



An Introduction to

**SUOMI
TYRES**

PRODUCT BY: // DMACK //



SUOMI TYRES

PRODUCED BY: DMACK +

The DMACK brand was created and competed at the highest level of motorsport as one of just two authorised tyre suppliers alongside Michelin to the FIA World Rally Championship between 2011 and 2017 (see: dmacktires.com).

The business is focused on providing premium brand performance with a specific emphasis on quality, performance, and exceptional value.

The same expertise forms the foundation for DMACK's new venture: the production of Suomi Tyres for bicycles.

Non-toxic oil, natural rubber compound, especially designed for winter use, as well as winter studs made in Finland, ensuring excellent grip even on the hardest ice.

Local production is key with Suomi Tyres, and we are proud to say our all bicycle tyre production is done in Finland.





Manufactured in Finland

DMACK Nordic Oy provides a bespoke manufacturing facility capital of producing over 2 million bicycle tyre products per year, with special expertise in the production of studded winter tyres, with high levels of automated processes and quality controls as well as our own production processes in...

Bead wire manufacturing



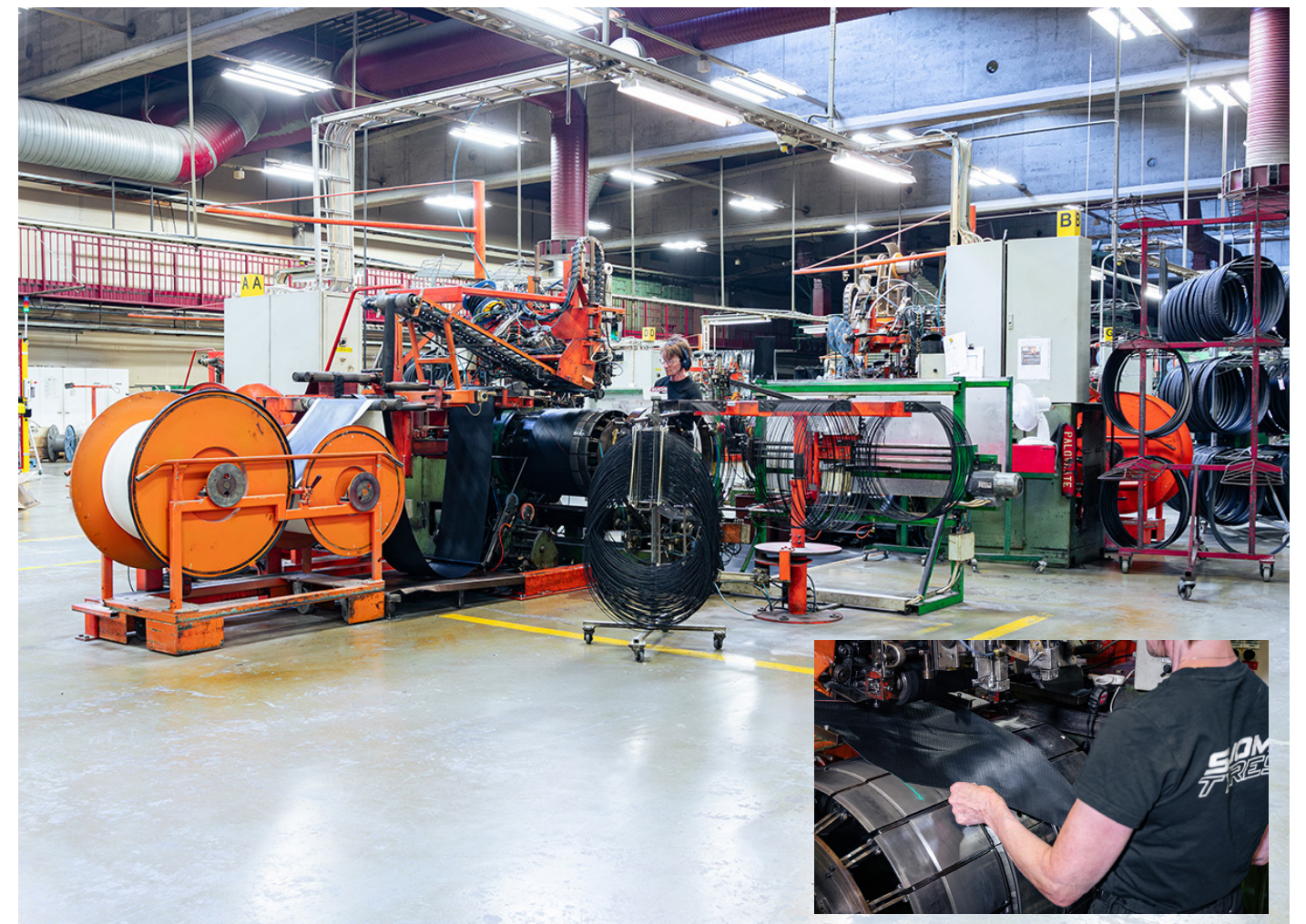
Automatic studded



Fabric cutting



Tyre building



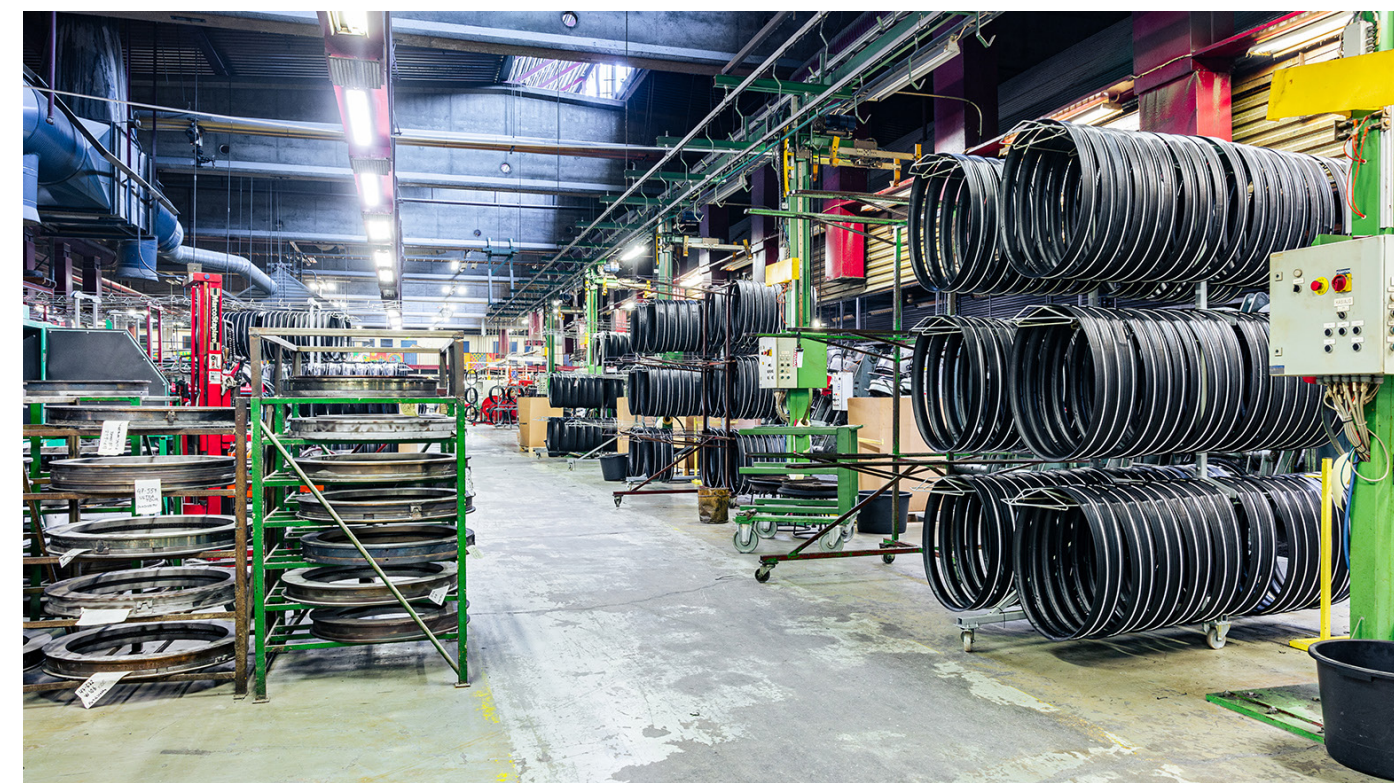
Packing, Logistics and warehousing



Compounding

Tyre Curing

Labelling and quality controls



**Quality process
Technical Innovation**



**SUOMI
TYRES**

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For MTB, gravel, city and E-Bikes.
For more info, visit suomityres.fi/products

PIIKKISIKA TLR / TT 27,5", 29"

- ARAMID FOLDING BEAD
- EXTRA REINFORCEMENT
CENTRAL BELTS
- EXTRA SIDEWALL PROTECTION
- TUBELESS AND SEALANT READY
- ALUM CROWN STUD WITH HARD
METAL PIN
- E-BIKE e25 READY

PIIKKISIKA TLR / TT 27,5", 29"

- DOUBLE ROTATION 4 LAYER
- RE-INFORCEMENT
- SINGLE WIRE TRIPLE
ROTATION
- STEEL BEAD
- E-BIKE e25 READY
- STEEL SURROUND
STUD WITH HARD
CIRCLE PIN
(106-252 pcs)





Near production



Local production is one of the key aspects of Suomi Tyres' operating philosophy. Why transport materials from the other side of the world when the expertise and materials can all be found close by?

Our suppliers have been in their field of expertise for decades, developing many innovations and products for our locally produced.

This expertise – in rubber compounding, the most gripping and durable studs, the design and manufacture of a tire with top-notch features – comes together at Suomi Tyres.

Non-Toxic Rubber Compound



TURVANASTA

TEKNIKUM

TRELLEBORG

The Best Grip, the Best Durability

At Suomi Tyres, stud holes are already present in the tyre molds. This makes the holes more precise in size and shape, ensuring that the stud stays in place and gives Suomi Tyres the highest levels of stud retention in the market.



Sales partners and point of sale

Suomi Tyres bicycle tyres are distributed and sold across the Nordics by our exclusive wholesaler partner Shimano Nordic in a active 2500 dealer network.





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suomityres.fi

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