



Regional Advanced Materials Center

Sporting Goods / Recreation

Shreeram Raj, Cytec Engineered Materials

Panel Discussion

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Regional Sporting Goods Industry – Needs & Issues (contd.)

- Contacted
 - Steve Griese, Sage
 - Bill Tytus, Pocock
 - Dodd Grande, K2
 - Tom De'Marino, ICE
 - Stephen Mosher, Moses Graphite

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Regional Sporting Goods Industry – Needs & Issues

- **Constant “Cost” versus “Performance” battle**
Need to push performance envelope but cost remains primary concern
- **Warranty concerns (prediction of durability)**
Interest in predicting & improving long term durability of composite sporting goods “structures”
- **Delivering “provable” value to customer**
Searching for niche applications and ways to differentiate their product
Need to prove performance enhancements in actual use
- **Offshore Production Transition**
High volume offshore production transition issues, such as factory selection, IP protection, materials supply, etc.

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Regional Sporting Goods Industry – Needs & Issues (contd.)

- **“Proving Ground” for new technologies**
Appeal of “bleeding edge” materials & technology with associated risk
- **Improved UV performance**
Outdoor usage leads to UV susceptibility
- **Finishing & Post-finishing operations**
Operations consume a lot of time and add to overall cost
- **Broader selection of materials**
Need broader selection of composite materials at higher performance levels
- **Proprietary Concerns abound**
Historically shied away from cooperative research due to the extremely competitive nature of this industry