



# Nonwoven Product Development and Innovation

## Agenda

### Tuesday – Thursday, December 3-5, 2019

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

#### Tuesday, December 3

|          |  |                         |
|----------|--|-------------------------|
| 12:00 pm | Lunch and Registration                     |                         |
| 1:00 pm  | Class Introductions and Overview           | Dave Nelson, NWI        |
| 1:30 pm  | Product Development – Stage Gate Processes | Behnam Pourdeyhimi, NWI |
| 3:45 pm  | Innovation, Culture, and Practice          | Dave Nelson, NWI        |
| 6:30 pm  | Group Dinner and Discussion                |                         |

#### Wednesday, December 4

|          |                                      |                         |
|----------|--------------------------------------|-------------------------|
| 8:00 am  | Breakfast                            |                         |
| 8:30 am  | Market Research                      | NWI Staff               |
| 9:00 am  | Intellectual Property                | NWI Staff               |
| 10:30 am | Testing/Characterization/Prototyping | Pierre Grondin, NWI     |
| 12:00 pm | Lunch                                |                         |
| 1:30 pm  | Scale-up and Commercialization       | NWI Staff               |
| 2:45 pm  | Product Liability/Sustainability     | NWI Staff               |
| 3:15 pm  | Break                                |                         |
| 3:30 pm  | Design of Experiments                | Behnam Pourdeyhimi, NWI |
| 4:30 pm  | Marketing/Branding                   | Tom Daugherty, NWI      |

#### Thursday, December 5

|          |                                |                         |
|----------|--------------------------------|-------------------------|
| 8:00 am  | Breakfast                      |                         |
| 8:30 am  | Business Plans/Making the Case | Behnam Pourdeyhimi, NWI |
| 10:00 am | Case Studies and Discussion    | INDA/NWI Staff          |
| 12:00 pm | Lunch and Wrap Up              |                         |