

Textile Based Military Enterprise Overview

North Carolina Textiles Conference

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How Does the Military Buy Textiles?

- In military specification products purchased with wartime or peacetime funding.
- In commercial products primarily purchased with special wartime funding.
- Domestic made textiles are mandatory for DoD purchases over \$100k with congressionally appropriated funds.
- Non-domestic purchases authorized with waivers and when bought in direct support of combat operations.

Why Domestic Production?

- Maintain superior “boots on the ground” products that equate to clear combat advantage.
- Protect lives and well being of our warfighters.
- Optimize warfighter morale.
- Enable timely wartime surging.
- Minimize total taxpayer burden.

Research

Army
Scientist &
Engineers
(Natick)

Small
Business
Office
(Natick)

Development

Needs:

Army Schools:
Infantry (Benning)
Armor (Knox)
Artillery (Sill)
Quartermaster (Lee)
Others

Marine Corps (Quantico)
Air Force (Wright Patterson)
Navy (Natick)
Special Operations (Tampa)
Coast Guard (Natick)

PEO Soldier
PEO CSCSS
JPEO Chemical
Program Managers:
Product Managers:
PM SCIE (Natick)
PM SPE (Belvoir)
PM AW (Belvoir)
PM FS (Natick)
JPM IP (Falls Church)

Sustainment

DSCP
Clothing
& Textiles
(C&T)
(Philadelphia)

Other
Procurement
Locations

Small
Business
Office
(DSCP)

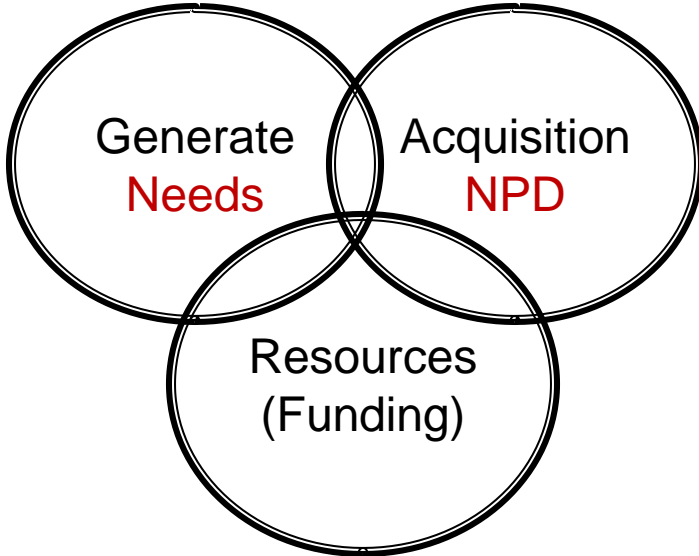
WHO

Research

Development

Sustainment

Product Managers



Army
Natick

Basic &
Advanced
Research

Know
Current
Technology

DSCP:
Best
Value
Contracts

Other

Funding:
Army Lab
Command

Funding:
DoD Budget Process
Wartime Funds

Funding:
Revolving
Stock
Fund

WHAT

Methods of Selling to the Military

- Solicitations
- Broad Agency Announcements
- Small Business Innovative Contracts
- Manufacturing Technology Contracts
- Unsolicited Proposals
- Congressional Insertions
- Optional Dress Clothing Programs
- General Services Administration (GSA)
- Commercial Sales Companies

Special Considerations

- Complex military structure with multiple entry points and high entry barriers – must be proactive.
- Services are always searching for better products – functionality, lighter weight, and lower life cycle cost.
- 90% of product performance is based in fiber and finish, but military focus is primarily on end-items – constant education is required.
- PMs are seldom given time to follow DoD's own new product development process. How can you help mitigate the skipped NPD steps?

Special Considerations (Cont'd)

- Military continues to lose in-house manufacturing based technical expertise.
- Uniformed leaders and managers typically serve one assignment in this enterprise.
- Peacetime funding limits NPD which is accelerated in wartime – How do you keep this acceleration level in peacetime and ensure timely support in wartime?
- Takes about 1.5 years of effort to land first contract – but, great stability when done.

Strategy for Success

- Identify individuals in each agency responsible for your products and make them heroes.
- Always know formal and informal **NEEDS**.
- Engage on a technical basis rather than a sales basis.
- Establish your company as the best resource for knowledge and performance.
- Deliver solutions “on a silver platter.”

Strategy for Success (Cont'd)

- Attend annual joint advanced planning briefing to industry, Service industry days, and specialized trade shows & events.
- Join trade association(s) and participate in government committees.
- Sub-contract and partner with mandatory sources.
- Collaborate fully with supply chain partners and use best practices for breakaway performance.
- Like technology, your contacts are always changing so you are never finished managing your own success.

Key URLs

- PEO Soldier – <https://peosoldier.army.mil/>
- PEO CSCSS - <http://peocscss.tacom.army.mil>
- JPEO CBD – <http://www.jpeocbd.osd.mil>
- USSOCOM - <http://www.socom.mil>
- Natick Soldier Center - <http://www.natick.army.mil/>
- US Army Infantry School - <https://www.infantry.army.mil/industryday/index.htm>