



Press Release

TMD Friction strengthens its IAM Commercial Vehicle division

Improved protection from product piracy, customer-friendly labelling and stronger management team.

Leverkusen, 28 January 2021. Brake friction specialist, TMD Friction, is kicking off the new year with a few changes in its Textar products and services for the Commercial Vehicles sector to meet ongoing demand from customers.

Firstly, Textar's Commercial Vehicle product packaging will also receive the PROriginal safety seal that was successfully introduced last year in the passenger car sector – a move that offers better protection against counterfeiting.

And secondly, the Textar packaging will come with new labelling for all its CV brake pads. This offers additional, helpful product information arranged in a new overall layout that is considerably clearer and easier to understand.

The significance of the Commercial Vehicle division within TMD Friction is also emphasised by the creation of a new key role: Oliver Hill came on board in December 2020 as the company's Global Sales & Marketing Director IAM Commercial Vehicles.

The **PROriginal safety seal** for Commercial Vehicles performs the same function as the seal already used on car products.

On the back of the seal is a QR code and a twelve-digit alphanumeric code, both of which are individually linked to the contents.

On opening the packaging, the customer can scan the QR code or enter the twelve-digit alphanumeric code on www.fightingthefakes.com. They then immediately receive either confirmation that the product is original or are advised that the code has already been scanned or is invalid.

In either of those latter cases, TMD Friction asks the customer to get in touch directly via the online contact form or the service hotline **(+49 (0)2171 7032397)** (must be adapted regionally) so that the company can take the necessary action.



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The **new package labelling** for Textar CV brake pad products is now in use at the company's production facilities, meaning the first packages with the new labels are already arriving at warehouses.

For workshop personnel, the simplified layout means useful information displayed on the label can be found directly on the packaging, making their job easier.

The information identifiable at a glance includes: the dimensions of the brake pad with symbols for height, width and thickness; a symbol and a checkbox to show whether it includes an accessory and/or wear indicator, as well as a truck/bus/trailer symbol with arrows indicating the axle for which the pads are intended (front, rear or both).

The brake system manufacturer and type of brakes are also clear to see, as are the industry trade references and specifications for the applicable vehicle brands and models.

Scanning the barcode on the label using TMD Friction's Brakebook app takes the customer directly to the product page in the online catalogue.

To achieve its growth targets in the Commercial Vehicle market, TMD Friction has created a new key management position, appointing **Oliver Hill** as the company's new **Global Sales & Marketing Director IAM Commercial Vehicles** in December 2020.

Hill is responsible for developing revenue streams and profits in TMD Friction's Commercial Vehicle aftermarket division across all regions, and for the conception of innovative marketing strategies.

He brings with him more than 20 years of experience in IAM, gained in a variety of sales and marketing positions. He spent 19 years with ZF Friedrichshafen, most recently serving as Head of Global Strategy Commercial Vehicles.

"Commercial Vehicle products have always been a foundation stone of corporate strategy at TMD Friction. Oliver Hill is an experienced professional with a strong network, and we are delighted to have secured him for this role. His fresh ideas in sales and marketing are a major enhancement to our commercial vehicle aftermarket division," says Clement de Valon, Executive Vice President Independent Aftermarket at TMD Friction. "With the continuous development of our products and the ongoing expansion of our service offering, we want to support our Commercial Vehicle customers in realising the full potential of TMD Friction's portfolio of CV brake friction products"

TMD FRICTION

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About TMD Friction

TMD Friction, a wholly-owned subsidiary of Nisshinbo Holdings Inc., is a leading global manufacturer of brake linings for the automotive and brake industries. In addition to disc and drum brake linings for cars and commercial vehicles, the company's product portfolio also includes brake linings for motor racing and industry-specific friction materials. TMD Friction supplies the worldwide spare parts market with the brands Textar, Nisshinbo, Mintex, Don, Pagid and Cobreq. TMD Friction also develops and produces friction linings for industry under the brand name Cosid. The TMD Friction Group has four locations in Germany and others in Europe, the USA, Brazil, Mexico, China and Japan and employs approximately 5.000 people worldwide.

More information is available at www.tmdfriction.com.

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