

FORTH Project Details

Sector: Industry (Chemical)

User: Huntsman Polyurethanes Division

Country: Belgium

Year: 2019

Online Offline

Facilitator(s): Sara Pieters



Innovation Assignment:

Huntsman is a leading global producer of MDI-based polyurethanes focused on formulating innovative, differentiated products for key downstream markets. This includes energy-saving insulation, light-weighting and performance materials for automotive, comfort foam for bedding and furniture, protective coatings, adhesives, and elastomers for footwear. The assignment was to develop 4 new concepts to help accelerate profitable and sustainable growth for the polyurethanes division in Europe.

Highlights of the process:

The expedition involved 10 core team members and 11 extended team members. We explored 10 innovation opportunities, discovered more than 66 customer needs and -frictions during different customer panels. We ideated in the Raise Ideas phase 1264 ideas, of which 18 new concepts were tested in the market in Test Ideas.

Main results:

The FORTH expedition resulted in 5 new concepts that were developed into mini new business cases. From there full projects were created and staffed.

Today all innovation projects are active and progressing. With the delivery date approaching, some of the projects show a significant higher size of the price than even anticipated...

