

## Nonwoven Product Development and Innovation Agenda

**Tuesday – Thursday, December 5-7, 2017**

The Nonwovens Institute (NWI), NC State University  
1020 Main Campus Drive  
Raleigh, NC 27606

### Tuesday, December 5

12:00 pm	Registration
1:00 pm	Class Introductions and Overview
1:30 pm	Nonwoven Markets, Market Research, and Trends
2:30 pm	Break
2:45 pm	Stage Gate – Theory of Product Development
4:00 pm	3M – The Art of Innovation Practiced
6:30 pm	Group Dinner and Discussion

### Wednesday, December 6

8:30 am	Market Research/Developing a Business Case
9:30 am	Intellectual Property
10:15 am	Break
10:30 am	Testing/Characterization/Prototyping
12:00 pm	Lunch
1:30 pm	Sourcing /Costing/Manufacturing
3:00 pm	Break
3:15 pm	Design of Experiments
4:30 pm	Marketing/Branding

### Thursday, December 7

8:30 am	Product Liability/Sustainability
9:30 am	Case Studies and Discussion
12:00 pm	Class adjourns