



E. I. DU PONT DE NEMOURS & COMPANY
INCORPORATED

WILMINGTON, DELAWARE 19898

CHEMICALS, DYES AND PIGMENTS DEPARTMENT

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Wilmington, Delaware
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NEW PRODUCT DEVELOPMENT AND COMMERCIALIZATION

Attached are the three procedures currently in use for new product development, sampling, and commercialization. A brief description of each follows:

Opportunity Description

- Submitted to the Marketing Manager by any member of Marketing, R&D, Production or A&BA.
- Product Center (Product Planning Committee or other) will develop data and summarize and present the "New Product Request" for approval by the Product Center (Product Planning Committee or other).

New Product Request

Prepared and approved as above. Note: "Approval for Commercialization" does not apply at this stage.

No technical resources will be assigned, and the Production Division or R&D will not manufacture (via Trial Manufacturing Request) without this approval.

The Colored Pigments Product Division will be responsible for issuing and maintaining documentation.

No new product codes will be issued without going through the request procedure. Until commercialization, all product codes will be prefixed with an "X" (i.e., XBT-504-D).

Experimental Product Sampling

- Approval is required for all new product sampling. This does not apply to "technical sampling" where production is not implied.
- All sampling of new products will be handled via the Marketing Services group (Chestnut Run).

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Approval for Commercialization

- Approval obtained at such time as we are ready to release to the trade.
- Same format as the "New Product Request" but with updated data.
- Approval implies commitment to achieve the quality, cost, volume, selling price, etc., indicated.

Prior to commercialization, experimental plant production should be handled as follows:

- No experimental run will be scheduled without "New Product Request" approval.
- No experimental run will be scheduled without an authorized "Trial Manufacturing Request".
- All experimental runs will be reflected in the monthly production schedule. Newark's schedule will indicate experimental production in a separate heading, but on the schedule. Newport will include experimental production runs in the monthly schedule.

S. W. Severance
S. W. SEVERANCE

SWS:lrg
Attachments

TO: MARKETING MANAGER
COLORED PIGMENT PRODUCTS DIVISION

FROM:

NEW PRODUCT REQUEST
OPPORTUNITY DESCRIPTION

A. DETAILED DESCRIPTION OF NEED

Title:

Product Description:

Deficiencies of Existing Du Pont Products:

End-use Applications (Target industries, etc.):

Competitive Products:

Test Procedures (TS):

B. ESTIMATE OF MARKET SIZE

C. ESTIMATE OF DU PONT'S SHARE OF MARKET

1st Yr ____ 2nd yr ____ 3rd yr ____

D. SPECIFY CUSTOMERS (IF KNOWN)

E. CRITICAL TIMING

COLORED PIGMENT PRODUCTS
NEW PRODUCT REQUEST

DATE _____

PRODUCT DESCRIPTION

CODE

INDUSTRY

COMPETITIVE PRODUCTS

RELATIONSHIP TO BUSINESS PLAN

MARKET OR OTHER DEADLINES

MARKET OPPORTUNITY (TOTAL) \$MM

SALES FORECAST - \$MM

SALES FORECAST - M Lbs.

SELLING PRICE - \$/Lb.

GOAL MILL COST - \$/Lb.

PRETAX EARNINGS

COST OF PRODUCT DEVELOPMENT

COST OF PROCESS DEVELOPMENT

TOTAL TECHNICAL EXPENSE

PRIORITY

R&D PROGRAM TIMING

NEW INVESTMENT

PATENT STATUS

APPROVALS

APPROVED FOR COMMERCIALIZATION

PRODUCT PLANNING COMMITTEE

R&D _____

Marketing Services _____

Manufacturing _____

A&BA _____

Product Division _____

DUP050145566

N 26441.02

Copy: R&D
Marketing Services
Colored Pigment Products Division
Sales Representative

COLORED PIGMENT PRODUCTS

EXPERIMENTAL PRODUCT SAMPLE

Date _____
Code _____
Sample No. _____

PRODUCT DESCRIPTION:

END USE:

SAMPLED TO:

Via:

Date:

REASON FOR SAMPLE:

- _____ Customer Evaluation
- _____ Technical Evaluation
- _____ Sales Development
- _____ Other (Specify)

FOLLOW-UP:

Responsibility:

Timing:

APPROVED FOR RELEASE TO CUSTOMER:

_____ R&D
Marketing Services
Product Division

DUP050145567

N 26441.03