



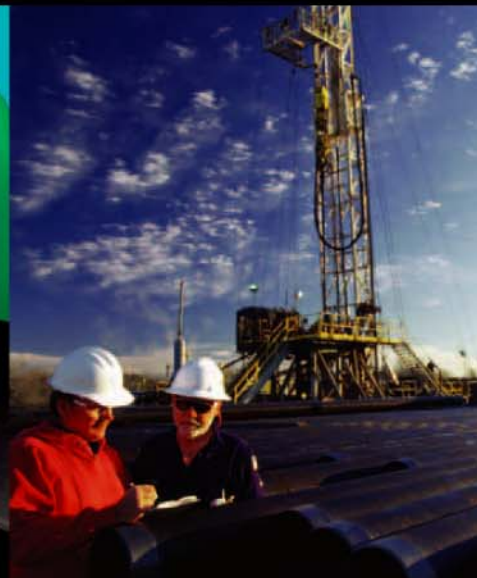
*PERFORMANCE***COUNTS**



INDUSTRIAL PRODUCTS



ENGINEERED SYSTEMS



FLUID MANAGEMENT



ELECTRONIC TECHNOLOGIES

PRODUCT INNOVATION

TOM GIACOMINI

NEW YORK CITY / NOVEMBER 9, 2007

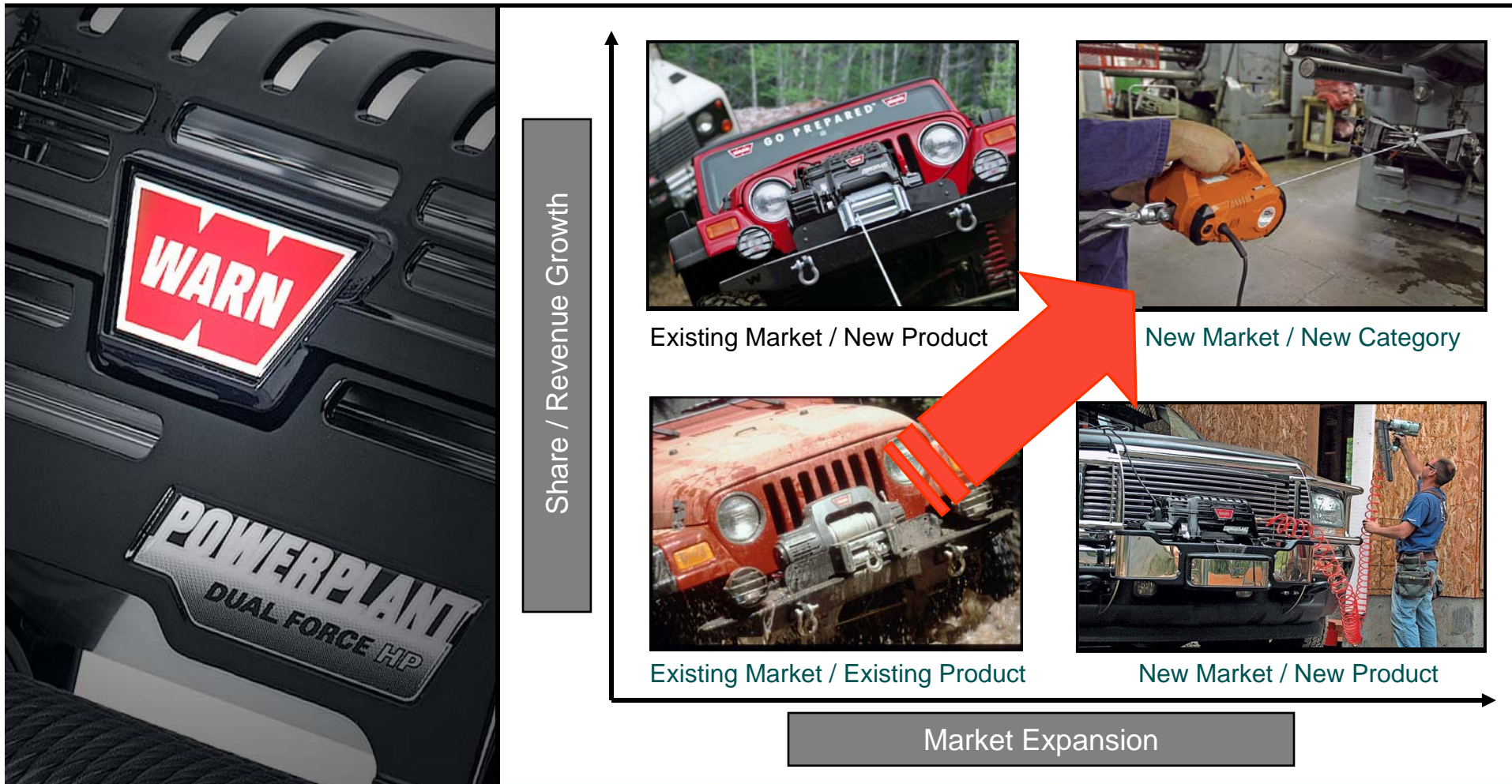
Developing Innovative New Products and Targeting New Markets

Company Culture Driving Innovation

- **Vision:**
Create **the Right** Products that Connect People to Their Passion
- **Core Values:**
Listen to Customers, Personal Development, Lead by Example
- **360 Strategy:**
 - Move Closer to the Customer
 - Create **the Right** Products
 - Leadership Development and Recruitment
 - Develop China and India Markets



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Targeting New Markets

Targeting New Markets with Category Creation

- First Mover Advantage
- Establishes Brand as Product Champion
- No Initial Competition – Premium Margins

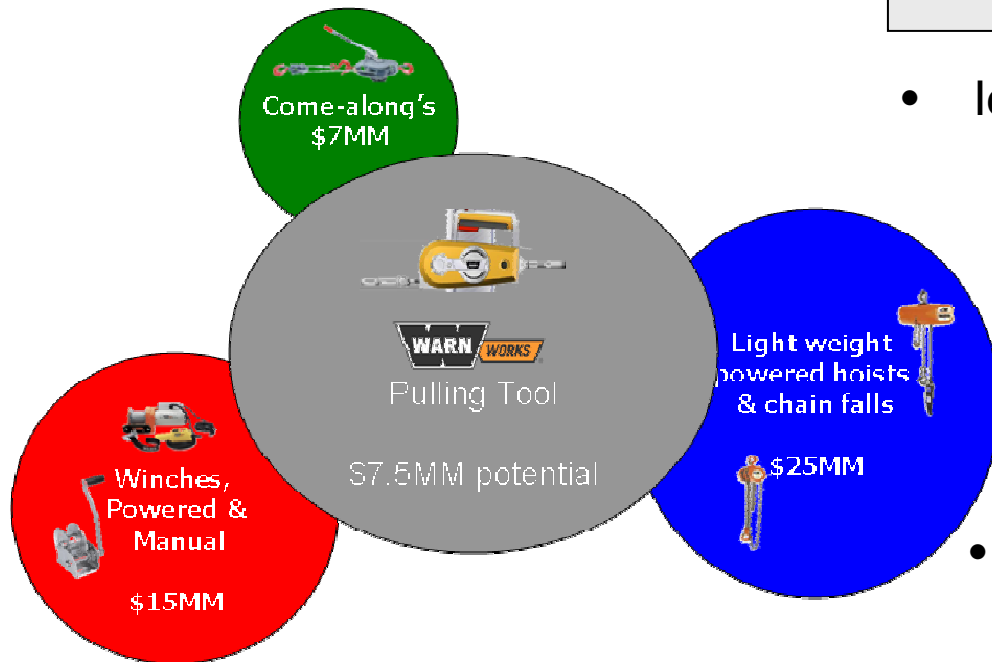
Focus on Customers and End Users

- Understand Challenges / Needs
- Look to Future Trends in the Marketplace
- Intersection of the Two is the Opportunity

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Category Creation

- Identify Adjacent or Non-Adjacent Market
 - Potential Size
 - Brand Relevance
 - “Honest” Competency Alignment
- Market Research
 - Potential Competition
 - Market Size
 - Verify Price Points and Features



Developing Innovative New Products and Targeting New Markets



Key Lessons Learned

- Senior Leadership Responsibility
- Company Wide Ownership
- Voice of the Customer
- Waypoints For Success
- Corporate Culture
 - Entrepreneurship
 - Risk Taking
 - Tolerance for Mistakes

Developing Innovative New Products and Targeting New Markets



Overall WARN Results

- CY07 Forecasted Sales of \$ 69.3 Million (34% of Total Sales) of New Products Created Within the Last 36 Months
- Entering Higher Growth Markets and Expanding Global Reach of the Business
- Sharing Best Innovation Practices Across Dover