

# New applications move material company into hi-tech market



## The Asset/Benefits

**Asset:** MiNTEQ International Inc., a leader in pyrolytic graphite traditionally used in niche semiconductor tooling applications, was interested in diversifying into new, broader markets. The firm had identified possibilities for its graphite materials as process components for the latest semiconductor processing industry.

**Benefits:** MiNTEQ's pyrolytic graphite is cost effective yet offers high performance and a long wear life with very high purity, density and durability.

## Key Questions

- For MiNTEQ's material, what are viable applications?
- What are the requirements for tooling for the semiconductor processing market?
- What high temperature materials are currently being used for those components?
- What are their limitations?
- Who are the key players, potential customers and associated key contacts in this market?



## Project Outcomes

- Identified and assessed MiNTEQ's technical fit for variety of applications in semi-conductor processing.
- Researched and identified key players across equipment, tooling and device manufacturers value chain.
- Interviewed key players, industry observers and experts to verify market opportunity and key contacts.
- Tested MiNTEQ's value proposition and qualified interest of potential customers.
- Gathered insights on market size and pricing.

## Project Impact

- As a result of the project, MiNTEQ:
- Approached all top recommended targets for discussions.
  - Increased incremental sales by approximately \$200K to date.
  - Established partnership with a leading industry player and started developing a new coating.
  - Began optimizing new coated product for new application and identified a partnering area, as part of the research.

*"This was a very successful project for us. It provided the key industry contacts and insights we needed to move into this sector, and the market size and price data has proven accurate. As a result, we have increased sales and are refining new products."*

– Richard Lemak, GM, MiNTEQ Pyrogenics Group