INNOVATION

Norplex-Micarta
Postville, IA
Denny Ford
Company Background

- An Iowa Company since 1975
  - Located in Postville
- Sales Revenues of $50 Million
- Employment Base of 185

Focused on the Development Of High Performance Thermoset Composites
Market & Product Applications

- Structural High Voltage Insulation
  - Power Generators & Transformers
- Non Metallic Drive Components
  - Low Friction Bearing Materials
- Pipeline Accessories
  - Insulative Support Materials
  - Cathodic Gaskets & Bolt Insulators
Market & Product Applications

- Ballistic Armor
  - Military & Civilian Vehicles
- Stormblocker™
  - Hurricane & Tornado Shelter’s
- Electromagnetic Circuits
  - MRI Machines
- Chemically Resistant Panels
  - Silicone Wafer Production Chambers
  - Electronic Circuit Assembly
Innovation – Our Life Support

Our Traditional N.A. Market
- Declining at the Rate of 3-5% per Year
- Increasingly Receptive to Low Cost Alternatives

Focus is On:
- Making Current Products “Better”
- Finding New Markets for Thermoset Composites
- Innovations in “Service”

Our Target:
- 15% of Sales will come from Products less than 3 years Old
Keep the Process Simple

- Create a Innovative Mind-Set
- Focus on Customer Linked Initiatives
  - Validated by an Internal Assessment
- Prioritize
  - Focus on the Best Potential ROI
- Keep the Project List Short but Flexible
  - What Gets Time – Gets Done!
- Drive Accountability
  - Regular Cross Functional Meetings & Project Tracking Reports
Questions?