



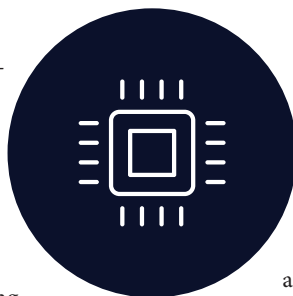
From idea to market:

Why NPI is critical for a successful product launch

Innovation is not just about designing great products. It's about launching products that can be manufactured efficiently, scaled globally, and brought to market faster. Learn how Norautron's NPI expertise helps customers move from idea to industrialization with confidence.

A Great Idea Is Only the Beginning. Many innovative products encounter challenges long before they reach the market. Not because the technology doesn't work, but because design decisions, component availability, and manufacturing requirements were not sufficiently considered early in the process.

At Norautron, New Product Introduction (NPI) is about bridging the gap between product development and manufacturing. The goal is to transform great ideas into products that can be manufactured efficiently, scaled globally, and delivered with consistent quality over time.



Reducing Risk Before It Occurs

The earlier manufacturing expertise is involved in the development process, the greater the opportunity to reduce costs, avoid redesigns, and accelerate time-to-market.

Through close collaboration between our engineering, sourcing, and manufacturing teams, we identify potential challenges before they impact project timelines.

This provides customers with:

- Shorter development cycles
- Reduced risk of costly design changes
- Improved manufacturability
- Faster transition to volume production

From Prototype to Global Scale

A prototype only creates value if it can be industrialized and manufactured at the required volume.

With manufacturing facilities across the Nordic region, the United Kingdom, Central Europe, and Asia, we combine local engineering expertise with global production capacity. This enables us to support customers all the way from initial prototypes to full-scale production.

For our customers, this means a single partner throughout the entire product lifecycle, eliminating the need to change suppliers as production volumes increase.

More Than Product Launches

When NPI is done right, it is about more than simply getting a product to market. It is about creating a product that is ready for growth.

Meet Norautron at Electronica 2026 and discover how our global footprint, expanded capacity, and end-to-end manufacturing expertise can support your next product journey.