



The Procter & Gamble Company  
Winton Hill Business Center  
6330 Center Hill Avenue  
Cincinnati, OH 45224  
www.pg.com

October 25, 2012

Refer to: NNMI RFI

Subject: NNMI RFI Response from Procter and Gamble

**NNMI Program Leaders:**

Procter and Gamble Company (P&G) seeks to respond to the Request for Information for the National Network for Manufacturing Innovation (NNMI) from the NIST-hosted Advanced Manufacturing National Program Office (AMNPO).

**P&G comments on Sustainable Business Models, Needs and Re-application**

- P&G proposes a focus on the development of strong, lightweight, high-speed, dynamically-stable polymeric-based-web converting manufacturing platforms.
- Expected benefits that feed sustainable business models include:
  - energy efficiency from reducing tooling inertia
  - improved manufacturing productivity from increased production output per unit of time
  - reduced capital investment from less equipment required due to higher equipment productivity, smaller footprint and less materials
  - manufacturing capacity flexibility from ability to manufacture faster in smaller less expensive cells
- P&G expects this focus and these benefits to be broadly re-applicable to high-throughput polymeric-based industries.

**P&G Recommendations**

- P&G recommends specification for cost-sharing proposals that begin at a relatively low private-to-public ratio (e.g. 1:10) and increase through time. This encourages governance models to incentivize reportable progress towards sustainability.
- P&G suggests proposal weighting criteria for sustainable business models should be given emphasis on par with technology ideas.
- P&G recommends that any call for proposals explicitly state that Federally Funded Research and Development Centers (FFRDS) are eligible to apply.
- P&G recommends that the Request for Proposals (RFP) be written to avoid over-specifying Institute Structure and Governance.
- P&G has grown a technology transfer culture with multiple national laboratories and recommends AMNPO to continue to trust this technology transfer culture



**P&G comments on Technical Thrusts**

- P&G recommends that small material advances that give established partners competitive advantages get proper weight and novel material manufacturing methods (such as compact lightweight strong structures) that can open new device markets
- P&G requests integrated approaches for experimental and theoretical/computational efforts for advanced manufacturing.
- P&G has defined critical needs for sensor, diagnostic, and signal processing methodologies to enhance control of manufacturing processes as well as provide feedback on material lifecycle health and end of life.
- P&G recommends technical thrust areas that successfully transition prototype fabrication to commercialization for US Industry in an economically viable manner.

Sincerely,

A handwritten signature in black ink, appearing to read 'Arthur J. Koehler', is written over the word 'Sincerely,'.

Arthur J. Koehler

Associate Director

Computer Aided Engineering