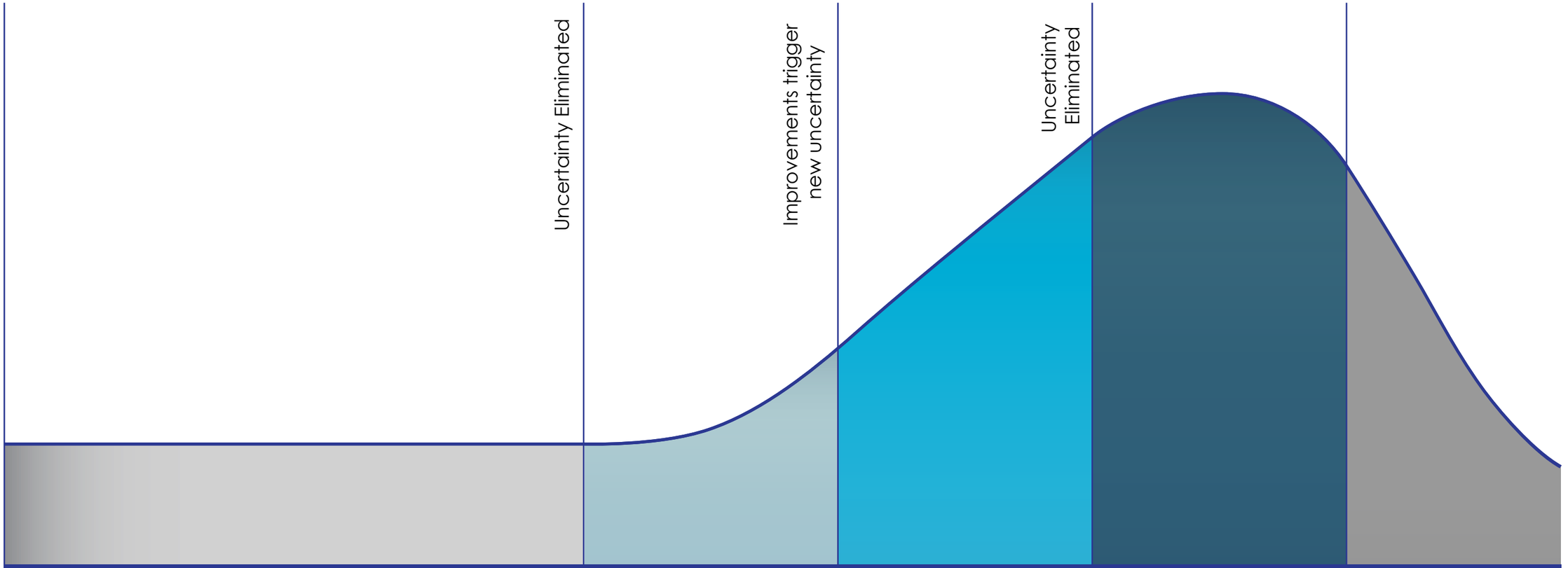
FROEHLING ANDERSON

R&D WITHIN THE PRODUCT LIFE CYCLE