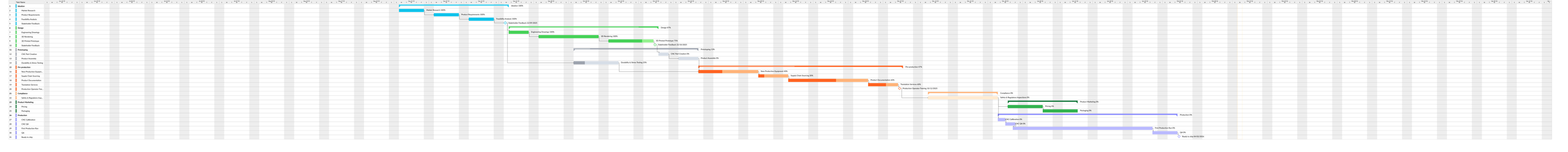New Product Development - 17 Feb 2026