* Spyros - We still don't have data on fire safety tests, vague information on other properties - flame retardant/mechanical properties
* Peter - we need to find out what their focus is - to sell boards or the patented resin.
  + However, closer to raw materials -> margin is lower
  + Building boards - mature market, operating at very high efficiency, persuading them to adopt a new product is challenging
  + Might be easier to target a smaller manufacturer but their plant would be less efficient, but might be more likely to take risks
  + But how would they be able to enter the market?
* Elena- struggling with the value proposition - sustainability seems to be the main thing; the current product may not be able to compete with gypsum boards which have A1 rating. However, sustainability is a vague concept.
* Peter - what pressure exists on current manufacturers to improve sustainability?
* Spyros - this requires more certification
* Omar - Norbord already has this type of certification. Saint-Gobain has a Green House grant
* Peter - this grant focuses on insulation, moving away from coal but is there a focus on using ecologically sustainable materials?
* Spyros - insulation properties also important - threshold should be met.
* Peter - few different aspects of Cambond add to sustainability (if valid) but they need to be tested externally. Is there a sustainability standard in the industry? What about the composition of the resin itself - is it ecologically friendly?
* Elena - resin is not oil-based, comes from waste streams
* Peter - then is the product coming completely from waste streams? Would competitors say that this is no better than other alternatives?
* Spyros - Resin made from DDG, crosslinkers - are they ecologically friendly?
* Peter - this is something that should be looked at
* Peter -
  + consider strategy for asking questions related to primary research, think about confidentiality concerns.
  + Certain questions such as fire retardant certificates are already in the public domain.
  + Working with a new inventor whose product you would be interested in manufacturing or stocking - could be a hook
  + Always focus on the value add
  + Characteristics of product which doesn't exist on the market yet -> business benefit conversation before the technical aspect
  + One way would be to do a volume study of consumers and then go up to the distributors to convince them -> who could then pressure manufacturers
  + Builders merchants - highlight benefits of Camboard - are these benefits important enough to your customers/important enough to buy?
  + Performance/cost/design benefits
* Akhila - Gareth asked us to look at public perception of fly ash in the board
* Spyros - fly ash seen in some cement-based boards, probably could lead to better insulating properties
* Peter - you need to then investigate the properties - can you screw through the boards? Will the properties remain as good as the board it will replace?
* Elena - if Cambond boards don't match the cement/gypsum-based boards, then they might not be able to compete with them. Should we also consider treated wood?
* Peter:
  + timber-based, block boards, particle boards, chip boards. There are grades within these. But not sure if these are comparable to Cambond.
  + Expensive but have good screw holding characteristics (these are better than the gypsum and cement based boards for this property).
  + **We need to understand the leading characteristics of Cambond boards to make this comparison - beyond eco-friendly aspect**
  + Government regulation would be key driver -> eco-friendly + low cost + as good mechanical properties would be ideal combination
  + Industry not quick to change - would need very good argument to change
  + **Cost of adoption of new board also important - plant, equipment, employee training, health and safety considerations**
* Omar: The flat board was easier to make - lower pressure and heat
* Peter: The eco-friendly aspect might not be strong enough to interest manufacturers, we need info on more properties. Especially while doing interviews.
* Spyros: look at how much retrofitting is required, switching costs, access to feedstock etc. would be useful to highlight to company
* Peter: TRADA - Timber Research and Development Association (took over Furniture Research Association) - what research are they doing to promote environmentally friendliness - this might be useful to look at. Government regulation still in early days since it was mostly formulated as a response to Grenfell.