

## Innovating To Conserve and Manage Water

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### Context

NDS is a manufacturer of plastic extruded products, focused on providing water management solutions for both irrigation and drainage. It has been working to expand their capabilities and product offerings.



### Challenge

As water continues to become an increasingly scarce resource, regulatory pressure from water utilities, especially in the western US, has created an opportunity for further innovation, especially focused on holistic solutions. NDS engaged Trailguide Consulting to help explore new ideas outside their comfort zone.

### What We Did

Working with the senior management team, we identified and created a cross-functional team that included marketing, R&D, manufacturing, sales, and customer service. Trailguide facilitated a meeting of this team and a representative set of its customers (designers and installers) to identify their frustrations and unmet marketplace needs. Then Trailguide facilitated the team through a review of recent and pending water legislation, and competitive offerings, all to uncover opportunities to provide innovative solutions to the marketplace.

This input was then used to develop innovative ideas, many of which were outside their traditional comfort zone of plastics molding and manufacturing. The team worked together to identify challenges and hurdles with the fledgling ideas. Trailguide facilitated the group through creative problem solving sessions to overcome the issues and make the innovative ideas into feasible products and solutions.

### Result

Trailguide has worked on three projects with NDS, each time helping create successfully commercialized products and solutions. For example:

- NDS Next Gen Catch basin for storm water collection features adjustable inlet/outlet that allows for greater flexibility during drainage installations, saving time and money
- NDS created a holistic water drip system offered by local water companies to their customers to help meet local water reduction efforts. The demand for the systems exceeded all projections, and created a new generation of NDS customers.
- NDS created a new generation of self-cleaning drip irrigation lines to reduce blocked emitter issues

*"The water management marketplace is changing quickly, driven by many forces. Trailguide Consulting helped us consider the varied drivers of innovation in our market and then guided us in developing innovative solutions that have been successfully commercialized and exceeded our sales expectations."*

CEO, NDS Plastics