



The New Product Development (NPD) process we have built as part of the Crane Business System is paying off with more successful new products across the breadth of our Company. This formal stage-gating process assures that ideas—derived from the Voice of the Customer—are explored and developed in a structured way that allows the most profitable, viable new products to be financed and reach the market. Beginning with a large funnel of ideas and ending with a stable of the most promising products, the NPD process of the Crane Business System is making the difference and driving growth in our markets. A few of these products, including FRP panels at the University of Michigan, are shown on these pages.

GAME CHANGING

new products