

Tuesday, Jul 25, 2017

Macomb-OU Incubator awarded \$5,500 for client Spectalite

The **MacombOU Incubator** (MacOU Inc) was recently awarded \$5,500 in Business Accelerator Funds (BAF) from the State of Michigan to provide accelerator services to client company **Spectalite**.

Spectalite has developed light-weight, durable, sustainable, eco-friendly plastics by incorporating bamboo. These materials can be used in injection molding, thermoforming and extrusion-molding processes.

These optimized-part designs are often 15 to 30 percent lighter than their predecessor, without sacrificing strength and durability. Substituting Spectalite's materials into current products on the market translates to weight savings, without the need for redesign.

Spectalite's innovative plastics can be used in a many different applications, including automotive, packaging, home, and consumer products. Spectalite is working with tier-one suppliers, original equipment manufacturers (OEM's) and other non-automotive customers. They expect to begin production this fall.



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In the automotive sector, using light weight is critical; removing weight from a car helps auto makers meet Corporate Average Fuel Economy standards for fuel efficiency. For every 100 pounds of weight removed from a vehicle, the fuel efficiency improves one to two percent.

This BAF award will allow Spectalite to push forward on their path to commercialization.

"In 2017, we've made huge strides and had a lot of success. We've expanded our market outside of automotive, reaching a new, large, and very receptive customer base in packaging, consumer products, and home and housewares," said Kylee Guenther, CEO, Spectalite – Americas. "In a few short months, since entering those verticals, we are already working with several customers, shortening our path to commercialization. We're pushing forward and are thankful for the BAF funds to help us reach our goals."

BAF awards are an initiative of the State of Michigan's 21st Century Jobs Fund Program and are distributed by the Michigan Small Business Development Center through the Michigan Economic Development Corporation and Michigan's network of business accelerators. Mac-O is the leading BAF award winner in the State, having garnered nearly \$700,000 in BAF funds to assist its client companies in the last 5 years allowing it to successfully deliver specialized business acceleration services to companies commercializing advanced technology.

The **Macomb-Oakland University Incubator** supports economic development in Southeast Michigan by accelerating high-tech business cultivating academic innovation and encouraging research & development. To help small businesses grow, the incubator creates customized success strategies for startup and emerging companies in the niche industries of defense, homeland security, advanced manufacturing and technology. For more information, visit the incubator website at oakland.edu/macombouinc.