

Keeping Pace with Change

SOMETIMES CHANGE is exhausting, sometimes it's exhilarating.

Our new industrial robot exemplifies both sides of change. The implementation wasn't fun but now that it's installed, I enjoy watching the robot work. It makes the whole process of handling media so effortless and we definitely needed a faster way to test and calibrate MagnaValves. The improvements in our testing process will make an expansion of our product line so much easier. And so it goes.

The ever-quickening pace of technology developments gets tiresome. I love my electronic toys as much as anyone but when did the tablet replace the computer as the most popular web-searching device? Have you visited an older website that didn't load quickly or properly on your smartphone or tablet? Truly, as soon as you launch your new website, you'd better be thinking about its next evolution. Profile Industries is doing a good job of staying on top of digital business trends. Read about their website and the eight things they're doing right on page 40.

Your website is probably not keeping you up at night, but "disruptive innovation" might. If you're unfamiliar with the term, Wikipedia explains it like this:

A **disruptive innovation** is an innovation that helps create a new market and value network, and eventually disrupts an existing market and value network (over a few years or decades), displacing an earlier technology. The term is used in business and technology literature to describe innovations that improve a product or service in ways that the market does not expect, typically first by designing for a different set of consumers in a new market and later by lowering prices in the existing market.

I wonder how soon the research and development of new metals will affect our industry...maybe in decades, maybe in years. Nonetheless, the accelerating pace of R&D is why we publish research on new materials in almost every issue of *The Shot Peener*. In this issue, we dedicated a small section to innovation and trends titled "Keeping Pace with Change." Not only is it important to know what's going on in R&D but most research is just plain interesting. Who knew that limpet teeth are now believed to be the strongest biological material? (See page 38.) Who knew limpets have teeth?

Even more rewarding is sharing product innovations from companies like TEC, Rösler and Haver & Boecker. We're very fortunate that aerospace, automotive and medical companies—all advanced industries—depend on our services and push us to continually enhance our products and services. ●



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For a free subscription of the *The Shot Peener*, go to www.theshotpeenermagazine.com

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