



# Inflated Balls & Basketball Equipment

## CASE STUDY

January 10, 2024

# A Comprehensive Technology Landscape Analysis of Inflated Balls and Basketball Equipment Industry



## Business Objective

Our client specifically sought to acquire insights into the technology landscape within the domain of inflated balls and basketball equipment, with a particular focus on innovation, quality, and market leadership. The objective was to conduct a thorough analysis of specific companies, namely Wilson Sporting Goods, Nike, Lifetime Products, Indian Industries, Molten Corporation, Reebok, and ABEO. The client's goal was to gain valuable insights into industry innovations through a comprehensive examination of patents and products.



## Project Breakthroughs

Our exhaustive research methodology, primarily through secondary research, empowered our client with a comprehensive exploration of the technology landscape related to inflated balls and basketball equipment. The research addressed key business questions, encompassing the following:

- For the specified companies in the field of inflated balls and basketball equipment, a comprehensive bibliographic patent analysis includes:
  - a) Legal status
  - b) Litigation and opposition
  - c) Application filing year
  - d) Publication year
  - e) Analysis of Publication year and Country
  - f) Protection country
- How many patents and products are filed by the companies for inflated balls and basketball equipment?
- What are the primary materials utilized by the companies in the production of inflated balls?
- What technology do the companies employ for the manufacturing of inflated balls?
- What external activities have the companies engaged in for business growth, including partnerships, market expansion, mergers & acquisitions, strategic activities, and investments ?

Wissen conducted in-depth secondary research in the domain of inflated balls and basketball equipment, with a specific emphasis on identifying the technological trends for the specified companies.

## Secondary Research

Services Provided

What Questions it Answered?

How it helped the client ?

### Problem Solution Analysis

- Poor durability, poor gripping properties , long manufacturing process, enhanced performance characteristics etc were the most common problems identified
- **Wilson Sporting Goods** offers the most solutions for enhancing the grip of inflatable balls.

The analysis identified market challenges, assisting clients in understanding root causes and guiding resource allocation to address critical issues. This supported the overall business strategy. It also facilitated proactive risk management for adaptability to evolving circumstances.



### Product / Patent Search

- **Molten Corp, Wilson, Nike Inc., and Reebok** are among the companies that employ **butyl rubber** as a base material.
- **Molding** is the most common manufacturing technique used for making inflated balls followed by stitching. Among molding, **injection molding** is mostly preferred.

Patent and product search assisted clients in uncovering existing innovation in this domain . This comprehensive approach equipped the client with valuable intelligence for strategic decision-making.



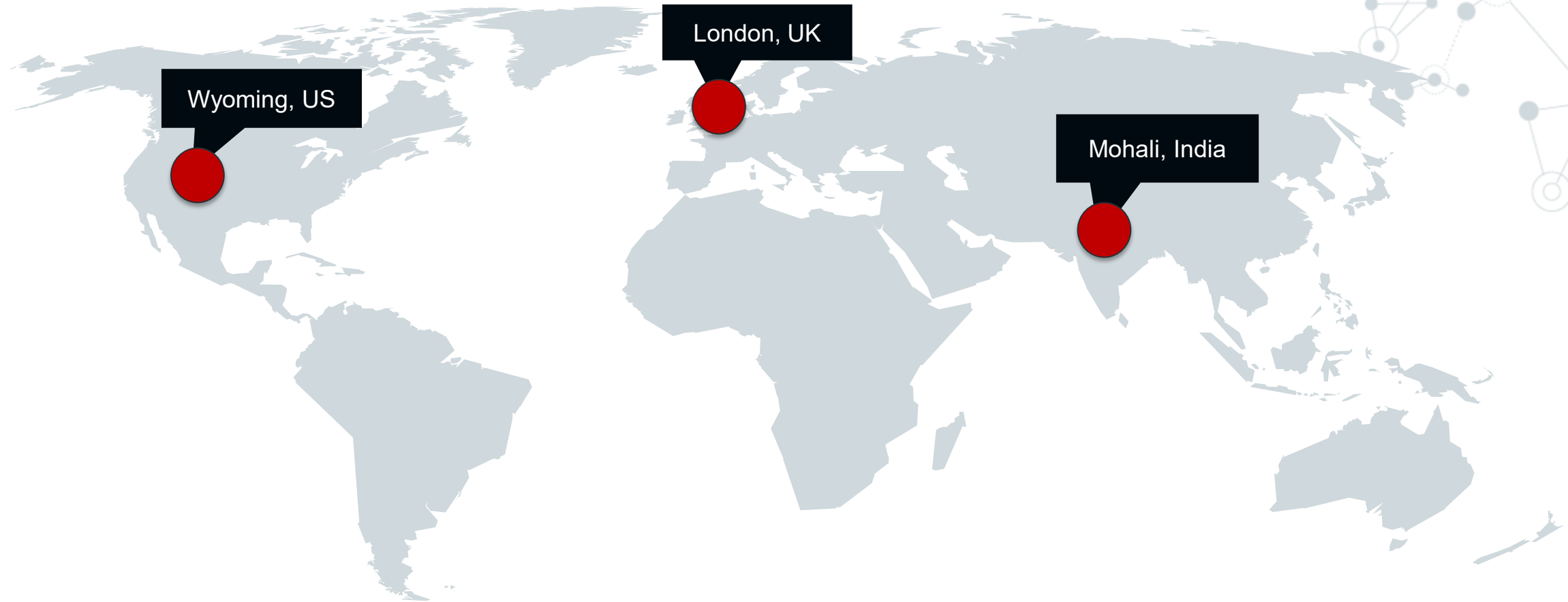
### External Activities

The analysis of external activities yielded insights into the direction in which these companies are progressing.

Assisted clients in effective market positioning by identifying target markets, understanding competitors, and differentiating offerings.

External Activities  
**Reebok**





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