

Consumer Value $\uparrow \rightarrow$ Retail Value $\uparrow \rightarrow$ Manufacturer Value = $\Delta R_m / \Delta C_n$

where ΔR_m = incremental manufacturer revenue, ΔC_n = incremental nylon cost

Compared with polyester, nylon commands a significant raw-material premium while supporting only a modest increase in the manufacturer's selling price. Consequently, incremental gross margin is often compressed despite higher end-user value.

Why Consumers Buy Nylon

- ✓ Rich paint laydown – Continuous taper delivers higher coating thickness than level polyester fibers.
- ✓ High paint transfer & finish – Approximately 15% softer than polyester, nylon promotes a finer finish through its lower stiffness, while its 20% higher surface energy, 27% lower contact angle and 30% higher static friction maintain excellent paint transfer without compromising coating efficiency.
- ✓ Lower lifetime cost – Around 1.5x higher abrasion resistance than polyester reduces the cost of ownership over the brush's service life.
- ✓ Greater user satisfaction – Retains its smooth, broken-in feel for significantly longer, preserving comfort, control and finish quality as the brush ages.

Engineering Nylon Economics

- **More performance from every gram of Nylon**

- ✓ Stiffness gain on nylon/poly blends
- ✓ Higher-stiffness Nylester™

- **Lower cost of every gram of Nylon**

- ✓ Integrated platform (ready blends)
- ✓ Cost-efficient Nylester™

$$\Delta R_m / \Delta C_n > 1$$

These benefits are realised gradually by the painter throughout the brush's service life, whereas the manufacturer incurs the nylon premium immediately. This creates a disconnect between user value and manufacturing economics.

The consumer pays more, yet the manufacturer captures only part of that premium while bearing the full incremental nylon cost.

$\Delta R_m / \Delta C_n > 1$: Value creating
 $\Delta R_m / \Delta C_n = 1$: Break-even
 $\Delta R_m / \Delta C_n < 1$: Margin dilutive