

EXPAND YOUR POSSIBILITIES:

# A THOUGHTFUL APPROACH TO MATERIAL SELECTION



Have you ever wondered how a product design would've panned out had you chosen a different material? Whether you're developing a new product or improving an existing one, you have a lot to consider. It can be easy to fall into the trap of always selecting your go-to

materials. Approaching the material selection process a bit differently can open the door to new possibilities. Challenge your thinking with these material selection variables in mind.

## PRODUCT APPLICATION



Where will my product live?



How should my product look?



How long should my product last?



How much weight will my product bear?

## MATERIAL CHARACTERISTICS



Which base resin gives the performance I need?



Does my product need enhanced mechanical properties?



What additives can set my product apart?



What color do I want my product to be?

## ADDITIONAL CONSIDERATIONS



How will the polymer I choose be converted to a finished product?



What tooling and/or secondary operations are necessary for this processing method?



What systems do I have in place to make development and sale possible?



What regulations do I need to comply with?

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