






TRIZ Success Cases



Company	Story	Result
	<p>Over 200 TRIZ projects during 2003-2005</p>	<p><i>Total economic effect at Samsung during 2002-2005: Euro 1.5 billion</i></p>
	<p>The most successful commercial product ever, <i>Crest™ Whitestrips™</i> was developed with TRIZ</p>	<p>First year of sales: US\$ 135 million, capturing 45% of the world whitening market. <i>Total effect at P&G: 300% increase in the number of patents</i></p>
	<p>Improving atomic oxygen resistance on coated substrates</p>	<p>Return on Investment in first 12 month: 4070%, payback of the investment: first 3 days</p>
	<p>A new innovative technology for a refilling tanker on the basis of Boeing 767A</p>	<p>Winning over competition and increasing sales by US\$ 1.5 billion</p>
	<p>The use of TRIZ to improve business process models and making strategic decisions</p>	<p>Winning an outsourcing contract for US\$ 1 billion</p>