

# WHAT'S STOPPING YOU?

# NEOBRAKE: HOME OF NEOKINETIC F

We've been in the brake business long enough to know who makes the best heavy-duty brakes, and we don't mind saying it's not us. Because the simple answer is no one.

Not us. Not the biggest names in the industry. Not anyone you know, at least, not in this era of brake making. None of us make heavy-duty linings and pads that possess the same extraordinary fire-retardant properties that made asbestos brakes superior.

So the question today isn't who makes the best heavy-duty brakes, but who replicates asbestos brakes the best?

*Asbestos made brakes more heat-resistant, but NeoKinetic Friction Technology comes close.*

Ceramic, glass, metal, and Kevlar top the list of effective replacement fibers in friction material today. Each brings its own set of unique properties to the matrix, but compensating for the natural heat resistance of asbestos requires more creativity than swapping fibers in the equation.

So which fiber is best? Or is a combination better? How will it affect your binding agent? Is it best to use the same filler ingredients in asbestos brakes? What might work better?

Those were the first questions we asked ourselves, and, over the course of our journey, we've answered thousands more. Here's what we know about replicating asbestos brake performance: *if you haven't relined it, how do you know if you're replicating it.*

And we don't mind telling you we have.

## The road to replicating asbestos brakes.

As one of the original independent reman shops, we've had the good fortune of witnessing how well asbestos-free brakes have performed from the beginning. We saw which fiber-base alternatives worked best, how one OE design compared to the next, and what approach other aftermarket brands took.

Our relining operation, in effect, doubled as a product test lab where we routinely compared and contrasted our formulas. The findings may not have been scientific, but the eyeball test was all Founder and CEO Rick Ballew needed to adjust our formulas along the way.

You see, his first job was rebuilding asbestos brakes and,

we can assure you, he read those spent linings like a decorated codebreaker. Which begs the question: how many brake CEOs can even replicate his firsthand knowledge and hands-on experience formulating friction material, let alone mimic the effectiveness of asbestos brakes?

Yet Rick knew his best chance for closing the performance gap further depended on more than what he could read about in trade and academic publications. So he hopped a flight to Asbest, Russia to get his fill from the world's largest producer of asbestos brakes. And then some.

Not exactly what you'd call a trip to Mecca, but nonetheless Rick returned a newfound perspective and a head full of ideas to explore next, becoming the catalyst for new discoveries to follow and, ultimately, the proprietary formulas we developed to replicate asbestos brakes best and use today – we call it *NeoKinetic Friction Technology™*.



*Asbestos-lined rock CEO Rick Ballew collected visiting a Russian asbestos mine.*

## Going the extra continent.

As the last remaining North American friction suppliers began closing down, Rick recognized another opportunity to improve product effectiveness. Only this time, capacity and technical expertise wasn't enough to satisfy Rick's vision.

He traveled South America, Europe, and finally Asia before locating the supplier with direct access to quality pure-grade materials and the ideal climate conditions to bolster structural integrity within our linings.

And that he did.

Today, leading global brands use that supplier – *the one we discovered* – albeit at a disadvantage. It's not our formulas they're using (*though not from lack of trying, as we understand it*).

So how's that for a little ol' brake company from Wisconsin? A nice nod to Rick's inventiveness and thought leadership, for sure, plus any time the global brands follow in your footsteps, it says a lot about the quality of your product and affirms what we've been doing since 1988.



# RICTION TECHNOLOGY.



It is worth noting, however, that our linings and disc pads meet the necessary FMVSS121 and RP628 test standards, with those applicable meeting European ECE. Rest assured, our friction material is RSD-compliant.

## “The Best or Bust”

Our brakes are designed to overcome the loss of asbestos and its heat-resistant value in our equations, but nothing in the formula allows for lower-grade raw materials. We find the recent trend of manufacturers cutting the cost of materials to increase profit margins to be one that is reckless and irresponsible.

The mission is to increase non-asbestos brake effectiveness and service life, to make roadways safer – not head off in the

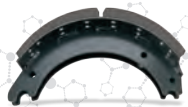
opposite direction.

No, sir. We won't risk safety for a buck, but we will innovate to reduce your operating and maintenance costs.

It's why our brakes complied with new California and Washington state rules and regulations (SAE J2975 & J866) before they were adopted. It's how we're able to triple brake life on garbage trucks. How we can guarantee doubling lining life on all qualifying trucks. And it's why we developed the world's first lightweight cast iron core when others turned to air disc.

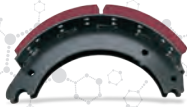
*Is our friction material the best thing since asbestos brakes? Truth be told, we haven't seen anyone make a better case. To learn more, go to [NeoBrake.com](http://NeoBrake.com) or call 1-888-411-9916.*

### OTR/RSD



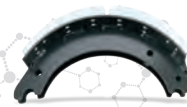
**NBP20/23-FF**

Unapologetic 20K and 23K medium-friction in Standard and Premium economy blocks.  
20,000 lbs. GAWR | A.L. 180  
23,000 lbs. GAWR | A.L. 165



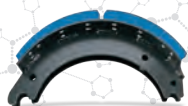
**NB180-FF**

A middle-of-the-road, medium-friction lining engineered for life on the road.  
23,000 lbs. GAWR | A.L. 180



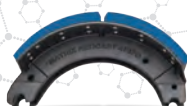
**NB200-FF**

A savvy medium-friction brake groomed for mid-range runs and longer service  
23,000 lbs. GAWR | A.L. 165



**NB210-FF**

Medium-friction that punches in early and keeps at it well beyond quitting time.  
23,000 lbs. GAWR | A.L. 165



**NB225-FF**

Our signature medium-friction block, but not just our handy work, Mother Earth's.  
23,000 lbs. GAWR | A.L. 165



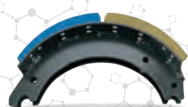
### WORLD'S FIRST LITE CAST IRON CORE

Matrix NeoCast™ cores weigh as light as pressed-steel but provide infinitely more power, performance and savings:

- » 1-piece, non-degradable rigidity preserves max torque
- » Unparalleled heat dissipation; wheel-end parts last longer
- » Flush lining-to-drum contact for textbook, even wear
- » Linings last **2x LONGER!** Matrix NeoCast
- » Inherently resists rust; rust-jacking

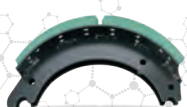


### SEVERE-DUTY/RSD



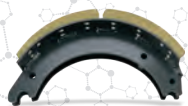
**NB230-FF/GG**

A potent one-two combo pairing a street smart semi-metallic with an organic blend.  
23,000 lbs. GAWR | A.L. 180



**NB240-GG**

An unrelenting high-friction glass fiber base welcoming whatever comes its way.  
25,000 lbs. GAWR | A.L. 180



**NB250-GG**

This powerful semi-metallic doesn't sweat the big stuff and chuckles at the small.  
23,000 lbs. GAWR | A.L. 180



NeoKinetic Friction Technology is available in most Air Disc Pad sizes. Ask about your size, or go to [neobrake.com](http://neobrake.com) to learn more.

### ULTIMATE TRANSIT/RSD // BEST ALL-AROUND



**NB1088-FF**

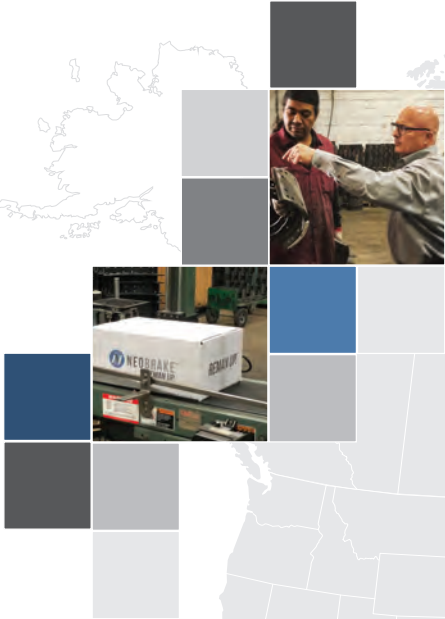
The ultimate non-abrasive TFT formula to conquer all uphill (and downhill) battles.  
23,000 lbs. GAWR | A.L. 165 (OTR)  
26,000 lbs. GAWR | A.L. 180 (Transit)






**“We make ‘em right, and if something does go wrong, we make that right, too.”**

*- Rick Ballew, NeoBrake CEO*



## North American Distribution

NeoBrake distributes throughout the continental United States and all of Canada. Our corporate headquarters is located just outside of Milwaukee, Wisconsin along with additional warehouse distribution centers throughout the Midwest.

-  Standard 2-day delivery
-  LTL shipping within days not weeks



*When you pair NB1088 linings with Matrix NeoCast cores and Revolution drums, you'll double the life of your linings, or the next set of NB1088s is on us. \*Other restrictions apply. Offer subject to change without notice.*

## Premium Wheel-end Components



**MATRIX REVOLUTION™**  
Fully Machine-balanced Drums

**MATRIX JAMSEAL™**  
Push-on Wheel Seals

**MATRIX 460SFX™**  
Semi-fluid EP Axle/Hub Grease

**MATRIX T-RAD™**  
Tapered Roller Bearings

**Matrix™**  
by NEOBRAKE



**NEOBRAKE™**

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