

## Testimonial:

*"This has been a great way to ensure we are working on new products that are meaningfully unique to our customers, fast-track our development process and help keep management involved in the process."*

Brian Knopf, Sr. VP Technical Services  
Whip-Mix Corporation

## Company Profile:

Whip Mix Corporation has been in business since 1919 developing dental mixtures and apparatus with their headquarters in Louisville, KY. Their dental products are distributed worldwide through more than 400 dealers, serving progressive dental laboratories, schools, government and institutions – and increasingly, the forefront of dental offices.

## Situation:

Whip Mix Corporation is in an industry that has stayed mainly unchanged for 80 years, until now. New technologies are changing the way dental labs serve their clients, reducing the need for Whip Mix products. "We needed a mechanism to help us reduce the cost and time commitment necessary in developing ideas that will allow us to address the changing needs of the dental profession in order to sustain ourselves in the future." Brian Knopf, Sr. VP Technical Services.

## Solution:

Last year, the company began the Innovation Engineering Management System (a framework to increase speed and decrease risk of innovation) with Advantage Kentucky Alliance (AKA), a NIST MEP affiliate. By doing so, they were able to help bring a system to create structure and focus to their Product Development Cycles. They have been utilizing AKA Services for facilitating weekly update meetings to bring focus and structure to their development cycles.



## Direct Results:



**Increased product development by 8-10 months.**



**Trained 7 employees on innovation engineering.**



**Trained an innovation engineering black belt.**