

Sharpie Innovations

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Sharpie Overview

- Begun as Sanford Manufacturing Company in 1857 as an ink and glue producer.
- Expanded into Chicago in 1866, the factory survived the Great Chicago Fire in 1871 however, later succumbed to another fire.
- The company survived relatively well off through the Great Depression and strengthened its ink producing abilities to tackle the growing marker market.
- In 1964, the company introduced the original sharpie marker, the first to write like a pen with the ability to write on almost any surface.
- In 1977, the extra fine point sharpie was introduced and in 1989 the ultra fine point expanded the line.
- The Company grew through the 90's and by 2002 had produced 200 Million markers.
- Its extensive range of products has grown to include pens, highlighters, and special ink markers that have become a mainstream creative tool across the globe.



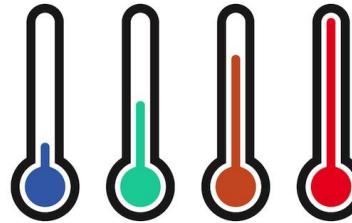
Sharpie Taglines



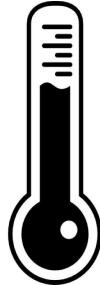
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Attribute Dependency

Color Changing Sharpie



Sharpie where the ink will change color depending on the temperature of the surface it comes in contact with. It would add another dimension of flexibility to the Sharpie product line.



- The default ink would be purple (room temperature) and ink would become blue when in contact with cold surfaces and red when it came in contact with hot surfaces. This would fill needs in more commercial/industrial markets.

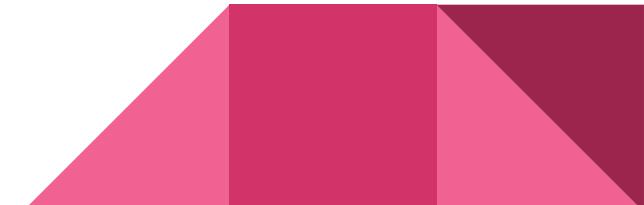
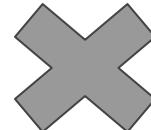
Helpful to restaurants and the food service industry and chemical manufacturing companies or any company where the temperature of the product affects its usefulness or usability. The product could be used in scientific laboratories and by electricians as well

Multiplication:



Double Sided Sharpie

- One side of the pen is the sharpie marker and the other side is sharpie white out stick
- Is useful to anyone who makes a mistake because previously sharpies were permanent and while the marker is still permanent, there is now a way to cover your mistakes



Physical Division



Modular Sharpie

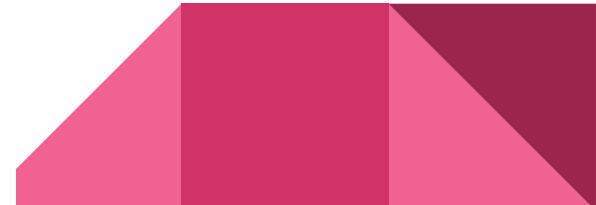
- A thick tipped sharpie where the tip can be removed to reveal a thinner tipped sharpie, intended for detail work
- Targeted towards artists, architects and graphic designers



Subtraction: Sharpie Adhesive Pen

S.A.P

- We used Subtraction with Replacement in order to expand the Sharpie Product line in a way that it can strengthen its grip on producing creative tools while referencing its previous history of manufacturing glue.
- S.A.P replaces the traditional ink cartridge in a sharpie into an adhesive glue that can be accurately applied to a multitude of surfaces, this allows for creatives and professionals who work in 3D mediums to more easily/quickly put together components.



Subtraction: T-Pen



- T-Pen is inspired by the advent of more advanced medical devices/materials geared at stopping excessive bleeding from various forms of trauma. This is achieved through the use of special sponges that can be inserted in compacted form into open wounds and expand to much larger sizes. We subtract the ink cartridge and replace it with an insertion apparatus for absorbent sponge technology, the insertion apparatus would be adjustable and have the ability to not only use blood stopping sponges but other medical aid tools as well;

- Drugs and other medicines.
 - Scalpels, other handheld surgical tools.
 - Medical inserts/sensors/cameras

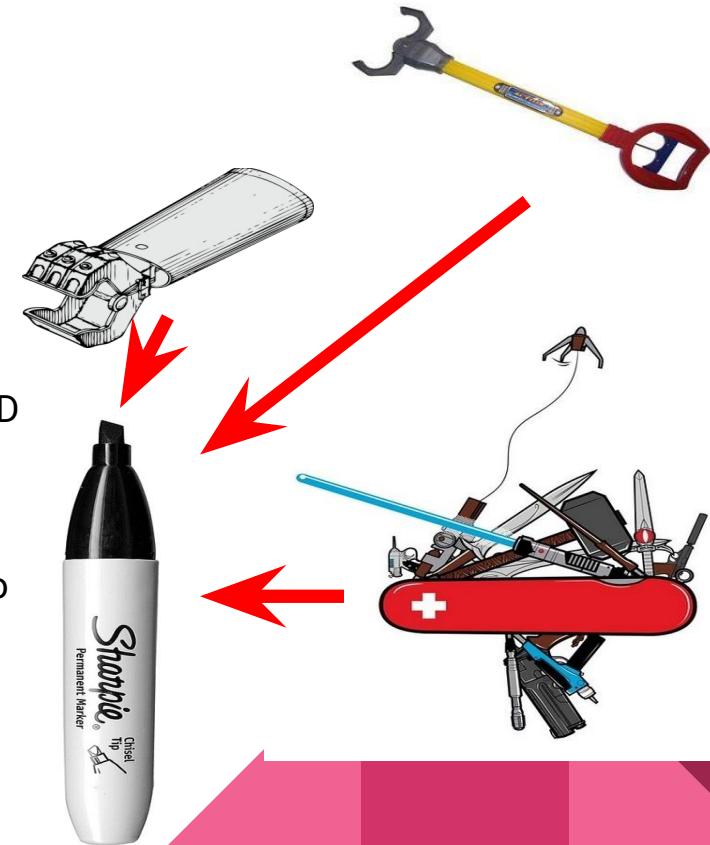


- T-Pen is the medical Swiss army knife of the 21st century and a great way for Sharpie to tap into the vast wealth of medical money to diversify their already successful portfolio into another profitable industry.

The Revmedx XSTAT 30 is a device that stops bleeding in large open wounds by means of dispensing super absorbent sponges into the wound and preventing excessive bleeding. T-Pen would also be used for open wounds, but would be usable for smaller injuries and more accurate placement of medical tools/devices/drugs.

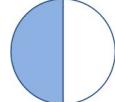
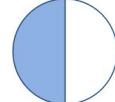
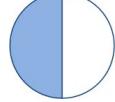
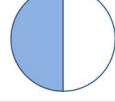
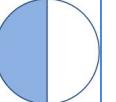
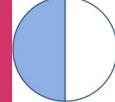


The XSTAT sells for around \$100



The T-Pen would incur high R&D costs, but based on similar products being sold for \$150-\$250 per pen, options for different end pieces to adapt to different uses would also bring in a continuous stream of revenue for the product. It would also find favor in the military as well.

Harvey Balls Analysis

	Usefulness	Novelty	Feasibility	Marketability
Color Changing Sharpie				
Double Sided Sharpie				
Adhesive Glue Sharpie				
Absorbent Sharpie (T-Pen)				
Modular Sharpie				

Lead Idea: Innovating into new fields-

- **T-PEN** (trauma pen)



Positioning Concept

Insight: Are you in the medical field? Is your company? We have something that will change the way you treat traumas whether in ER's or in combat.

RTB: Introducing T-Pen! A revolutionary new product that is inspired by the advent of more advanced medical devices and materials. It's use of special sponges can be inserted in a highly compacted form into open wounds and expands to a much larger size to stop bleeding. Also the insertion apparatus would be adjustable and have the ability to not only use blood stopping sponges but other medical aid tools as well.

Benefit: T-Pen is a compact multi-utility portable device that would greatly assist any medical personnel, it could possibly even save lives.

Key Takeaways: T-Pen - From Trauma to Tough



Positioning Concept

Market - Sell to hospitals with trauma centers, all branches of the military, non-profits like Red Cross, any government entities in need of high end medical supplies and private pharmaceutical companies

\$100-\$200 - To Produce (including R&D and manufacturing)

\$300-\$400 - Purchase Price

- Provide bundle discounts

Positioning Concept



Medico/Pharma Marketing - B2B- Pharmaceutical marketing to hospitals, all branches of the military, private companies, Red Cross/nonprofits and other government entities

Advertisements: TV Ads, Trade journals, Trade shows, Think tanks (Washington), Digital Ads on Websites

Although there are some legal limits placed on Pharmaceutical marketing digital advertisements are making a rise though TV and print ads are the most profitable.

- Marketers in this industry spent \$1.64 billion on paid online and mobile advertising in 2015, up from \$1.43 billion in 2014. This spending will rise to \$2.55 billion by 2019, according to a new eMarketer report.

Any Questions?

