



FOR IMMEDIATE RELEASE
April 6, 2006

CONTACT: Mary Staub
NPD/ROI
(717) 843-5054, ext. 223

MANTEC, Inc. Launches New Product and Service Offering

York, Pa. – April 6, 2006 MANTEC, Inc. will initiate a second iteration of their “Return on Innovation” New Product Development Program (ROI), an innovative response to increased global competition faced by Central Pennsylvania manufacturers. The ROI program is a *new* product and service offering. It leverages manufacturers’ ability to create top line growth in an increasingly globally competitive marketplace. As a direct response to unprecedented manufacturer requests for growth assistance, MANTEC has further responded by initiating a Business Growth Services division in addition to their current offering. Innovation and top line growth are the focal points of MANTEC’s Business Growth Services offering to their manufacturing base within the Central Pennsylvania region.

MANTEC’s innovation based program teaches companies how to implement a repeatable, structured approach to New Product Development (NPD), while utilizing best practices to reduce risk and filter out bad ideas early in the development process. Typically, manufacturers with failed product launches regularly incur incredible sunk cost without a return on their investment. Understanding this dynamic, ROI stresses culture development, risk reduction, and utilization of best practices to sharply reduce exposure to heavy losses of operating profit and internal resources.

Ken Westray, a nationally known consultant and New Product Development expert with over 200 successful new product launches, is partnering with MANTEC to offer this program to manufacturers in the South Central Pa. region. Participant companies will be mentored through the best practices of new product development, and assisted with market research to identify new product opportunities. Furthermore, participating companies will be taught how to recognize bad ideas early in the new product development process and therefore reduce risk of launch failures and financial risk. Each company will be educated and mentored to develop their own “company specific” structured new product development process. Additionally, each company will develop a new product using what they have learned during the program.

Each participating company represents a different “non-competitive industry segment”, and will actualize a cross-functional team of executives to develop their “company specific” new product development process. All participating companies sign non-compete and non-disclosure agreements. These factors, in combination with each companies non-competitive focus, creatively allow for a unique environment of peer support through sharing their collective experiences and challenges with each other. Mike Tarsa, V.P. of Sales for C. L. Sturkey remarked, “*Having all the companies participate in an ongoing dialogue is a huge benefit to us. We are able to hear how other teams are struggling with the same questions and how they are overcoming the same challenges that we face. We are continuing to learn from the experiences that the other teams report*”. The process and strategy developed during this unique program are founded in the fundamental “best practices” of new product development and risk reduction. Utilizing best practices increases the likelihood of success by an average of 75% over non-structured processes which don’t adhere to best practices.

C. L. Sturkey, a Lebanon based manufacturer of histology products, is one of four companies currently participating with MANTEC in the program. Mike Tarsa, V.P. of Sales for C. L. Sturkey remarked, “*New Product Development teaches a ‘best practice’ process for bringing new products to market. Sturkey’s challenge is to generate a great idea that the customer loves and then ‘executes the process with excellence’ so that we can learn the highest return on innovation possible...The better we use a structured process, the faster and cheaper we get to market.*”

--MORE--



a NIST | Network
MEP | Affiliate

MANTEC is an
Industrial Resource
Center supported by
The Commonwealth of
Pennsylvania through
the Department of
Community and
Economic
Development.

FOR IMMEDIATE RELEASE
April 6, 2006

CONTACT: Mary Staub
NPD/ROI, p. 2
(717) 843-5054, ext. 223

The ROI program consists of seven critical areas that will increase company performance as they work through a new product development process. The six month process includes workshops, teleconferences, mentoring and coaching sessions, and one-on-one engagements with MANTEC and Ken Westray. The benefits of this approach include the improved probability of business success with new product development, constant access to resources with extensive proven experience with new product development, and participation within a peer mentoring environment of companies going through the same process who can provide support and share ideas or experiences.

MANTEC, Inc. is one of seven Industrial Resource Centers located throughout Pennsylvania, and supported through the Department of Community and Economic Development. In addition, MANTEC is an affiliate of the U.S. Department of Commerce's National Institute of Standards & Technology (NIST) Manufacturing Extension Partnership (MEP). They would like to talk with you regarding new product development, business growth, or any other factors affecting your businesses ability to be competitive, reduce cost, and improve processes while producing in Central Pennsylvania. Please visit our website at <http://www.mantec.org> or call 717-843-5054 and ask for Mary Staub.

-###-