



Disruptive Technologies

Their Fit in the Converting Industry

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“The Stone Age didn’t end for lack of stone...”

Sheik Ahmed Zaki Yamani
“The Breaking Point”, New York Times 2005

Clayton M. Christensen

A process – a product or service takes root initially in simple applications at the bottom of a market and then **relentlessly** moves up the market, eventually displacing established competitors...





DISRUPTION

Mainstream Customers adopt Entrants' offerings in volume

The Disruptive Innovation Model



Source: Clayton Christensen, The Innovators Solution

Does it happen in the Converting Industry?

- Constant improvements on established products/technologies – strong incumbent presence
- New technologies come from incumbents – target: high profit markets
- High pressure industry – few innovators and early adopters for new products

Does it happen in the Converting Industry?

- There are overlooked segments – special needs, low volume
- Growth in academic research with industrial application focus
- New high tech markets – flexible printed electronics – require specialized solutions
- Entrants can be small companies with some activity in the industry

Where the Industry might go...

- Recognize disruptive innovation is not only beneficial, it's needed – advance the industry
- Incumbents / entrants partnerships – recognize a disruptive technology as it is growing
- Source of entrants – entrepreneurs, applied research
- Disruptors entering at mid level markets



Observations.... Disruptive Technologies

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