

Graphene Standards: Building a Bigger Business

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Electrotechnical products, from the standpoint of their individual components, function as a system. For example, today's smart phones offer unprecedented functionality in our everyday lives, but this made possible only by integrating of different technologies, like the software, the luminescent materials, the touch screen or the audio capabilities, into a system through standardization. Standards are at the core of not only every end use product, but to each of the components of that product because these components must perform adequately to work together.

However the graphene industry is faced with a worldwide challenge – gaining the trust of its customers. Claims about performance and characteristics do not currently have the standardized requirements and measurement techniques behind them in place to give customers confidence that the bottle of graphene they bought indeed contains what the supplier claims is in there, and that it will do what it's supposed to, will do it reliably, and do it reliability for a long time.

Graphene suppliers can solve this dilemma by developing standards will help facilitate this over the long-term because they create a baseline for expanding markets and building new solutions. This starts at the basic level of making sure suppliers and customers are speaking the same language in terms of vocabulary, measurements, and test procedures. This can only be accomplished by working together to create value for the customer.