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**FOR IMMEDIATE RELEASE**

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## **Branick Launches Tire Explosion Video Captured With Phantom Camera**

Branick announces the launch of their safety video featuring tire explosions captured for the first time with a high definition (HD), extreme slow-motion camera. The video highlights the dangers of an exploding tire and features the benefits of inflating with a tire cage and auto inflator.

Branick recognizes the danger involved when it comes to tire inflation and is using this video to showcase the safety measures and time saving opportunities available. The cage holds the tire, but it's the auto inflator that allows a technician to maintain a distance from the inflating tire and even work on other duties while inflating.

"The concept for this video really came about because we wanted to show how tire inflation cages combined with auto inflators can help save lives and save time," said Brian Brasch, president of Branick. "We definitely accomplished what we set out to do, and was an investment that was well worth it."

The Phantom Camera slowed the video shots down to 1500 frames per second (fps), allowing viewers to witness the second a tire explodes due to over inflation.

"We've heard from so many shops that said using the auto inflator helped save time by allowing them to complete other tasks while inflating, and it also got them away from an inflating tire," Brian said. "We've had guys tell us stories about close calls they've had and we are so proud to offer a product that not only saves shops time, but keeps technicians safe as well."

To watch the video, go to <http://www.branick.com/tire-safety-video.php>, or to inquire about Branick's tire inflation cages and Qube, call 800.437.4394 or go to [www.branick.com](http://www.branick.com).

Branick was founded 94 years ago with the introduction of the tire spreader, invented by Earl Branick. Since then, Branick has been an industry leader in tire service and tire inflation equipment, nitrogen systems and retread equipment. Branick holds the number one position for numerous products including strut compressors, brake bleeders, nitrogen inflation systems, and the Hawkinson NDT, a world leader in retreading and casing analysis. With over 750,000 customers worldwide, Branick proudly remains focused on the tradition of quality instilled by Mr. Branick, while the team of R&D engineers continues his legacy of innovation. Today, Branick is leading the industry into a greener tomorrow by focusing on fuel conservation, and helping customers reduce their carbon footprint. With multiple manufacturing locations in the USA Heartland, Branick Industries is committed to maintaining the well-earned reputation for quality, service, innovation, and value.

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**Press Release**