



FOR IMMEDIATE RELEASE

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Solution for Brake Pad “Delamination Noise” Featured on Two Guys Garage

Toronto, Ontario — Most people don't realize that space between the brake pad material and its backing plate, even when it's no thicker than a piece of writing paper, can cause tremendous amounts of vibration and noise during the act of braking. Fortunately, the solution for the often heard but rarely recognized problem, known as “delamination noise,” will be discussed **May 27th at 10:30 a.m. EST** on the popular SPEED program, **Two Guys Garage**.

“Delamination noise occurs as the bond between the pad material and backing plate weakens,” says Bill Payne, vice president of marketing for NUCAP Industries. “This causes increased vibration and noise and ultimately decreases the life of the brake pad, or leads to immediate replacement because of the noise.”

Two Guys Garage will show how NUCAP's NRS anti-delamination technology provides a more secure and permanent bond by utilizing specially engineered hooks to prevent edge-lift and provide increased sound reduction.

Sam Memmolo, host of Two Guys Garage says NUCAP's NRS technology delivers three distinct benefits to the end user — increased safety, economy and performance. “Our program will show how even under extreme braking conditions, like excessive heat or pressure, NRS technology eliminates the chance of friction material delaminating from its backing plate.”

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The patented NRS system from NUCAP replaces the older, less effective technologies of riveting or bonding the friction material to the steel backing plate. "I firmly believe that NUCAP's technology and testing methods are far superior to the other suppliers of like products," says Memmolo.

Fleet managers and multiple vehicle operators will be interested to learn how NRS will help derive the fullest life possible from a brake pad. "With the use of NRS, drivers receive usage of the pad's friction material down to as little as 1mm or approximately 40 thousandths of an inch," says Payne. "That translates into a very substantial savings in both dollars and downtime."

This innovative anti-delamination solution premieres May 27th at 10:30 a.m. EST and again on Friday, June 1 at 10:00 a.m. The episode is scheduled to repeat on Sunday, July 8 at 10:30 a.m. EST, Monday July 9 at 4:30 p.m. EST and Saturday, July 14 at 10:00 a.m. EST.

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Visit www.nucap.com for information on NUCAP's full range of braking products.