

P6 INTEGRATING INNOVATION: PARTNERING ALONG THE FILTRATION VALUE CHAIN FOR GLOBAL IMPROVEMENTS

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The filtration industry has a reputation of lacking innovation compared to other industries and being very slow to change. After all, how many of us still refer to the old ASHRAE standard 52.1 which has long been replaced with newer filtration standards?

With long development timelines coupled with the many complexities of a business-to-business value chain, it is quite challenging to be truly innovative in our industry. The decision makers along the filtration value chain are often comprised of individuals with different interests and motivations. Buyers seek a good financial deal. Production managers want high output. Health and safety executives want low risk. And this just represents their functional needs.

It doesn't have to be this way.

- What if there was increased collaboration across all stakeholders in the value chain?
- What if these stakeholders were fully committed to improving collaboration and innovating to enhance the value we deliver to the end user?
- What if these stakeholders had direct access to the end user to better understand their needs or insights or pain points?

The purpose of this speech is to provoke thoughts across all stakeholders in the filtration value chain.

Maybe we can identify ways in our own roles to reduce development timelines and improve the innovation cycle. Maybe we can start thinking and acting differently—individually as well as collectively. Maybe we can partner together more than ever so we can change our industry's reputation...so we can meet innovation head on...so we can enhance the value we bring to our end users to enable a cleaner, healthier and more energy efficient world—for us and our future generations.

Just imagine what our future would look like.