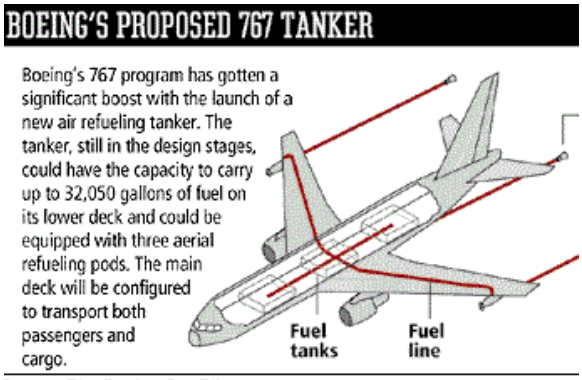
# TRIZ SUCCESS CASES

## Boeing 767 refueling system by Boeing

TRIZ helped to develop a new refueling system for Boeing 767 aircraft, which resulted in extra sales of 1.5 billion US dollars.

"A TRIZ workshop solution was developed for the 767 Tanker (air-to-air refueling) aircraft project. As a result of that TRIZ solution, the program was successfully launched with a customer who preferred the TRIZ solution over the competitions solution for the same system, thereby ordering aircraft from Boeing. "

***Don Masingale***
*Advanced Research Engineering Program Manager, Boeing, USA*



Source: The Boeing Co. P-I

## Crest Whitestrips by Procter & Gamble

"TRIZ was used to develop Crest Whitestrips™ for Procter & Gamble (P&G). From a TRIZ perspective, the key problem was that tooth whitener should be on the teeth to bleach, and it should not be on the teeth to avoid contact with saliva. A TRIZ concept, a thin flexible film saturated with whitener that selectively adhered to teeth, proved to be the answer. Whitestrips was P&G's most successful product launch ever, generating $130 million dollars of sales in the first year of operation while capturing over 45% of the whitening market."

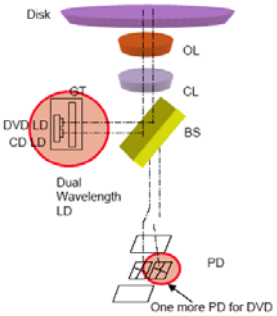
***Larry R. Smith***
*President, Altshuller Institute for TRIZ Studies, Inc, USA*


## Decreasing costs of DVD pick-up system by Samsung

A new DVD pick-up system was developed by Samsung which saves 100 million Euro annually.

"During last 3 years, our TRIZ team did successful consulting activities. The economic benefit after applying TRIZ ideas is impossible to count (more than 1 billion US$)"

***Hyo June Kim***
*Samsung Advanced Institute of Technology, Korea*




## A new chemical distillation technology by Linas

A new technology for chemical distillation was developed by Russian company Linas. In addition to solving several fundamental problems of distillation, a new plant is at least twice cheaper to manufacture and operate, consumes less energy, and occupies 3-5 times less space than traditional distillation plants. There is no need any longer to build very high columns; the new plant can be even placed in an ordinary living room.

*Hydrocarbon Asia. November/December, 2002, p.40-43.*