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## Bridging Innovation and Adoption: Navigating Industry-Specific Hurdles in New Product Introduction

In the world of New Product Development, customer-driven innovation often reveals opportunities to enhance the performance of established materials like Nitinol. While Nitinol is well-known in the medical field, expanding its use into industries such as automotive, energy, aerospace, and electronics requires more than just technical adaptation—it often demands the creation of entirely new alloys. This talk explores the challenges that arise when evolving Nitinol to meet new performance requirements, including the introduction of additional elements to tailor its behavior. I'll discuss how unique industry standards, regulatory expectations, and application-specific constraints shape the development process, and how mutual education—between manufacturers and customers—is essential to building trust and accelerating adoption. Through real-world examples, I'll highlight the collaborative, iterative work required to bring enhanced materials to market and the long-term value of cross-industry learning.