

# From idea to market with a product made of recycled materials

– Jari Vuorinen/Plastone



# Plastone

- ✓ Contract manufacturer of demanding injection moulded plastic products
- ✓ Factories in Finland and Estonia
- ✓ Sales about 30 M€
- ✓ Roughly 200 employees



# Process with new innovations

- ✓ Idea
- ✓ Market research
- ✓ Product cost
- ✓ Sales channel
- ✓ Product development
- ✓ Pilot product and production
- ✓ Pilot marketing
- ✓ Market ready, scaling



# Idea

- ✓ What makes this product better than the existing ones?
- ✓ Can recycled materials be used?
  - ✓ Regulatory issues
  - ✓ Needed certifications
  - ✓ Where to get the material
- ✓ Prototype of the product.



# Market research

- Do the users want this kind of a product?
- Are there any features missing, other wishes?
- How big is the market, how big volumes could we sell after 3 years?
- How much are the customers willing to pay for this kind of a product. Is it more expensive if it is made of recycled materials?



# Product cost

- Based on our estimations, what is the cost of the product for us?
  - Materials
  - Components
  - Work
  - Tools
  - R&D
- How much does the sales channel take?
- Do we have a business case?



# Sales channel

- How do we reach the end users?
- Does the product fit into our sales channel's other products
- Do we need a new sales channel?
- How do we help the channel to sell, no greewash marketing.



# Product development

- Only once the previous steps are finalized the final product development can start.
- Use of recycled material and recyclability to be considered.
- Production shall be considered as well, especially constraints coming with recycled materials.





# Pilot product and production

- First production batch.
- Ensuring the product can be made industrially.
- Ensuring the quality.
- Certifications.
- Production documentation.
- Product documentation.
- To be tested with different batches of recycled material.



# Pilot marketing

- Entering in a selected market with first products.
- Gathering information from end users and channel.
- Needs for improvements.
- Any differences found with products made of different raw material batches?



# Market ready, scaling

- Introduce the product to a larger market.
- Can the production be scaled up?
- Availability of recycled material?

