

# WHAT'S STOPPING YOU?

# NEOBRAKE: THE FIRST THOUGHT IN AFT

Think of the pride that comes with being an OE supplier. Can you envision it? Your product one of the select few, on display, sparkling, truck after truck as each rolls off the assembly line? Can you see it?

Yes, what a beautiful moment. Enjoy it while it lasts, because it won't last long.

The road ahead is anything but smooth so buckle in. Miles add up, finely tuned machines and parts wear down. So while there's pride in being an OE brake supplier, we take greater pride in formulating and remanufacturing asbestos-free brakes that perform better and last longer.

No, we're not a global brand. Nor are we a publicly traded company. And therein lies our competitive advantage. For starters, we're not driven by stock prices, and we have no board of directors riding in the backseat calling the shots. Call us old-fashioned, but our manufacturing practices are more 1914 than 2014, which is the reason our brakes outperform the competitions' across the heavy-duty performance spectrum.

As global brands trade on storied pasts, having earned their reputations during a time when producing goods with the finest materials was the only practice, we continue to advance those principles and, proud to say, that level of stopping power.

Whittling down manufacturing costs at the expense of product performance and driver safety we will not do. It's not just customers who depend on us – it's lives – which is why we're doubly proud that our product line outshines the competition on price as well.

## The best thing since asbestos brakes.

Asbestos brakes have been banned in the trucking business since 1982. By now, most have forgotten just how effective those fibers were in producing superior friction material, but we haven't. Better yet, it's the standard we measure our non-asbestos brakes against.

Manufacturers today formulate friction material using a combination of any eight or more mineral fibers, along with various grades of resin. Which begs the question: if you're not using asbestos, what are you using?

Read any modern supplier's sales literature, and it'll boast the



*Nothing compares to asbestos brakes, but NeoBrake comes closest.*

use of the best friction materials: ceramic, glass, metal, aramid (Kevlar®), the list goes on.

But if it's the best, how can they improve profitability for stockholders while lowering the cost of their "premium" brakes for consumers?

Is it cheaper to mine minerals today?

Have advanced resins come down in price?

Of course not. The modern practice is to substitute lower-grade or "filler" material to reduce costs.

But not at NeoBrake.

Our brake linings only consist of the highest quality, finest materials available. We don't do "good enough to get by." We do it right. Because any money you save upfront on cheaper brakes will in the end cost you more over their service life, in unscheduled maintenance and total replacement due to premature wear.

Since 1988, we've been formulating and reformulating asbestos-free brakes and friction material with one objective: to perform as close to asbestos brakes as possible.



## Our CEO started in production. He still works there.

Many CEOs earn their stripes by way of a prominent business school. Ours opted for the production line. In fact, you'll find him out there just about every day working alongside his team, most of whom have been with NeoBrake for fifteen to twenty years.

That level of commitment and teamwork up and down the ladder, corporate or otherwise, is rare today and gives testament not only to the quality of brake shoe we produce, but to the quality of people who produce them.

How many CEOs sport a resumé of allegiance like that, let alone get their hands dirty working in the shop? Or who can formulate and innovate their own friction material? Or knows firsthand how well asbestos brakes used to perform?

It's anyone's guess, but ours does.



*Asbestos rock CEO Rick Ballew brought back from a Russian asbestos mine.*



# FTERMARKET BRAKES.



Suffice it to say, NeoBrake linings are the result of countless hours of hands-on experience, fortified with state-of-the-art R&D and proven formulations. We've been around the world to source the highest-grade materials, uniting them under the strictest manufacturing practices and climate conditions, ensuring maximum performance and service life.

Products so advanced, in fact, they complied with California and Washington state friction material rules and regulations (SAE J2975 & J866 standards) before they were adopted. Plus, we're one of the last remanufacturers to conduct onsite core inspections, protecting your investment early in the reman process.

Brake linings might look the same, but it's how they're formulated that counts. Trust us, we know what's stopping you.

It's time to *Reman Up*.

**"We stand behind our products.  
If there's an issue, we'll make it right."**

- Rick Ballew, NeoBrake CEO

## ON HIGHWAY

### NBP20-FF



A medium-friction asbestos-free lining.  
20,000 lbs. GAWR | A.L. 180

### NBRM-FF



A medium-friction asbestos-free  
brake lining.  
23,000 lbs. GAWR | A.L. 180

### NBFM-FF



A medium-friction mid-range premium  
asbestos-free lining.  
23,000 lbs. GAWR | A.L. 165

### NBMB-FF



A medium-friction premium  
asbestos-free lining.  
23,000 lbs. GAWR | A.L. 165

### NBSB-FF



A medium-friction Signature premium  
asbestos-free lining.  
23,000 lbs. GAWR | A.L. 165

## SEVERE SERVICE

### NBCB-FF/FF



A dual-friction asbestos-free material  
of semi-metallic and organic friction.  
23,000 lbs. GAWR | A.L. 180

### NBUB-GG



A high-friction asbestos-free brake  
lining with a glass fiber base.  
25,000 lbs. GAWR | A.L. 180

### NBSM-FF



A medium-friction asbestos-free  
semi-metallic friction formula.  
23,000 lbs. GAWR | A.L. 180

## TRANSIT

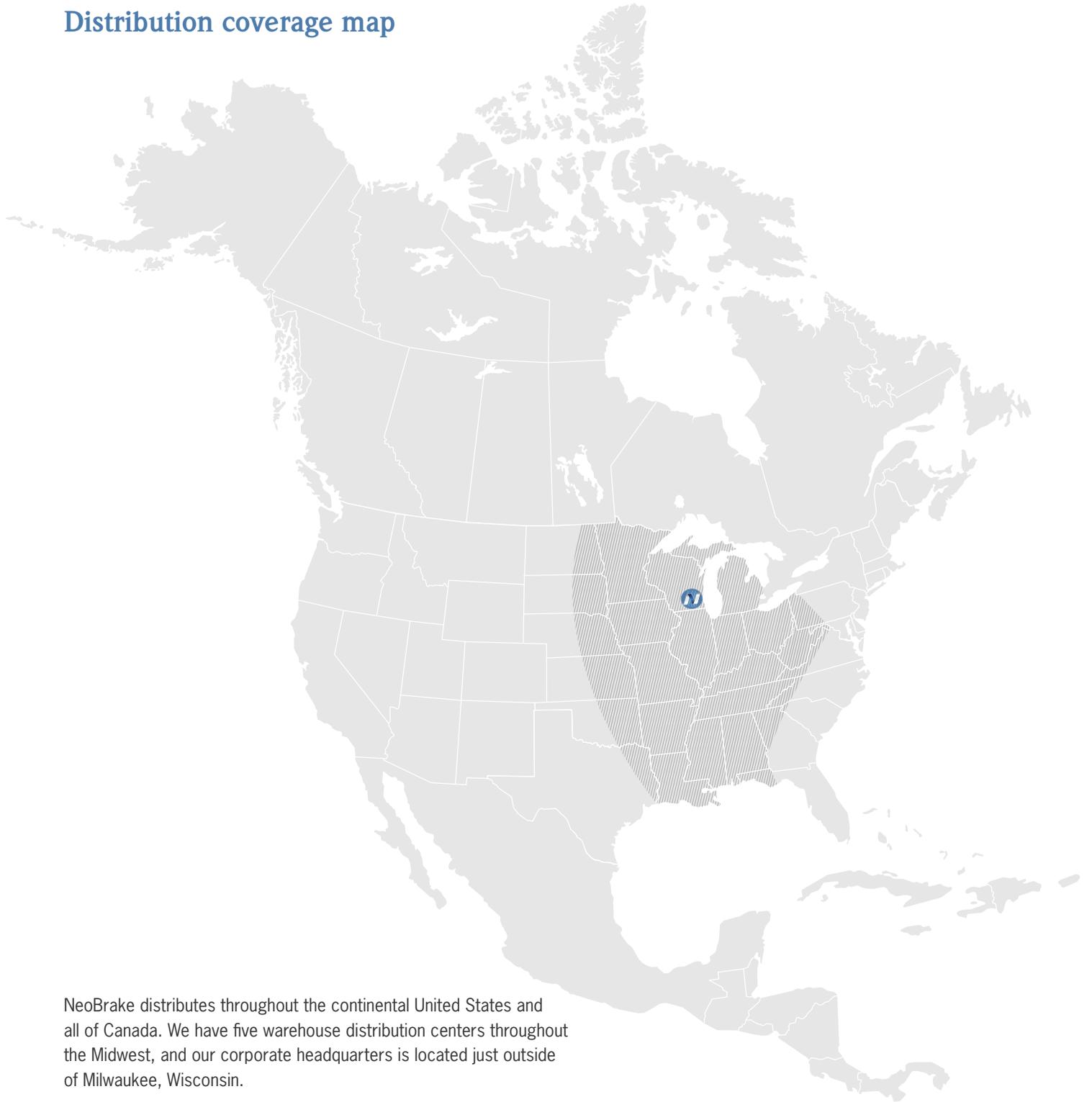
### NB1088-FF



A medium-friction asbestos-free lining.  
23,000 lbs. GAWR | A.L. 165



## Distribution coverage map



NeoBrake distributes throughout the continental United States and all of Canada. We have five warehouse distribution centers throughout the Midwest, and our corporate headquarters is located just outside of Milwaukee, Wisconsin.

▨ Standard 2-day delivery

■ LTL shipping within days, not weeks



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