

Invention Machine Speeds Problem-Resolution for The Gillette Company

The Gillette Company, with headquarters in Boston, Massachusetts, and revenues of over \$8 billion, is the world-renowned maker of razors, razor blades, dental care products and other toiletries as well as the leading producer of batteries under the Duracell brand.



Gillette is a leader in most of its major product categories - with facilities in 15 countries across the globe and nearly 60% of its sales made outside the US. As one of the most successful and recognizable consumer packaged goods companies, Gillette is well known for product innovation. And, with a steady stream of new product innovations - ensuring big manufacturing gains - Gillette's nearly one hundred years of leadership is assured.

As part of its well-documented commitment to innovation, Gillette became an Invention Machine customer in 1999. At that time, one of the projects Gillette's shaving gel team was working on was how to create an exothermic reaction (a chemical reaction in which heat is absorbed) within shaving gel so that the gel would heat-up upon coming in contact with skin.

Four Gillette engineers had been researching this problem for nearly a year - with no applicable results. Using Invention Machine's Goldfire™ solution, the team located and processed 314 electronic patent documents - representing over 63 days-worth of reading - in less than 30 minutes.



The patents, which were automatically summarized by Goldfire, were then sorted in terms of applicability to Gillette's engineering challenge. Two patents were of considerable interest - one of which belonged to one of Gillette's competitors and described a self-heating cosmetic. The latter patent, filed in 1975, was over 25 years old - enabling Gillette to leverage the very same technology without risk of infringement.

With Invention Machine's Goldfire, the problem Gillette had invested over 4 man-years to resolve, was solved in under a day.

About Invention Machine

Invention Machine is the leading provider of enterprise Innovation Process software and services to the Global 2000. Invention Machine solutions enable organizations to increase their product pipeline through proven automation and development methods and disciplines, while cutting costs through process efficiencies impacting the entire product lifecycle process.

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