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INDIA'S SUPER CIRCLE JOINS NUCAP AS AN NRS™ LICENSEE

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TORONTO, ON

Super Circle Auto Limited of New Delhi, India, has joined **NUCAP** as its newest NRS™ Licensee. The license provides for Super Circle to process NUCAP's NRS™ mechanical friction attachment technology on their entire range of self-manufactured disc brake pads.

By upgrading to what has become **the new Global Standard for mechanical attachment for all brake friction products**, Super Circle looks to accelerate growth in its CV Brake Pad product and premium offerings throughout the over 60 Global Markets that Super Circle exports to. With Super Circle product available in 4 continents, and meeting both Europe's ECE R90 standards and American regulations, NRS™- integrated Super Circle products provide market leading solutions with a focus on safety and performance.

"Our initial focus will definitely be within the CV market segment," stated Pravin Jain, Director of Super Circle Group. "**Backing plates with NRS™ will give a distinct market advantage to our customers in terms of product safety and longer wear**, and set a foundation for growth."



NRS™ Air Disc CV Pad

In global markets, as the need for implementing safety standards in brake pads is growing, moving forward, Super Circle will expand its NRS™ offering as a Service Center to apply NRS™ to customer supplied backing plates, as well as to integrate NRS™'s performance and safety benefits throughout its entire brake friction product lines.

"We're excited to add a licensee with Super Circle's passion to evolve their product using market leading technologies," stated Montu Khokhar, NUCAP's CEO. "Their commitment to maximizing the benefits of NRS™ across their entire product line and applying the benefits of NRS™ in streamlining production, and improving product performance and safety is exactly the level of commitment we look for in our Licensees and Technology partners."



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NUCAP NRS™

About Super Circle Auto Limited:

Established in 1965, Super Circle manufactures a wide range of high quality, precision engineered automotive parts. With over five decades of production expertise, the company is a leading name in friction products in its core markets. A high degree of quality control and fine-tuned customised production in each of its 5 manufacturing units in Delhi region allows Super Circle the ability to stay in step with changing global requirements, ensuring that the company is associated with quality and reliability the world over.

About NRS™

NRS™ is NUCAP Industries' patented process for the surface modification of disc brake backing plates, adding consistent matrix of raised steel hooks that facilitate a mechanical bond between disc brake plate and friction materials. **The NRS™ pre-coated backing plates provide mechanical bonding that protect against heat, force or corrosion related delamination of brake pads.**

NRS™ is often called “**the hidden benefit**”, essentially invisible on a finished brake pad while **delivering brake products that are;**

- Safer
- Quieter
- Longer Lasting

NRS™ pre-coated backing plates, within its 16 years of implementation across numerous OE/OES and Premium Aftermarket products and platforms, **has demonstrated its ability to improve operations within traditional IM Brake Pad manufacturing, including;**

- Reduction of Molding Press Cycle Time
 - Removal of Painting from the finishing process
 - Removal of Shot Blasting and Adhesive application
- Reduction of brake pad size variations in finished products typical to shot blast, glue and paint processes. Idealizing product fit and function with brake caliper**

New programs using the **NRS™ pre-coated backing plates, have demonstrated significant cost reductions** in manufacturing, delivering a **Greener, More Cost Effective and ultimately Safer brake product** into the hands of the automotive service industry.



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About NRS™ Licensing

NRS™ is licensed globally, with multiple international licensees integrating various NRS™ formats into brake product production, ranging from bicycles and scooters, through racing, performance, pass-car and truck, to CV applications.

NRS™ Licensees

**Scandinavian Brake Systems
Svendborg, Denmark**

www.sbs.dk

**Sera Company Limited
Amagasaki, Japan**

www.kksera.co.jp

**Elig Enterprise Group
New Taipei City, Taiwan**

www.elig-tw.com

**EBC Brakes Direct Limited
Northampton, England**

www.ebcbrakes.com

**Super Circle Auto Limited
New Delhi, India**

www.supercircle.com

NUCAP continues to support expansion of the NRS™ Licensing program, and actively in discussions with potential licensees globally.

For more information on NRS™ licensing, please contact Mr. Mark Lavelle (mark.lavelle@nucap.com).



NUCAP NRS™

