

Experts in rubber engineering

**MARTIN'S**  
RUBBER COMPANY

Since 1865



Developing  
a high-spec  
moulded rubber  
insert to fit snugly  
into a glasses case

**QUALITY AND  
WORKMANSHIP  
TO MATCH  
YOUR BRAND'S  
REPUTATION**

WE DARE TO DO THE DIFFICULT



Some brands build their reputation on quality, finish and great British engineering. Whatever the critical factors for your product in terms of design and manufacture, we will work in partnership to make sure that our piece of the jigsaw fits in seamlessly.

## **THE CHALLENGE:**

To develop a high-spec moulded rubber insert to fit snugly into a glasses case developed as the ultimate in luxury and exquisite workmanship.

Developing a high-spec moulded rubber insert to fit snugly into a glasses case

## THE OUTCOME:

Inspired by De Havilland aircraft, manufactured in the UK from aerospace grade aluminium, and sold with a lifetime guarantee, the hand crafted glasses cases in which Ayres London specialise are of a quality that they define as 'the last glasses case you'll ever need'.

Ayres London came to us looking for a protective moulded rubber lining for their glasses' cases. The specification we were given was that it should uphold the impeccable quality of the robust manufacture of the case, whilst supporting the brand in providing the ultimate in luxury and workmanship. Designed and manufactured in the UK and awarded the mark of 'Made in Britain', they were looking for a UK manufacturer who would work with them to develop a solution appropriate to their product and brand.

Ayres glasses case Given the unique requirements of a thinly moulded rubber part with the need for contours and a perfect fit when the case is both open and shut, we worked with the customer to develop the design of the part to allow for both the shrinkage of the

material during the manufacture process, and their desirables in terms of final fit.

We are now supplying Ayres London with case inserts in the original silicone design, as well as in our unique Envirolast™ material, an eco-friendly rubber made from recycled rubber material.

Mark Mason, of Ayres London, had this to say of his experience with us:

*"I was extremely pleased with the service we received from Martin's. They communicated with us throughout the design and manufacture process and understood our brand ethos – both the need for utmost quality and protection, as well as ensuring that, ultimately, our product is a thing of beauty."*

*" I was extremely pleased with the service we received from Martin's Rubber."*

Mark Mason,  
Ayres London



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## Martin Candy

Sales Engineer

E: [martin.candy@martins-rubber.co.uk](mailto:martin.candy@martins-rubber.co.uk)

T: +44 (0)23 8021 3734

[www.martins-rubber.co.uk](http://www.martins-rubber.co.uk)

Martin's Rubber Company Limited

Orchard Place

Southampton.

SO14 3PE