

The Nitto logo is displayed in a bold, blue, italicized sans-serif font. The letter 'i' in 'Nitto' has a red dot above it. A large, stylized graphic element on the left side of the slide consists of a red shape that tapers to a point, with a blue section at the top right corner of the red shape.

Nitto

Innovation for Customers

*“ JTBD - FACILITATING THE TRANSFORMATION
FROM
PRODUCT- TO MARKET-DRIVEN GROWTH “*

JTBD-SUMMIT 24-25/03/2021
PAUL BIEGHS

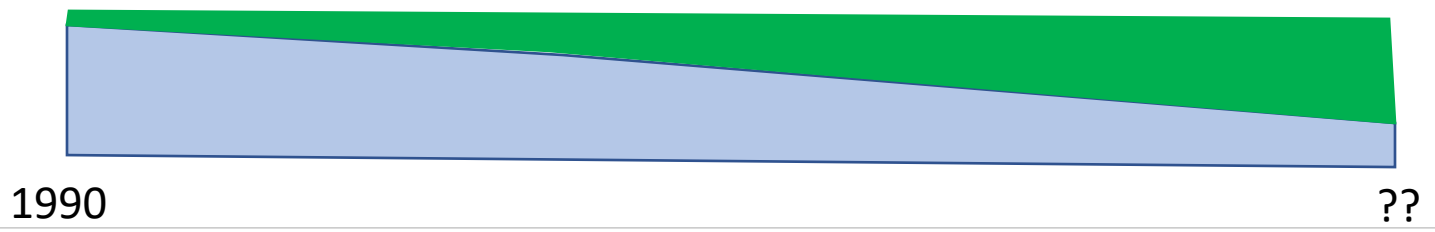
Can we leverage our R&D knowledge to create new markets ?

How can technology help us meet new market needs ?

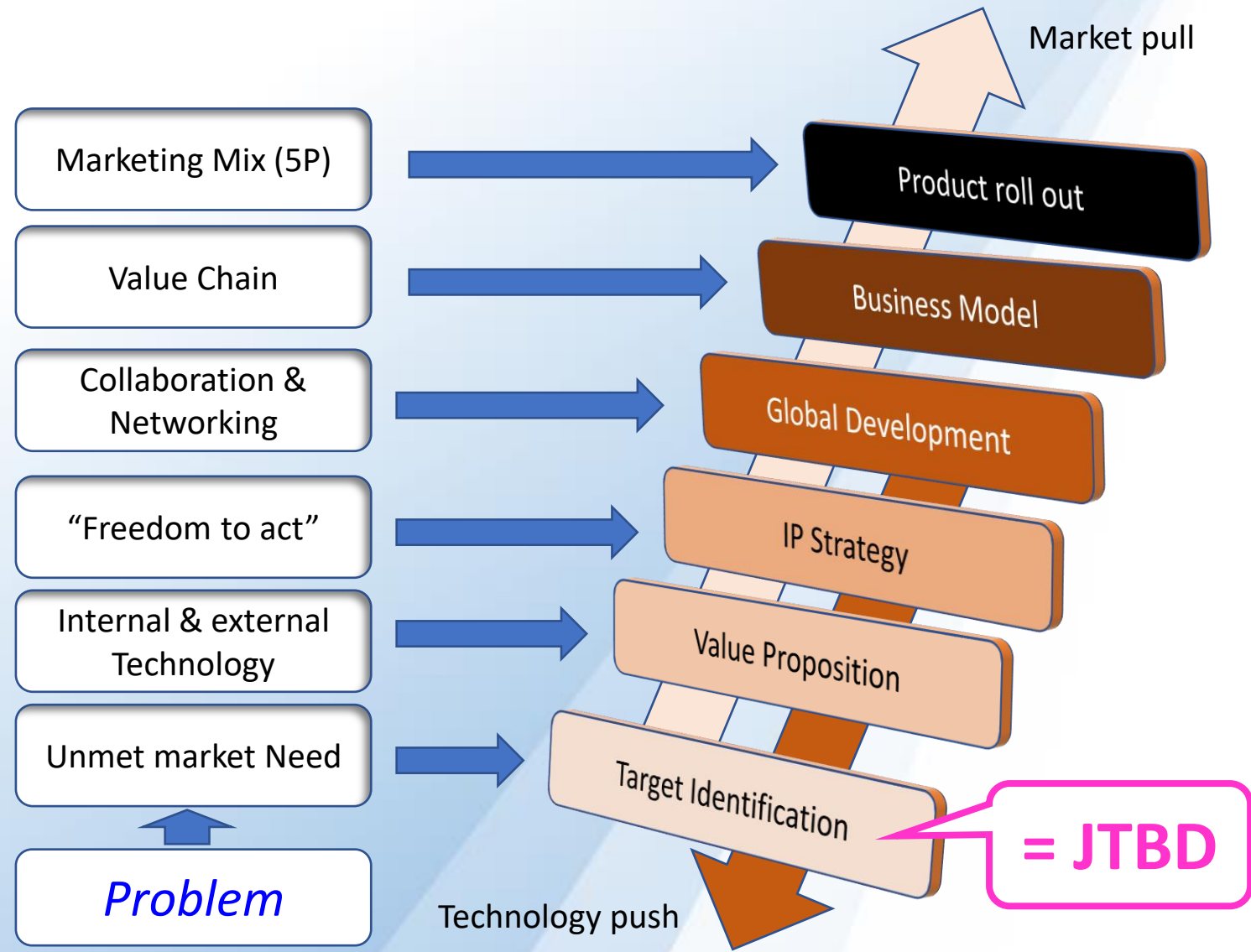


Tech push

Market pull



*“Nitto loves
problems ... !”*
(... at customers)





JTBD
=
Mindset

~~CSI: MIAMI~~

Customer

“How to make the Nitto story of 13.500 products simple and easy to understand ?”

simple story = easy to understand = easy to remember = easy to use



JOB-TO-BE-DONE

NITTO VALUE PROPOSITION



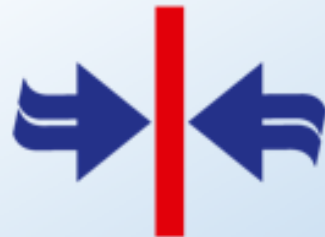
FUNCTIONAL MATERIALS → 5 CORE FUNCTIONS



TO PERMEATE



TO TRANSFER



TO ADHERE



TO PROTECT



TO BLOCK



TO PERMEATE

Selectively enable specific elements to pass through a medium into another system

WATER	SOUND	AIR		LIGHT	ION
WATER TREATMENT	TRANSMITTANCE	FILTRATION	VENTING	ORIENTATION	ELECTRICAL ENERGY STORAGE
		<p>Porous membrane Ternish™</p> 	<p>Breathable membrane</p> 		
<p>Reverse Osmosis</p>	<p>Sound permeable membrane Thru hole</p>	<p>Porous membrane Ternish™</p> 	<p>Breathable membrane Capsel</p> 	<p>Polarising film</p>	<p>Ion exchange membrane</p>



TO TRANSFER

Transfer or convey particles or elements in a controlled manner from one location to another

PARTICLES
IMPURITIES



ELECTRONS



DRUGS



HEAT



DATA



VISIBLE LIGHT



Nitto

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