The Company continues to drive for completely new-to-the-world products. These efforts have resulted in a continuous string of unexpected challenges, each requiring robust engineering solutions. Often these solutions require peculiar innovative ‘twist’ off more well-establish problems, to enable testing and commercialization of these products. This talk will illustrate this point with current challenges through three vignettes: one will highlight challenges for water flow through a dissolvable porous material, another will highlight emulsification in non-aqueous system and a final will highlight sprayable structure fluids. In the final analysis, the preponderance of these challenges offers dynamic and exciting research and development opportunities within the Company.