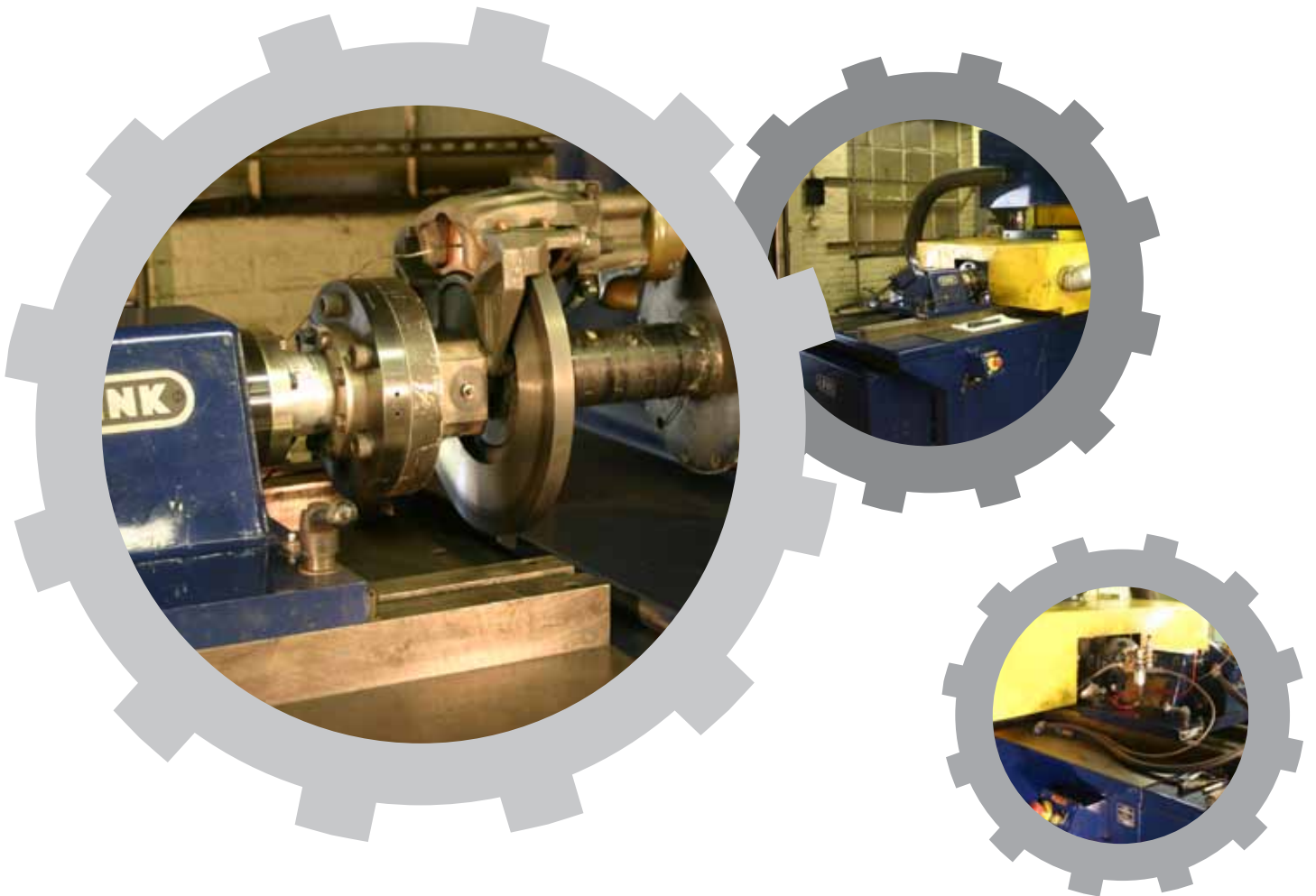


GMP Friction Products Engineering Expertise Tackles Friction Part Challenge

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Their creative, engineering approach to friction solutions was put to the test recently with a company who needed to create a highly custom engineered solution for a system in a very competitive industry.

The company’s request for developing a complex friction component had been turned down by every manufacturing company they approached. The project was too difficult. The project was out of the scope of most friction material manufacturer’s capabilities. It was viewed as an impossible challenge no other manufacturing company was willing to tackle.

That is, until they consulted with the engineers at GMP Friction Products.

The Challenge

When the engineers of GMP Friction Products first talked to the company in need, they learned that the company’s goal was to become an approved source for a government program that required the development of friction materials for a challenging braking application.

The company was looking for a partner company that would provide an additional friction part that, when combined with a component they already had, would provide a reliable and consistent braking solution in unusual circumstances. The company desired to present the entire one-stop-shop solution to the government for approval rather than just one piece of the puzzle.

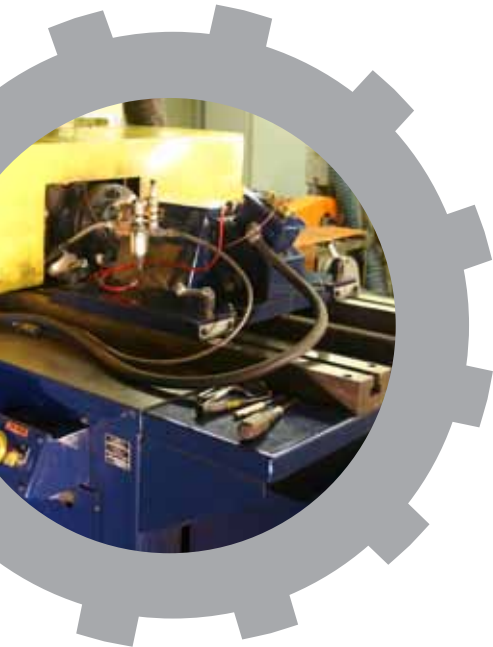
“The primary engineering challenge for creating the needed friction part revolved around the environment in which the part would be used,” said Jerry Lynch, President and COO of GMP Friction Products. “The friction part was needed in equipment that would be used outdoors when the environmental conditions ranged from -40° to beyond 125° Fahrenheit.”


Prior to calling GMP Friction Products, the company had sought the assistance of multiple friction parts manufacturers, but no one was willing to tackle the challenge. Those that potentially agreed were unreliable, demanded long lead times and were extremely cost prohibitive with no guarantee a solution would be developed.

The company estimated that their sales volume potential will be very positively and significantly impacted, so the company persisted in finding a trusted, reliable, friction supplier to help engineer their solution.

The Solution

While the company had never worked directly with GMP Friction Products before, they’d heard of GMP Friction Products through a variety of sources. At their first meeting with the engineers of GMP Friction Products a bond was formed. GMP Friction Products engineers’ experience and unique ability to mix a variety of components to create custom friction mixes and their confidence that they’d find a solution; convinced the company to give GMP Friction Products the project.





In the first meeting, the company and the engineers of GMP Friction Products discussed the challenges, the usage and the environment in which the part would be used. It was determined that multiple test parts would be developed for internal testing at a sub-scale level.

Strong Clear Communication

Communication was constant and immediate as challenges surfaced. The team members of GMP Friction Products were in continual contact with the company executives to reduce any miscommunications.

To accomplish the goal, there were several internal mock up's and three internal subscale tests before the proper mixture of friction materials was developed. Once the test parts were developed, testing took place in-house in a subscale simulator and later on location at a third-party laboratory using a full scale dynamometer with an actual real life setting to prove out the solution.

The experience of the GMP Friction Products engineers and their vast knowledge of custom friction materials proved extremely valuable in the development of a friction part, previously thought to be nearly impossible to engineer.

Exceeded the Timetable

The GMP Friction Products engineers worked around the clock and weekends to complete the project, exceeding the timetable expectations of the company. In fact, the turn around time for the development of the initial custom friction part from the initial contact until an approved solution was created was a mere three weeks. Amazing, when you consider the length of time the company had previously spent working unsuccessfully with a myriad of friction parts competitors.

The Result

Independent testing at the third-party location where the equipment was dismantled concluded that the part shows less wear and stops faster and better than ever before. The newly developed GMP Friction Products friction part is a stronger solution, has a longer product life and is more durable.

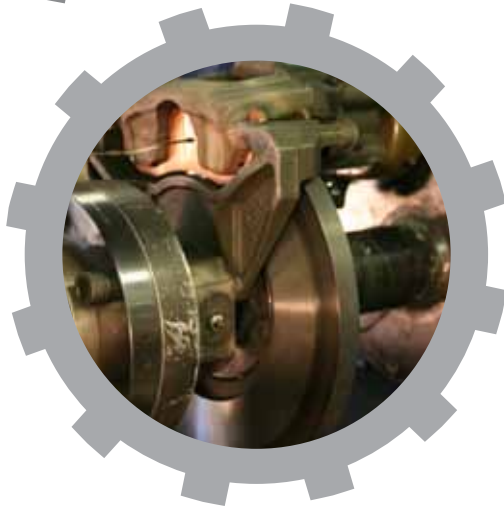
GMP Friction Products is now an approved vendor for the company's friction products and friction materials, which enabled the company to apply for and obtain approved sourcing status with the government.

Every aspect of the relationship exceeded the expectation of the customer --from communication to the level of expertise; and from the turnaround time to the performance of the final friction product.

GMP Friction Products manufactures a variety of standard friction parts using quality friction materials; however, there are few manufacturers as experienced as GMP Friction Products when it comes to mixing custom solutions for a friction requirement.

The end result of the newly developed custom friction part? The customer has indicated that their initial order projections are in the hundreds of thousands of dollars.

"Our customer was thrilled with the friction part we developed," said Lynch. "In fact they mailed a huge thank-you box to our offices of the best homemade cookies I've ever tasted as a demonstration of their gratitude for our fast turnaround on an extremely challenging project."



More Information

For information on how your company can work with GMP Friction Products to develop specialized friction materials for your unique stopping challenges, contact the company at 330-633-1226 or visit the website at www.gmpfriction.com.

