ADVANCED MATERIALS -A Perspective from Industry-

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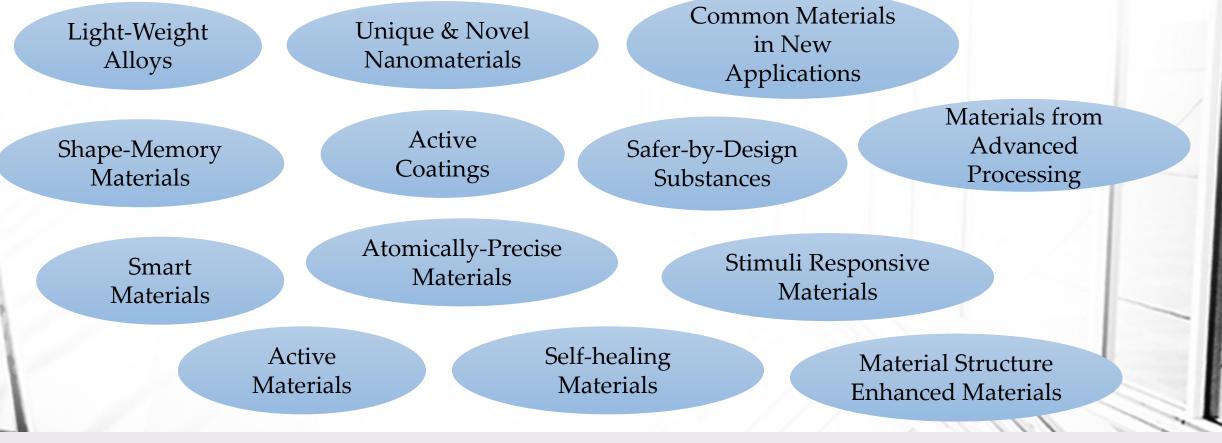
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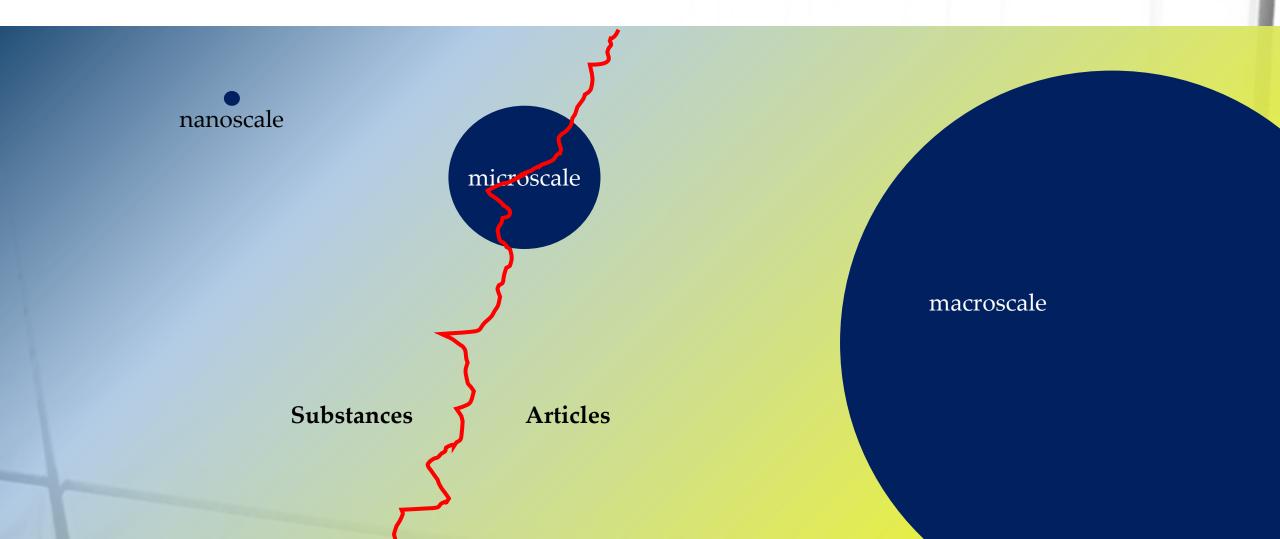
Advanced Materials

- A descriptor for materials with improved properties over those existing or commonly used. They can be:



A wide range of substances... Almost Endless Possibilities...

'Advanced Materials' are not defined by size



'Advanced Materials' change with time...

PAST

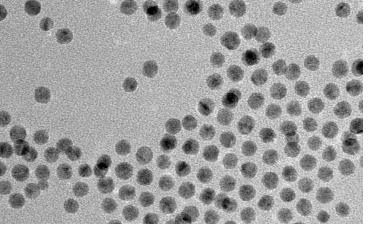
PRESENT

FUTURE



e.g., Graphene Composites

What was 'advanced' is no longer 'advanced'



'Advanced Materials' are subject to interpretation

Microelectronics Paints & Coatings Construction

Common Use, Benchmark Performance, **Not 'Advanced'**

New Use, In kind Performance, **Not 'Advanced'** New Use, Enhanced Performance, 'Advanced'

Improvements in performance depend on a given application and perspective....

All nanomaterials are not 'Advanced Materials' (But it depends on frame of reference and time...)

Not all 'Advanced Materials' are 'different'

(But it depends on frame of reference and time...)

General need for clarity and an opportunity for standards development

Some Challenges & Opportunities

- How do you "standardize" a moving target (e.g., evolving technologies)?
 - → Relates to "unique and novel" discussions in early nanotechnology standardization...
 - → Do we identify "normal" instead? (where needed)
 - → How do we use this to encourage safe, sustainable innovation?
- Efforts in this area will require broader outreach across communities and "normalization" of concepts and terminology.
 - Nanotechnology committees may be ideal starting points but broader participation and cooperation will be necessary
 - Strong overlap with the "meat and potatoes" of various industries and other standardization interests – how do you avoid conflicting scopes? How do you synergistically augment activities?
 - Narrowing down to what is important and meaningful will be critical. → Learnings from nanotechnology.