, mining, heavy forestry, heavy transport, heavy construction.

Quantities; 25L Drum, 800L Tank, 1000L Tank

Color: Purple

11-D PROTECTOR

PUNCTURE PROTECTION;
28 MM



The only military sealant available on the market. Tested in action in Africa, Ukraine, Afghanistan under the most hazardous circumstances.

11-D Protector is available under NATO standard ordering procedures.

Application: Military.

Quantities; 25L Drum, 800L Tank, 1000L Tank

Color: Green

PRODUCTION
VOLUMES



- 1 liter bottle
- 25 liter drum
- 800 liter tank
- 1000 liter tank
- plastic pump
- rvs pump

11-D
GLOBAL



2015: IMPROVING COST EFFECTIVE-
NESS ON 3 CONTINENTS

Next year 11-D International is opening three production facilities; 11-D South Africa, 11-D Turkey and 11-D Brazil. By expanding the production facilities on three continents the cost effectiveness of the product range will be improved drastically.

Exporting from the Netherlands, due to the location of the factory in Rotterdam, seems effective but import tax rates and transportation costs have a considerable negative influence on product pricing.

11-D International is specifically targeting emerging markets in the Middle-East, Africa and South America. These continents are a perfect fit for the product range due to extensive road transportation, construction, mining and other industries.

Each of these facilities will have the production capacity of 1,000,000 liters annually.



PROFILE TYRECENTER

