

Case study

Driving Effective Innovation & New Product Development



Business Background & Context	<p>ColorMatrix is a leading global manufacturer of liquid color and additives for plastics. Rapidly growing the company success depends on the rapid design & launch of new products developments (NPD). A highly innovative & customer focused culture had resulted in the launch of a large number of product development programmes. Consequently technical resources were spread very thin, priorities were unclear, and NPD projects were not being delivered effectively.</p>
Problem & Goal	<p>ColorMatrix required</p> <ul style="list-style-type: none"> • Clearer development priorities driven from business & market needs • A more structured NPD process to ensure product development projects carried out efficiently & effectively <p>WITHOUT stifling the creativity & innovation that is central to company's success.</p>
What was Done	<ul style="list-style-type: none"> • Design & implementation of market planning process to give strategic market direction to innovation & NPD • Leadership workshop to select top 6 strategic NPD programmes • Designed Stage – Gate NPD process • Designed Tools, Templates, and Governance Process • Trained Leadership, NPD and Market Teams in Process • Trained R&D teams in DOE as a key product design & optimisation tool
Business Impact	<ul style="list-style-type: none"> • Much clearer focus on “vital few” development priorities • More rapid NPD and increased return on NPD investment <p><i>“Process Insight have supported several key strategic programs in manufacturing, new product development and quality. Their involvement has helped a number of key individuals deliver much better and quicker results”</i></p> <p><i>(David Nuttall, Global Operations Director , ColorMatrix)</i></p>