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# Jim Thomason - Background

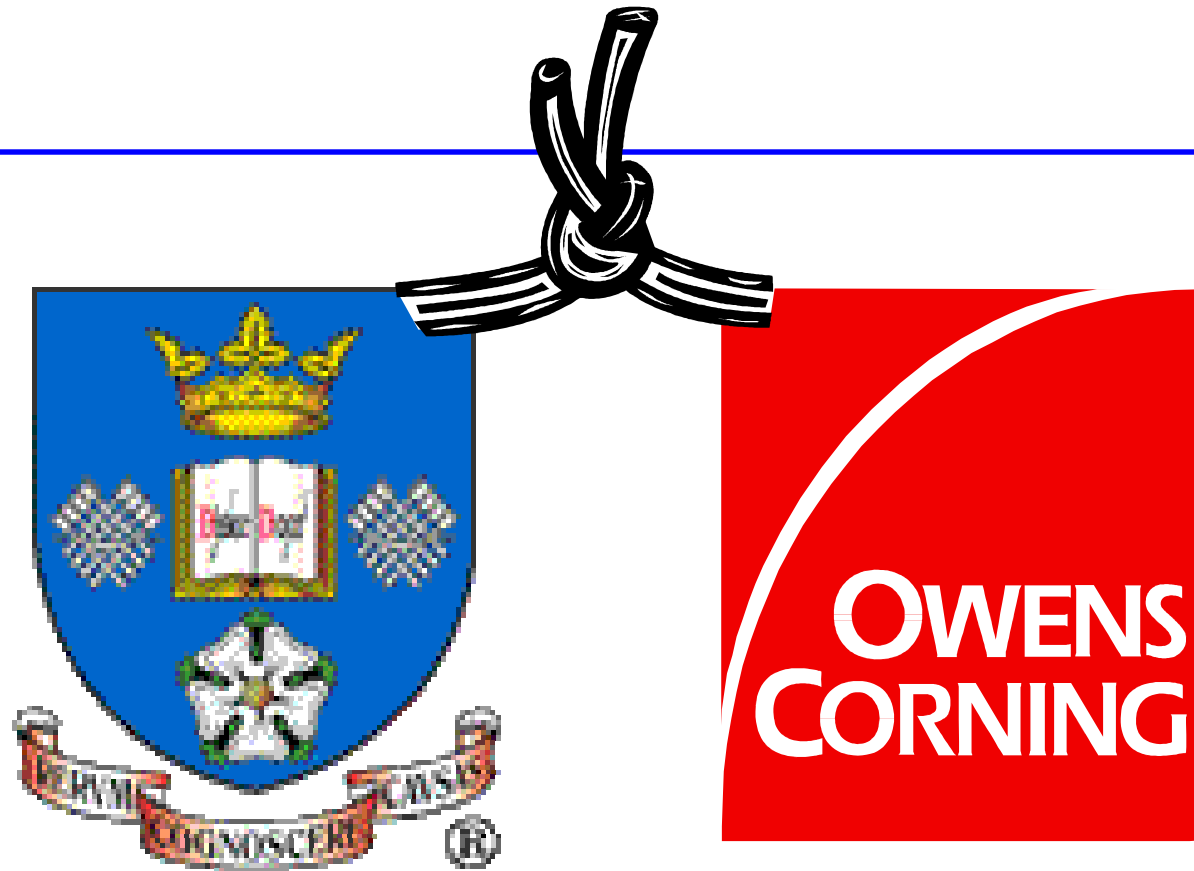
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- **2007 - Professor of Advanced Materials & Composites, Univ. Strathclyde**
- **2003 - Visiting Professor, Univ. Sheffield, Dept. Eng Materials**
  
- **1996-2006 Owens Corning Science & Technology, USA & Belgium**
  - New Product development and fundamental research – composites & fibres.
  - Chair of 2004 Gordon Research Conference on Composites
- **1983-96 Shell Research, Amsterdam,**
  - Exploratory Research & Product Development –Polymers , Composites, Interfaces
  
- **1982-3 Mainz, Germany, Postdoc - polymer blends**
- **1981 Strathclyde PhD – Interphase in multiphase polymers.**
- **1977 Edinburgh BSc – Physics,**

# Jim Thomason - Research Interests

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- **Interfaces in High Performance Composites**
- **Natural fibre reinforced polymer composites**
- **Structure-Processing-Performance in Fibre Reinforced Thermoplastics**
- **Reinforcements - surface and microstructure**
- **Application of Molecular Modeling to Materials**



# *Making the University-Industry (Composite) Interface Work*

*Jim Thomason*

# Content

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- Introduction

- Does the materials industry support fundamental research ?

- Getting Support from Industry (an example)

- Results

- Were we successful ?


- Conclusions -

- What have we learned ?

# Does the materials industry support fundamental research ?

- It Depends
  - Which Company ?
  - Who are you talking with ?
- In General
  - Product cycle times are becoming shorter
  - Financial considerations are becoming more influential
- Therefore – fundamental research is becoming more difficult to justify within the current business climate

# Does the materials industry support fundamental research ?

- However – at the same time
  - Customers demand more (productivity & performance)
  - Many (composite) products are high on the S-curve of the development cycle = less improvement for more effort
  
- One solution is to innovate more
  - Innovation by serendipity 
  - New knowledge based Innovation
  
- Therefore – more fundamental insights are required



# Product development & fundamental research

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- Industry may support fundamental work which:
  - Reduces cost, time and waste to manufacture an existing product
  - Reduces cost and time to develop a new product
  - Improves quality
  
- Industry is less likely to support fundamental work which
  - Results in incremental performance improvements

# **Industrial Support for University Research Programmes**

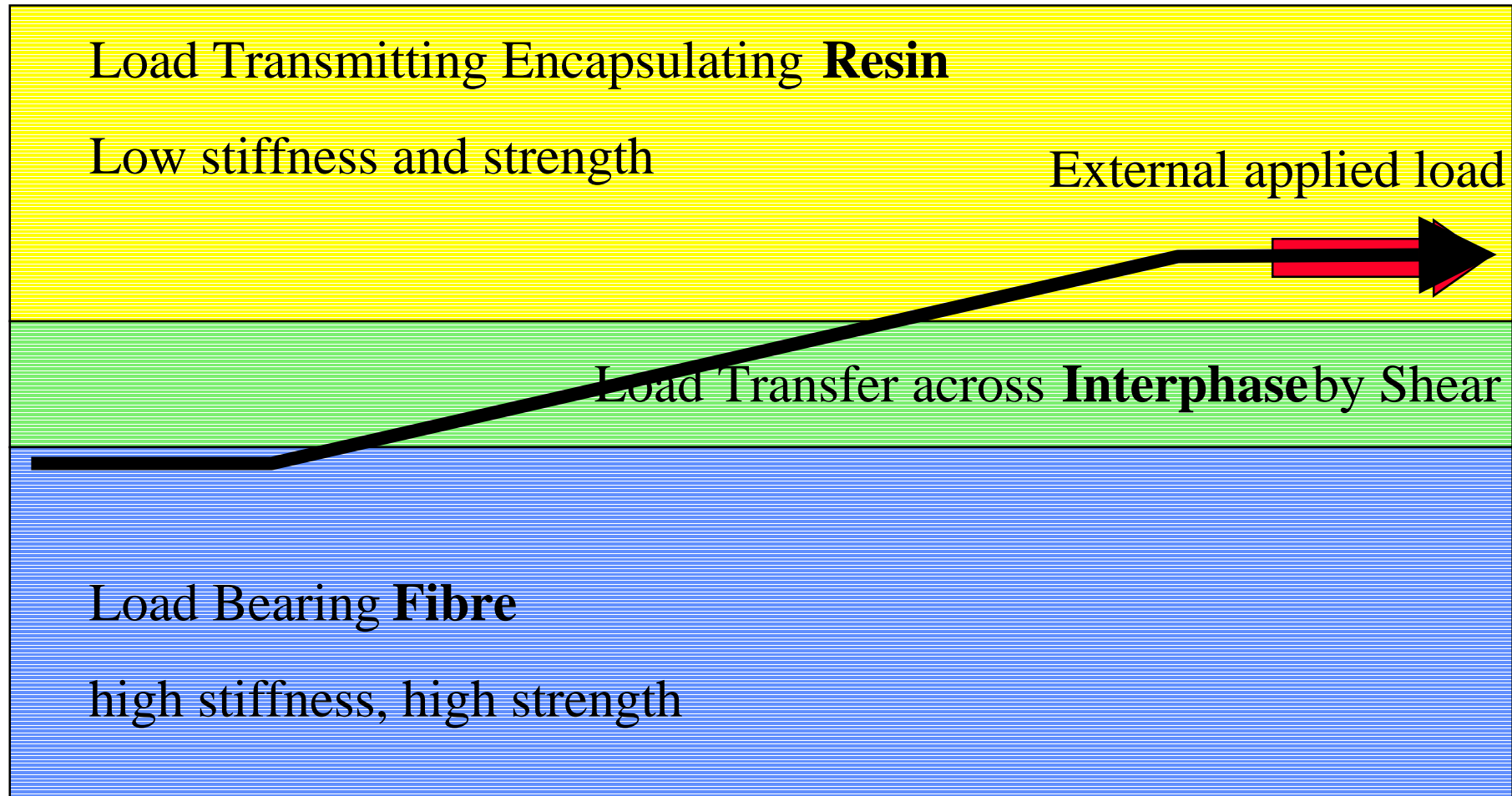
**An example of how to get  
some support**

# How Does OC make (*more*) Money ???

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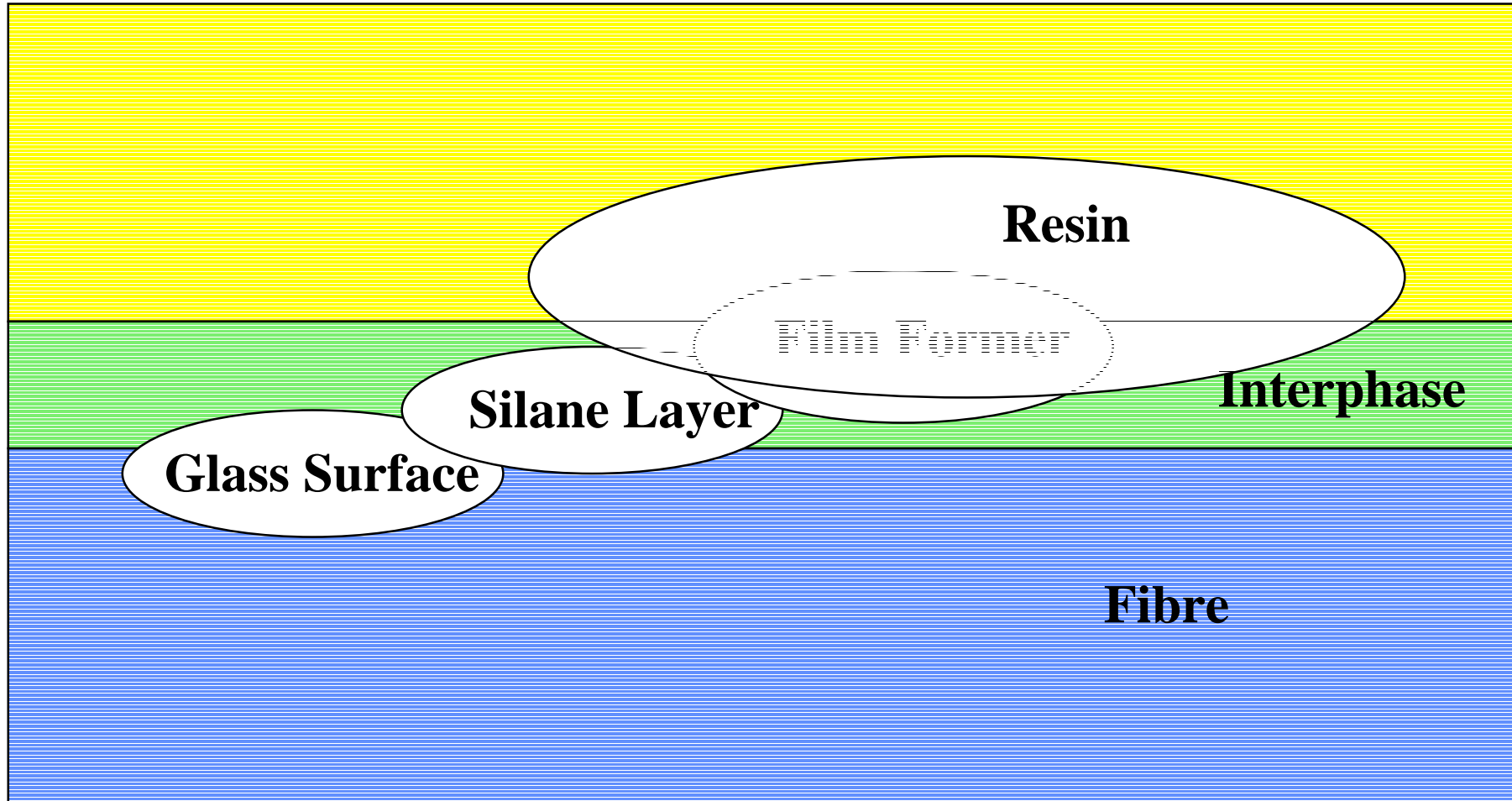
- You sell (*more*) reinforcements for composite materials
- So you need to produce good (*better*) reinforcement products
- So you need to understand (*better*) what reinforcements do (*for your customers*)
- So how does fibre reinforcement work ???

# How does fibre reinforcement work ?



A “good” interphase is critical to nearly all composite performance criteria

# What do we need to understand (better) ?



**New Insights**  **New Product Innovations**

# The Results

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## ■ Were we successful ?


### – Owens Corning supports

- *PhD Project 1 - X.Liu 10/2003-9/2006*
- *PhD Project 2 - C. Wang 10/2005-9/2008*
- *Post Doc Project - X. Liu 10/2006-9/2007*

# Conclusions - What have we learned ?

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## ■ Academia

- *Be flexible on IP*
- *Plan for some changes in direction (in a 3 year project)*
- *Clear unambiguous results (with confidence limits)* 

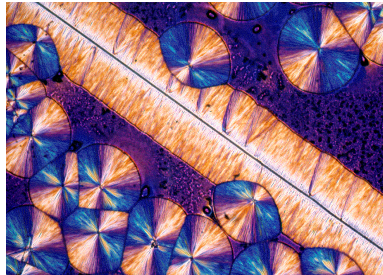
## ■ Industry

- *Be flexible on publications*
- *Ensure the research results will still be relevant in 3 years*
- *Be (reasonably) patient*

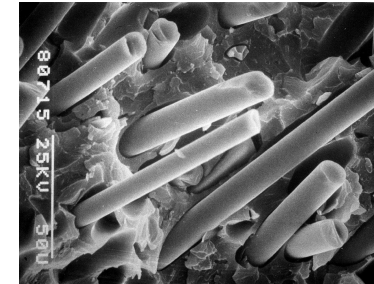
## ■ Communication is key

- *Frequent*
- *Appropriate Level of Detail*

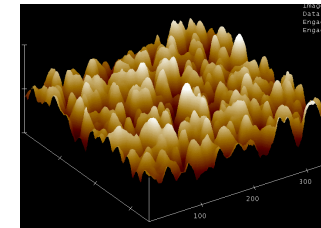
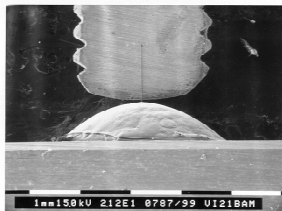
# Composites Knowledge Resource



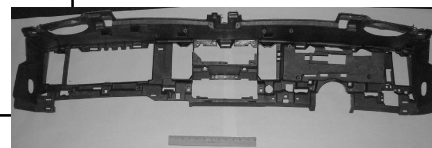
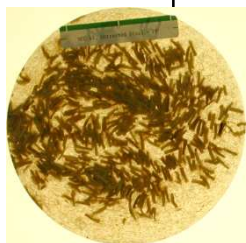
**Thermoplastic  
Composites Structure-  
Process-Performance**



**Surface &  
Interface  
Micromechanics**



**Composites  
based on  
Sustainable  
Materials**



**Composites  
for Wind  
Energy**







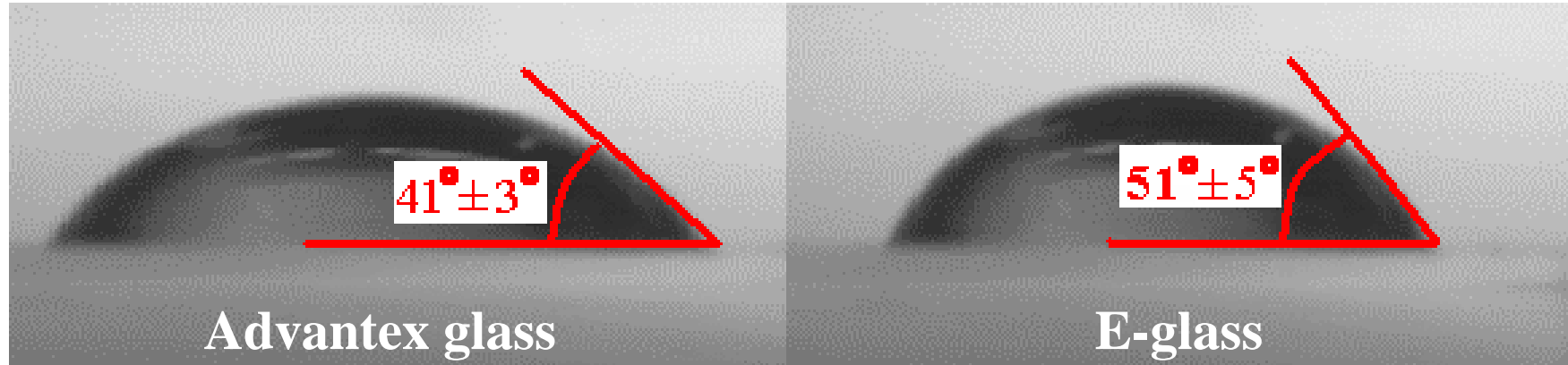
# The Challenge of New Product Development

- **Results! Why, man, I have gotten a lot of results. I know several thousand things that won't work.**
  - **Thomas A. Edison (1847 - 1931)**
  
- **Industry can no longer afford to waste resources doing it this way**
  
- **Need better understanding and insights to guide more efficient product development programs with higher probability of success**





# Contact Angle, water on glass slides



- Advantex is more hydrophilic than E-glass.
- Glass surface chemistry is different.
- Advantex surface had more polar (hydroxyl) groups than E-glass.

## Why is this important ???

-OH groups are the principal sites for adsorption of, and reaction with, water and sizing molecules

