

F R O S T & S U L L I V A N

# 2024 ENABLING TECHNOLOGY LEADER

*IN THE NORTH  
AMERICAN ELECTRICAL  
WIRING INDUSTRY*



F R O S T & S U L L I V A N

BEST  
2024 PRACTICES  
AWARD

## Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. W. L. Gore & Associates excels in many of the criteria in the electrical wiring space.

AWARD CRITERIA	
<i>Technology Leverage</i>	<i>Customer Impact</i>
Commitment to Innovation	Price/Performance Value
Commitment to Creativity	Customer Purchase Experience
Stage Gate Efficiency	Customer Ownership Experience
Commercialization Success	Customer Service Experience
Application Diversity	Brand Equity

### ***Gore: Driving Technological Advancements Across Industries***

Founded in 1958 and headquartered in Delaware, United States, W. L. Gore & Associates (Gore) is a global materials science company with over 13,000 associates spanning five continents. It offers thousands of products across industries from high-performance fabrics to implantable medical devices. The company’s cutting-edge products reduce emissions, explore space, and solve other complex challenges with innovative offerings that fill niche gaps in emerging markets. For instance, its advanced materials and solutions are highly disruptive in the rapidly evolving field of electric vertical takeoff and landing (eVTOL) vehicles. The requirements in this sector, such as high cyclic loading within motors, make the company’s robust, high-temperature operating solutions invaluable. Gore’s innovative mindset and reliable solutions position it as a leader in the electrical wiring materials space.

### ***Transforming Aerospace Electrification***

The aerospace and defense industries have increasing electrification needs and face an increased demand for higher-performance electrical components to gain power density and handle the increasing temperature and voltage stress. Gore is at the forefront of the electrification trend, proactively leveraging its engineering excellence to address these challenges with various technological solutions.

Embracing new technologies often meets with initial reluctance. Transitioning from established methods to novel solutions involves inherent risks and the need for extensive certification. Gore recognizes that the market's growing demands necessitate these changes. As companies face challenges, Gore’s electrical

wiring solutions offer significant advantages with superior mechanical and environmental durability at high temperatures, smaller size, and lighter weight:

- **GORE® High Performance Aerospace Wires:** These wires cater to aircraft power electrification systems engineers, offering advanced environmental, mechanical, and electrical durability. They are future-proof, meeting aircraft electrification needs without enlarging wire bundle size or adding weight.
- **GORE® Power Feeders:** The feeders serve high-power electrical aircraft systems engineers, featuring advanced insulation, superior mechanical durability, and up to an operating voltage of 1,000 volts while maintaining high flexibility for tight routing.
- **GORE® Magnet Wires:** These wires offer engineers designing electric motors for aircraft an option to gain high power density, reduced bend radius, and temperature resilience.

Gore's suite of innovative solutions ensures that the aerospace industry meets the escalating electrification demands with unparalleled performance and reliability.

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**- Natalia Casanovas**  
**Best Practices Research Analyst**

From a strategic marketing perspective, Gore's innovation does not only compete with existing solutions; it creates a new product category. By enabling advancements that were not previously possible, the company positions itself ahead of other emerging offerings that are still in development. This forward-thinking approach ensures Gore remains at the forefront and essential solutions for the future of electrified aerospace products.

Gore's solutions' market impact is profound, particularly in emerging sectors, such as urban air mobility and eVTOL, which require high-performance wires for power distribution and motor operations. By addressing these needs, the company fills a significant market gap, providing essential wiring solutions that enable the next generation of electric aircraft to be successfully launched and operated.

The qualification process for eVTOL is a crucial milestone, involving two steps: qualifying the aircraft and the production process. Achieving these milestones is essential for determining the market's viability and ensures that Gore's innovative solutions meet rigorous industry standards and are ready for widespread adoption.

Gore technology is positioned to help Aerospace engineers who are leading the electrification transformation. The company's commitment to innovation and ability to meet stringent qualification requirements positions it as a key player in electrified aerospace's future development. Gore is excited to provide solutions to help realize the next generation aircraft.

### ***Strategic Support and Feedback Mechanisms for Market Success***

Gore's unwavering commitment to customer support is evident throughout the purchasing process. The company's comprehensive approach guides customers from initial contact to product commercialization and use, ensuring seamless adoption and success of its innovative solutions. By employing robust feedback mechanisms, Gore gains valuable customer insights on cost and performance, enabling continuous improvement and addressing evolving industry needs. This ongoing engagement is crucial for refining and advancing its offerings. The company strategically partners with the right customers and technologies, pushing industry boundaries and positioning itself as a key player in the long-term trend toward increased electrification.

Additionally, Gore's emphasis on continuous industry engagement is a cornerstone of its strategy. The company's involvement in key players' research initiatives underscores its commitment to pioneering technological advancements. This proactive engagement builds flight heritage and prepares Gore for broader applications in long-haul aircraft and other sectors, solidifying its role as a leader in technological innovation.

### ***Strengthening Brand Equity with Innovation and Sustainability***

Brand equity is crucial to Gore's success, particularly in the aerospace and defense industry. The company emphasizes brand building and recognizes the importance of being known for specific functions and targeted customers. It effectively strengthens its brand by utilizing digital marketing tools and enhancing its reputation through intelligent innovation, robust customer experiences, and high value.

*"Frost & Sullivan applauds the company for fostering collaborations and leveraging digital marketing tools while building a strong, innovative, and responsible brand that meets the industry's shifting requirements."*

**- Natalia Casanovas**  
**Best Practices Research Analyst**

Engaging external laboratories for additional testing and understanding industry requirements through regulatory standards organizations is vital for Gore. Internal branding secures support within the company while demonstrating a return on investment to shareholders and maintaining transparent stakeholder relations. Gore's strong ethical standards, commitment to diversity, equity, inclusion, and sustainable practices contribute to a positive societal and environmental impact.

Gore's initiatives extend beyond financial success, showcasing its dedication to sustainability. The company consistently creates products that make a meaningful impact while upholding a legacy of integrity through trusted relationships, sound business practices, and environmental stewardship, aligning with global sustainability agendas. Gore's innovative approach and adherence to high ethical standards drive its success, ensuring it remains a trusted leader in advancing technologies that improve lives and communities worldwide.

Gore's vision, *Together, Improving Life*, encapsulates its collaborative approach and dedication to sustainability. This vision guides efforts in the medical, aerospace, and many other markets, emphasizing teamwork with customers and the industry to achieve shared goals.

Gore's strategic focus on brand equity involves targeted customer engagement, internal and external branding efforts, and a strong commitment to sustainability. Frost & Sullivan applauds the company for fostering collaborations and leveraging digital marketing tools while building a strong, innovative, and responsible brand that meets the industry's shifting requirements.

## Conclusion

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As the aerospace and defense industries push for more electrification, the need for higher power density, temperature, and voltage stress on wires and systems increases. W. L. Gore & Associates' (Gore) pioneering spirit and commitment to innovation position it as a leader in high-performance electrical components within the aerospace and defense industries. Through strategic partnerships, rigorous qualification processes, and continuous customer engagement, Gore meets and exceeds the market demands. As the industry moves towards increased electrification, the company stands ready to revolutionize the aerospace and defense sectors, providing essential tools for the next generation of aircraft.

W. L. Gore & Associates, Inc. earns Frost & Sullivan's 2024 North American Enabling Technology Leadership Award for its strong overall performance in the electrical wiring industry.

## What You Need to Know about the Enabling Technology Leadership Recognition

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Frost & Sullivan's Enabling Technology Leadership Award recognizes the company that applies its technology in new ways to improve existing products and services and elevate the customer experience.

### Best Practices Award Analysis

For the Enabling Technology Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### *Technology Leverage*

**Commitment to Innovation:** Continuous emerging technology adoption and creation enables new product development and enhances product performance

**Commitment to Creativity:** Company leverages technology advancements to push the limits of form and function in the pursuit of white space innovation

**Stage Gate Efficiency:** Technology adoption enhances the stage gate process for launching new products and solutions

**Commercialization Success:** Company displays a proven track record of taking new technologies to market with a high success rate

**Application Diversity:** Company develops and/or integrates technology that serves multiple applications and multiple environments

#### *Customer Impact*

**Price/Performance Value:** Products or services provide the best value for the price compared to similar market offerings

**Customer Purchase Experience:** Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

**Customer Ownership Experience:** Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

**Customer Service Experience:** Customer service is accessible, fast, stress-free, and high quality

**Brand Equity:** Customers perceive the brand positively and exhibit high brand loyalty

## About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

## The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

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### Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



## The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

### Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

