

Consumer Products Innovation *with Invention Machine Goldfire*

Premium products. Speed to market. Constant innovation. Do it right, and you've got the formula for profitable growth and marketplace success. Do it wrong, and watch your products fall victim to commoditization, fast followers, and obsolescence. From cosmetics and beverages to home appliances and furniture—ideas, manufacturing, and speed mean everything—and you need every possible advantage.

That advantage comes with Invention Machine Goldfire, a unique software solution that can help you quickly transform ideas into commercial products, making innovation a repeatable and sustainable process.

Designed with engineers, scientists and researchers in mind, Goldfire automates more than a dozen critical innovation tasks spanning a product's lifecycle—from identifying a new market to developing a new product to improving existing products.

Fusing proven innovation tools and methods with precise access to corporate and external knowledge and a framework for collaboration, Goldfire systematically guides users through innovation tasks from identifying a new market to developing a new product to improving existing products. Goldfire brings structure, uniformity and repeatability to inventive problem-solving, concept discovery, and idea generation and validation.

Leading consumer products manufacturers—including 3M, Charbroil, Hershey, Interface, Leggett & Platt, MAGNET, Nestlé, Timex, Unilever and Whirlpool—are using Goldfire to:

- Speed quality idea generation to shorten time-to-market
- Better respond to consumer trends and untapped market needs
- Improve design of existing products for optimal performance and cost
- Recognize opportunities for disruptive innovation
- Evaluate strength of competitive advantage and intellectual property
- Lower product development costs
- Find replacements for ingredients, materials, or components
- Reduce costly errors and late-in-process changes.

“Invention Machine Goldfire gives us an unprecedented ability to uncover synergies across our many business segments to drive product enhancement and new product development. The software has become an integral part of our innovation strategy.”

*– Leggett & Platt,
a \$4.5 billion diversified
manufacturer*



SNAPSHOT OF PAST CONSUMER PRODUCTS PROJECTS WITH INVENTION MACHINE GOLDFIRE

- Get pressure sensitive adhesive tape to stick on wet surface without sacrificing its capability to stick on dry surfaces of any type.
- Increase the water vapor transmission rate of wet diapers while reducing their swelling.
- Find innovative ways to detect the onset of water reaching the boiling point, to signal to the customer, and subsequently control the boiling process.
- Research science to support a next generation lightweight toothbrush that minimizes gum irritation, residual plaque on teeth and bacteria growth on bristles.
- Develop an efficient, compact and unique method to cool a diode laser that does not use a liquid fluoro hydrocarbon refrigerant system.
- Find an innovative method to ignite a household propane gas grill that doesn't use the classic piezoelectric activator.
- Understand the future of aerosol technologies.
- Analyze a cereal product and its vitamin optimization process to verify that the vitamin content of cereal particles, per serving, met the claims on the product packaging and complied with FDA guidelines.
- Identify a relatively new material technology for the manufacturing of lead-free copper alloys.
- Extend the life of a leading nail polish by redesigning the bottle and applicator.
- Develop alternative concepts to a patented competitive solution resulting in a competitively-differentiated food-safe disinfectant .

For decades, consumer goods companies excelled at innovation: the steady introduction of profitable, convenient, high-quality products that changed the daily lives of consumers. More recently, however, consumer goods companies have seen poor returns on their investments in product innovation. Technological advancement, globalization of marketplaces, and increasing pressure to drive growth are just a few of the challenges facing the industry. To address these challenges, consumer goods companies need every efficiency and competitive advantage.

Explore how Invention Machine Goldfire can transform your innovation processes to drive optimum innovation results.

A manufacturer of luxury watches used Goldfire to analyze the functional behavior of their existing timepiece designs.

In a matter of hours, they identified numerous new alternative configurations to a key watch component.

The manufacturer has since filed a patent for the new component design, which the company already values at more than \$1.5 million and which serves to further distinguish the manufacturer from its competitors.

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Global 2000 manufacturers in more than 25 countries rely on Invention Machine Goldfire for product innovation, process improvement and market expansion. For additional information, please visit InventionMachine.com.