



TECHNICAL UPDATE



SPAA

HISTORY OF SUPERPRO & PROPERTIES

WHO IS FULCRUM?

Fulcrum Suspensions commenced business in 1976, in the light industrial suburb of Moorooka, Brisbane. The main aim of the principal, Graham Scudamore-Smith was to create a business, which would specialise exclusively in steering and suspension systems.

Since the conception of this business much has happened. Fulcrum has become a multi facet business, which not only repairs vehicles but also wholesales steering and suspension components to a supportive trade and reseller customer base throughout Queensland and Australia. Fulcrum also manufactures and distributes SuperPro polyurethane suspension bushes.

The SuperPro brand of Polyurethane has received an excellent reputation in recent years for it's consistent quality and extensive range. SuperPro is not only an accepted product in Australia but now has acceptance and is being exported to an international market.

WHAT IS SUPERPRO?

SuperPro is a polyurethane elastomer base material, and is a class of "Thermosetting" synthetic polymer that involves the reaction of various types of isocyanate resin with curing agents, to give an extremely durable material with the best features of rubber and plastic.

SuperPro is unique as it is the only polyurethane product range fully backed by a professional research and development program based on many years of hands on experience in the suspension industry.

WHY SUPERPRO?

Since the introduction of polyurethane into the aftermarket suspension industry in the early 80's many have tried but few have succeeded in manufacturing accurate, durable parts consistently. Anyone can take two jam tins and mix part A with part B, pour it into a mould and get a result. It takes proper management and high technology to achieve the right result every time.

At SuperPro, we use nominally 70,80 and 90 Shore A material and have adopted a policy of progressive hardness reduction, using sophisticated polymers, design and casting techniques to eliminate noise, vibration and harshness.

It is in this noise vibration harshness "NVH" area that we are concentrating our greatest developmental efforts. SuperPro polyurethane suspension bushes are not copies of the original rubber component they are specially developed to take advantage of the material's unique properties.

Our shackle bushings for example, may feature flat or grooved sections, or domed heads to eliminate noise. Similarly, steel sleeves may be grooved for lubricant retention. Diametral interference and preloads are carefully controlled to minimise bending or other stresses on mating parts, to prevent cracking or breakage.

Bushings being used in strut bar, radius rod or trailing arm locations, will improve the road holding, handling and tyre wear of the passenger car or 4WD. This is possible because SuperPro will achieve consistent tyre to road alignment, particularly under braking and cornering loads. In many cases there is little or no effect on NVH, thanks to careful design by our technicians.



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SUPERPRO AND RESILIENCE

This is one of those buzzwords and really what SuperPro is all about.

Q. What is resilience?

A. The Speed at which an elastomer will return to its original shape after being deformed.

For example: A cricket ball has low resilience and a golf ball has high resilience. Both have similar surface hardness. Suspension bushes with low resilience will tend to transmit NVH, bushes with high resilience will tend to absorb NVH.

THE BENEFITS OF SUPERPRO

The SuperPro component offers many individual improvements. Here is an indication of what can be expected:

- ✓ LOW MAINTENANCE
- ✓ RESPONSIVE STEERING
- ✓ CONTROL
- ✓ COST EFFICIENT
- ✓ LONGEVITY
- ✓ IMPROVED STABILITY
- ✓ LESS WANDER.

SUPERPRO MARKETING

Merchandising support for this product is as follows:

- ⇒ Product Supplied in Kit Form
- ⇒ Merchandisers Available
- ⇒ Special Orders Manufactured on Request
- ⇒ Newsletter Updates
- ⇒ Consumer Brochures
- ⇒ Technical Assistance with Hands on Knowledge

Today SuperPro Suspension Components are available for over 2,000 applications and we welcome recommendations for new listings. Special jobbing work is also welcome and rod materials available for DIY machining.



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