



Nonwoven Product Development and Innovation Agenda

Tuesday - Thursday, December 4-6, 2018

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

Tuesday, December 4

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 5

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 6

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