Joel Neilsen  
Technical Applications Specialist  
Lanxess-Rhein Chemie

1.) What’s the biggest challenge your customers are asking you to tackle today?  
Convincing our customers of the value-added nature of our products.

2.) What trends are pushing your company to innovate?  
We are looking at more eco-friendly products because we see this area continuing to grow in our customer base.

3.) How will the supply chain for tire manufacturing differ in five years from what it is today?  
It appears that the old model of off shoring tire production to low cost countries is being replaced by bringing tire production back to North America to be closer to the biggest tire market in the world.

4.) When it comes to the future of the tire industry, what opportunities are you most excited to embrace?  
It is great to see new tire plants coming on stream literally in our back yard. This close proximity to our tire customers hopefully will allow us to develop more tire specific products faster due to improved communications with them.