



How Reverse Engineering helps to meet the product specifications In customized compounding



# COntent

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# 1. company details

- COMPANY Start -up - **2018**
- Personal Background: Long term experience in technical compounding and worldwide sales
- Production Belgium - centre EU
- Young entrepreneurship in plastics
- Compounding of valorized elastomer compounds



## 2. mission statement

- We create customized elastomer compounds that meet the required properties for the given product application, PAYING the highest attention AT the circular economy and wantING to provide ecological and economical benefits for a sustainable elastomer future.

## How to realise your sustainable Elastomer future

- Use of renewable sources
- Extend the end of life time
- Valorization and use of PI or PC waste stream
- transparency in communication with customer and end-user
- Out of the box mind-set -> chase the challenge

### 3. Competences

- Strategic strong partner network
  - Raw material - lab
- Fully equipped production line
- Direct approach
- Excellent compounding skills in specialty compounds
- Clear vision
- Helicopter view - background



# 4. REVERSE ENGINEERING



## Properties

- Mechanical
- esthetical
- Recycling
- Circular production
- Packaging conditions
- Shelf life

## Place

- local
- Transport
- Europe
- Processing type
- Toll manufacturing
- Delivery time

## People

- Quality control
- Operator
- skills

## Price

- Important
- Story
- Customer radius
- service

## 5. Unique selling points

What are YOUR USP's?

- How TO diversify from your competitors?
- what makes your product/Service Unique?
- How to distinguish your product from other products or services?

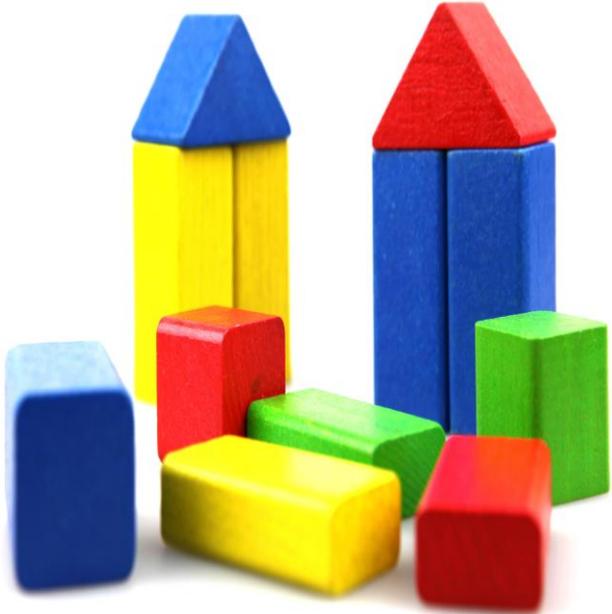
**MAXIMUM 5 UPS'S**



# 6. REVERSE ENGINEERING

## Combining USP'S

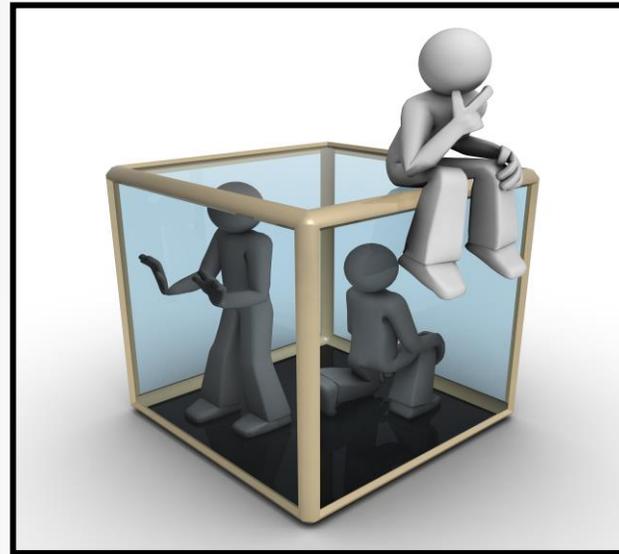
| PRACTICAL CASE |  
| replace wooden toys by TPE |

Soft touch	Easy processable	Price	Ecological
No toxics or migration		Quality	
Anti-bacterial		Coloured in the mass	
Recyclable		Use in water	
Free design		Local production	Sustainable

# 7. Conclusion

Circular product orientation with strong affection for recycling and sustainability

Reverse engineering compound approach



Open mindset with Helicopter view perspective

Young company with strong partner network

Belgium based production facilities



# NE NEOPOL

Thank you for your attention