

## Nonwoven Product Development and Innovation

The Nonwovens Institute (NWI), NC State University  
1010 Main Campus Drive  
Raleigh, NC 27606

### Tuesday, Day 1

- 12:00 pm **Networking Lunch**
- 1:00 pm Introductions & Course Objectives
- 1:30 pm Product Development – Stage Gate Theory and Key Learnings
- 3:30 pm Coffee Break
- 3:45 pm Intellectual Property – Patents and Trademarks

### Wednesday, Day 2

- 8:00 am **Networking and Light Breakfast**
- 8:30 am Market Research and Marketing Strategy
- 9:00 am Market Intel Example
- 9:30 am Patent Search and Example – Electrostatic Charge
- 10:30 am Case Studies In Product Development and Innovation
- 11:15 am Cost Model and Demonstration
- 12:00 pm **Networking Lunch**
- 1:00 pm Testing, Characterization and Prototyping
- 2:00 pm Commercialization
- 3:00 pm **Coffee Break**
- 3:15 pm Design of Experiment – Intro and Practical Aspects
- 4:00 pm Wipes, Market Segments, Process Technologies and Requirements
- 5:00 pm Team Exercise: Plans to Make a Sustainable Wipe (The group will be divided into two teams; each team will be assigned a mentor. Let the competition begin!)
- 5:30 pm **Networking Reception**

### Thursday, Day 3

- 8:00 am **Networking and Light Breakfast**
- 8:30 am Team and Mentor Product Development Planning for the Day
- 10:00 am Hands-On Product Development In the Labs
- 12:00 pm **Networking Lunch**
- 1:00 pm Prototyping and Testing

### Friday, Day 4

- 8:00 am **Networking and Light Breakfast**
- 8:30 am Final Testing of Prototypes; Prepare Presentations
- 10:00 am Team Presentations
- 12:00 pm **Networking Lunch**
- 1:00 pm Wrap-Up and Q&A