



## R. Bruce Prime, Ph.D.

Bruce Prime is a consultant to industry and government. He has over 30 years experience developing polymeric materials and their processes for a variety of high technology products. He is a recognized authority in crosslinked polymer systems such as coatings, adhesives and electronic materials.

His areas of expertise include:

- Selection of optimal materials/process combinations
- Cure characterization, design, and optimization of processing
- Kinetic behavior such as cure modeling and lifetime estimation
- Characterization of the properties of thermosetting polymers
- Training in adhesives and adhesion principles

Bruce has a B.S. in chemistry from Loyola Marymount University and a Ph.D. in chemistry from Rensselaer Polytechnic Institute. Dr. Prime's work is documented in over 50 publications and in the chapter on Thermosets in *Thermal Characterization of Polymeric Materials* (E. A. Turi, ed., Academic Press, 1981 and 1997). He holds eight patents on technology applications of polymeric materials.

Bruce spent 30 years at IBM where he developed polymer systems for printer and information storage technologies and retired as a Senior Scientist from the IBM Materials Laboratory in San Jose, CA. Bruce is a fellow of the Society of Plastics Engineers (SPE) and the North American Thermal Analysis Society (NATAS). In 1989, Dr. Prime was the recipient of the International Mettler Award in Thermal Analysis.

He is a co-editor of the book *Thermal Analysis of Polymers: Fundamentals and Applications* (Joseph D. Menczel and R. Bruce Prime, editors, John Wiley & Sons, 2009).

What We Do To Help Advanced Polymers Companies Increase Their Competitive Advantage

Our goal is to ensure each client has the capability to execute on the four critical success factors for highly profitable innovation:

- Focused advanced polymer technology development
- Development of product platforms (instead of single products)
- Utilize multidisciplinary teams designed for speed
- Leverage the use of outside resources (Open Innovation) to engage outside polymer and composite expertise

### Our Results Driven Philosophy

- We focus on client outcomes, not specific methodologies
- We adapt our toolkit of techniques to achieve the client's value added results
- We continually strive to develop win/win approaches to our collaborative projects
- We insist on collaborative relationships realizing that both the client and InnoCentrix have responsibility and accountability for delivering results
- We abide by a strict code of ethics