



## NONWOVEN PRODUCT DEVELOPMENT AND INNOVATION

Take part in the most advanced course we offer - and become a part of the innovation generation!

The course investigates the corporate tools and methodologies used in implementing a successful product development process from concept to commercialization. The course integrates the relationships, perspectives and team dependencies between engineering, manufacturing, purchasing and marketing disciplines. There is no pre-requisite area of study to attend the course. Participants will benefit with clear understandings of the successes and barriers within the product development process. How the role of the individual, team and area of discipline contributes to the process will be examined.

### INSTRUCTOR

**Benham Pourdeyhimi**, Ph.D., is The William A. Klopman Distinguished Chaired Professor of Materials in the College of Textiles at North Carolina State University. He is also a Professor in Chemical and Biomolecular Engineering. Pourdeyhimi is currently serving as the Associate Dean for Industry Research and Extension in the College of Textiles and is also the Founding Executive Director of The Nonwovens Institute.

His research interests are in the area of nonwovens, responsive fibrous systems, filtration, computational modeling, materials, failure mechanisms, software algorithms, optics, and image analysis. He has published several books and monographs, has authored or co-authored over 200 refereed publications, has more than 30 patents and has made over 200 presentations in his areas of interest.

### 3 DAYS

INDA/NWI Members: \$1,795  
Non-members: \$2,295

### WHEN

December 3-5, 2019

### WHERE

**NC State University**  
**The Nonwovens Institute**  
1020 Main Campus Drive  
Raleigh, NC 27606

Multiple registrants from the same company receive a discount.

THE EDUCATIONAL CROWN JEWEL OF THE NONWOVENS INDUSTRY, WITH A HIGH-LEVEL OVERVIEW OF NONWOVEN PROCESSES, PRODUCTS, AND OPPORTUNITIES.

### TOPICS COVERED INCLUDE:

- Stage-gate theory of product development and design of experiment
- Nonwovens process and product review
- Nonwovens markets, market research, trends
- Due diligence: product and market
- Product viability and abandonment
- Processes to create a product
- Product and organization protection
- Product marketing, branding
- Allocating appropriate resources
- Manufacturing strategies/options
- Individuals involved in project teams assigned a product development initiative would gain the maximum benefits of attending this course

### THIS COURSE IS DESIGNED FOR

professionals who are - or will be - tasked to contribute on a product development team including areas:

- R&D professionals
- Manufacturing management and engineering
- Product development
- Technology scouts

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