



Proprietary Mineral Filler Assessment and Market Development

Overview

A client required assessment of a proprietary mineral filler to ascertain its suitability for the rubber applications market (Tire or MRG). Following assessment support was required for market development in target applications.

Objectives

- Assessment of Proprietary Filler
 - Manage assessment program through a staged process
 - Increase scope of assessment after each successful stage completion
- Determine Market Potential
- Develop Role-Out Program
- Assist in Approach to Key Target Customers

Scope

- Assessment
 - Analytical/Colloidal/Morphological
 - In-Rubber (Multi-Stage)
- Market Potential
 - Assess Market Demand in Defined Geography Close to Production Facilities
- Develop Marketing Package
- Determine Key Customers
- Assist in Contact with Key Customers

Actions

- An efficient testing program was developed, ensuring that key performances were determined prior to moving into more rigorous testing stages.
- A five stage test program was managed in order to develop the required level of technical understanding and marketing materials for a successful market introduction.
- Market demand was determined for target applications, geographies and customers, this was used to determine the priorities for the role-out program.
- Marketing materials were developed ensuring potential customers gained a quick understanding of the potential of the material.
- Assistance was provided for initial and continuing customer contacts.

Outcome

The client successfully approached key customer targets initiating sampling and testing programs at customers.