



NEW PRODUCT INNOVATION



Best Practices Criteria for World-Class Performance



New Product Attributes

Match to Needs

Reliability

Quality

Positioning

Design

Customer Impact

Price/Performance Value

Customer Purchase Experience

Customer Ownership Experience

Customer Service Experience

Brand Equity

The company demonstrates a strong overall performance



Omya earns Frost & Sullivan's 2022 European New Product Innovation Award in the sustainable mining solutions industry.

The company's new Omyalooop product portfolio sets it apart from its competitors, with sustainability, innovation, and quality as its central pillars. Moreover, Omyalooop is the market's first certified 100% recycled calcium carbonate product range and is suitable for 1:1 replacements of conventional mineral fillers in most polymer production processes.

- Sama Suwal,
Best Practices Research Analyst

In the half-century since its founding, Frost & Sullivan has become a widely recognized leader in the growth consulting industry - A Global Growth Partnership Company.

Best Practices Award Recognition

Best Practices Awards recognize companies demonstrating outstanding achievement and superior performance. The New Product Innovation Award recognizes the company that offers a new product or solution that uniquely addresses key customer challenges.