



Press release

TMD Friction introduces new packaging for Textar CV brake linings

Leverkusen, 10th January 2019. Friction specialist TMD Friction introduces new packaging for its Textar commercial vehicle drum brake linings. Gradually, the previously used transparent and unprinted film, will be replaced by a sturdier, yellow version, which is provided with a lattice print with the Textar logo. In addition, the outer packaging (box) will be discontinued. The Textar product range for commercial vehicle drum brake linings currently comprises around 600 references and thus achieves a very large coverage of the vehicle parc in the market.

"With the new packaging, we will not only bring the strong Textar brand to the forefront, but also increase counterfeit protection in the fight against product piracy. Counterfeiting is becoming more and more of a danger in the brake industry. Often they contain prohibited substances such as asbestos or do not offer the same performance and comfort as original coverings. We want to protect retailers and workshops from it and make it easier for them to identify the original Textar products with its unique packaging. It is important also that we are considering the environment and the use of an outer box will discontinue. Recycling forms a large part of our everyday lives and by removing the box, we take away the responsibility of our customers having to dispose of the outer packaging" says Sue McKay, Global Category Manager Commercial Vehicles at TMD Friction.

A large part of the Textar commercial vehicle drum brake linings, as well as the alternative Don brand are manufactured by TMD Friction at its new plant in Salto, Brazil. Salto is an OE approved facility. More than 100 tonnes of material are produced each day following the fully automated and strict control processes, guaranteeing the highest quality. Since the demand for these products is very high, especially in South America, production on-site can ensure an even more efficient supply chain. In addition to production, in-house testing ensures safety without compromise.



Caption: Textar commercial vehicle drum brake linings from TMD Friction will be packaged in a sturdy film with a Textar logo that prominently displays with a lattice print.

TMD FRICTION

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About TMD Friction

TMD Friction, a wholly-owned subsidiary of Nisshinbo Holdings Inc., is one of the global leaders in brake pad manufacture for the automotive and brake industry. Alongside disc brake pads and drum brake linings for cars and commercial vehicles, the product portfolio also includes motorsport brake pads as well as friction materials for industry. TMD Friction supplies the global spare parts market through brands such as Textar, Nisshinbo, Mintex, Don, Pagid and Cobreq. TMD Friction also develops and produces friction linings for industry under the brand names Cosid and Dynotherm. The TMD Friction Group has four sites in Germany, with more in Europe, the USA, Brazil, Mexico, China, Japan and South Africa, and employs around 5,000 staff worldwide. For more information, visit www.tmdfriction.com.

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