



## Chem-Trend Sets Industry Standard for Automotive Clutch and Brake Manufacturing

**HOWELL, Mich.** (21 May 2019) – Chem-Trend, a world market leader in the development, manufacturing, and marketing of high-performance [release agents](#), [purging compounds](#), and other process chemical specialties, today announced the arrival of a breakthrough release agent designed for automotive suppliers focused on the manufacturing of clutches and brakes. This game-changing water-based solution improves part quality, protects tooling investments, and maximizes operational productivity for customers.

Through Chem-Trend's acquisition of Huron Technologies, additional product technology, manufacturing, and process know-how was combined with Chem-Trend's breadth of release agent development expertise. These shared resources enabled Chem-Trend's scientists and engineers to accelerate the development of highly advanced and innovative products for the molding of friction components.

“Due to its leading-edge technology and high performance, our new offering is positioned as the gold standard for the production of molded friction components such as automotive clutches and brakes,” said Livia Chen, Business Development Director – Rubber, Chem-Trend. “For automotive suppliers, this new release agent not only provides remarkable results, but in some applications it can achieve those results with less release agent being required.”

Key benefits of the new release agent offering:

- Better quality initially, and over time
- Improved cycle times due to a cleaner, more consistent mold
- Less buildup, requiring fewer cleanings and less related labor
- Extended life of molds and equipment, thanks to less wear and cleanings over time

Chem-Trend is focused on helping its customers become more productive, more efficient, safer, more sustainable, and more prepared for what's to come. Through a global supply chain, customers have access to Chem-Trend's discoveries worldwide, with regional teams ready to tailor solutions for their specific needs. For more information on Chem-Trend's innovative products and technology for molding of friction components, visit [ChemTrend.com](https://www.chemtrend.com).

### About Chem-Trend

Chem-Trend is the most proven partner in the world for release agents, purging compounds, and other related process chemical specialties. Using a customer-centric approach combined with deep research and development, Chem-Trend is dedicated to providing expertise and innovative solutions to improve product quality, production efficiency, waste reduction, and sustainability for its customers now and well into the future. Chem-Trend offers a globally integrated network of experienced, knowledgeable, and insightful production and technical experts, with leading-edge research and development facilities supporting myriad industries and needs. Chem-Trend serves customers through offices in North America, South America, Asia, and Europe and is part of the Freudenberg Group. For more information, visit [ChemTrend.com](https://www.chemtrend.com)