

### FORTH Project Details

Sector: Construction

User: BRUIL

Country: The Netherlands

Year: 2014

Online  Offline

Facilitator(s): Gijs van Wulfen



### Innovation Assignment:

Due to the economic crisis, the market for poured concrete was declining. To survive BRUIL needed to broaden their array of new products and innovate. Investments were available for both evolutionary and revolutionary solutions for the construction sector.

### Highlights of the process:

With a core team of 10 people and an extended team of 4 top managers and shareholders, Bruil started the Observe & Learn stage, discovering 52 customer frictions among clients. They generated 964 ideas and developed 12 concept statements, which were checked with customers during the Test Ideas stage. Finally, they developed 6 new mini business cases, of which 2 were quick wins, 3 were new to the market and one was revolutionary to the world.

### Main results:

BRUIL's main achievement is that it innovated itself out of the crisis very successfully, with their main result being the development of a 3-D-PRINT PROCESS FOR CONCRETE. They opened an entirely new factory in 2020, which is the first of its kind in Europe. Two new business cases have also successfully been launched in the market, of which the Tiling-Glue-Silo-Service has been a great commercial success. With this new concept, Bruil has tripled its market share in the tiling glue for floors sector.

The FORTH process sparked the company culture directed towards innovation, which is still a benefit today. In 2020 BRUIL started a new FORTH project to innovate in a specific market, delivered 100% online.

