

PRODUCT LIABILITY · CASE STUDY

Product Liability & Manufacturing

Defect and failure, traced to the cause.

FIVE DEMONSTRATIVE PANELS

[VIEW THE FULL CASE STUDY · PDF →](#)

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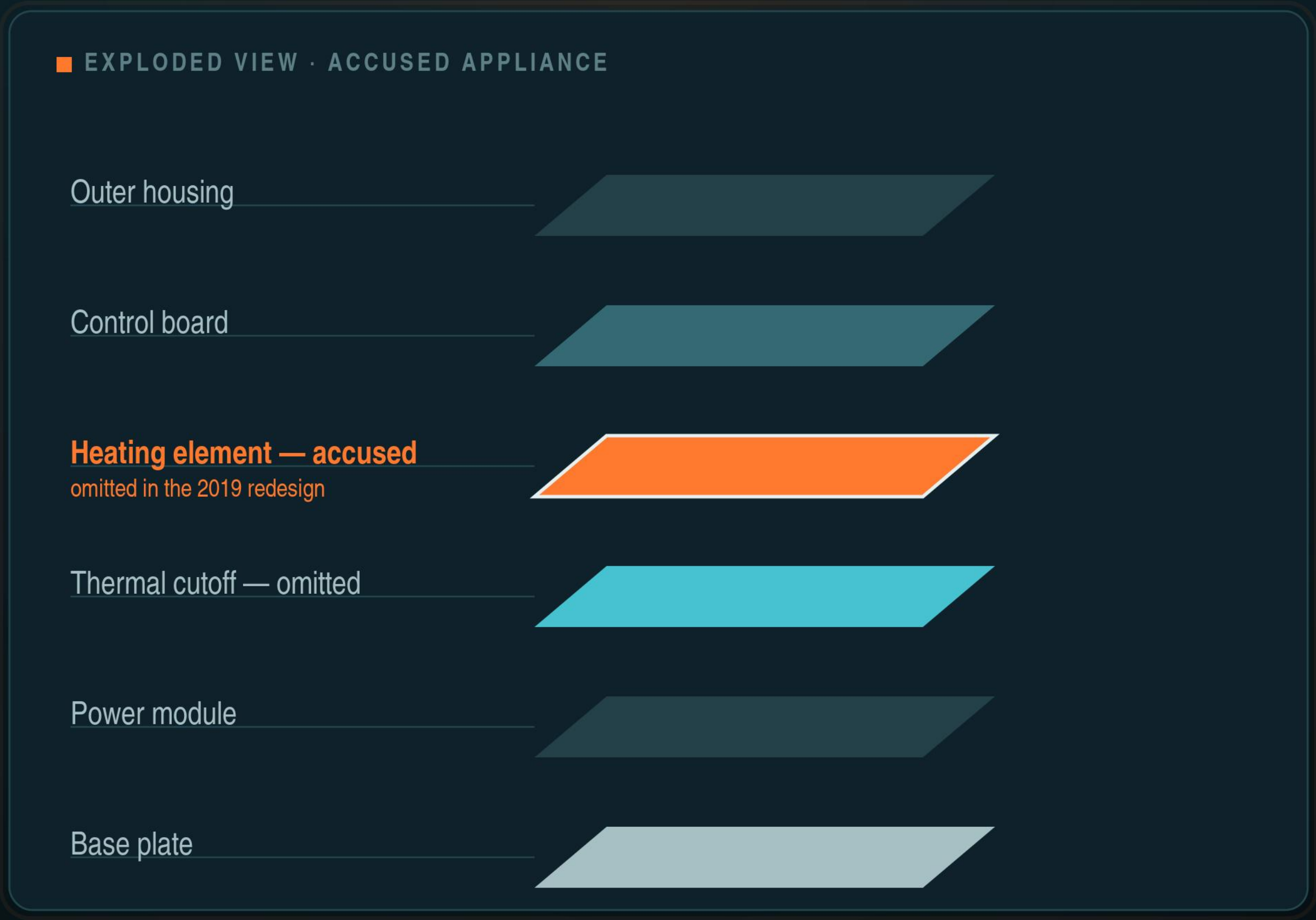
Creative Director · Litigation Visual Strategy

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CASE 01 · THE DEFECT

Anatomy of the Defect

The product, disassembled to the failure point.



1 part

root defect

2.1M

units sold

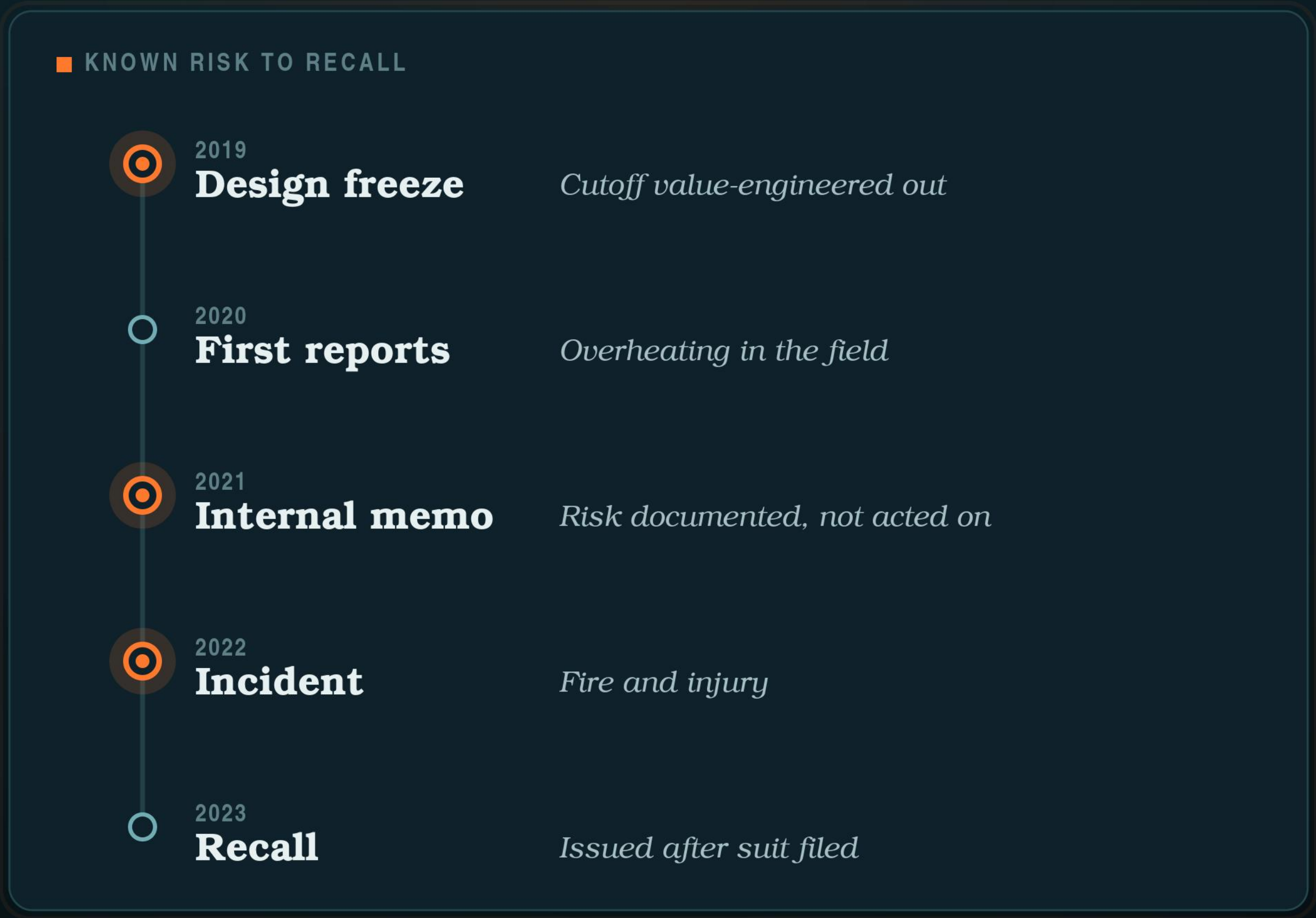
0

thermal cutoffs

CASE 02 · FAILURE

The Failure Sequence

How a known risk became a field failure.



412

field reports

36 mo

known risk

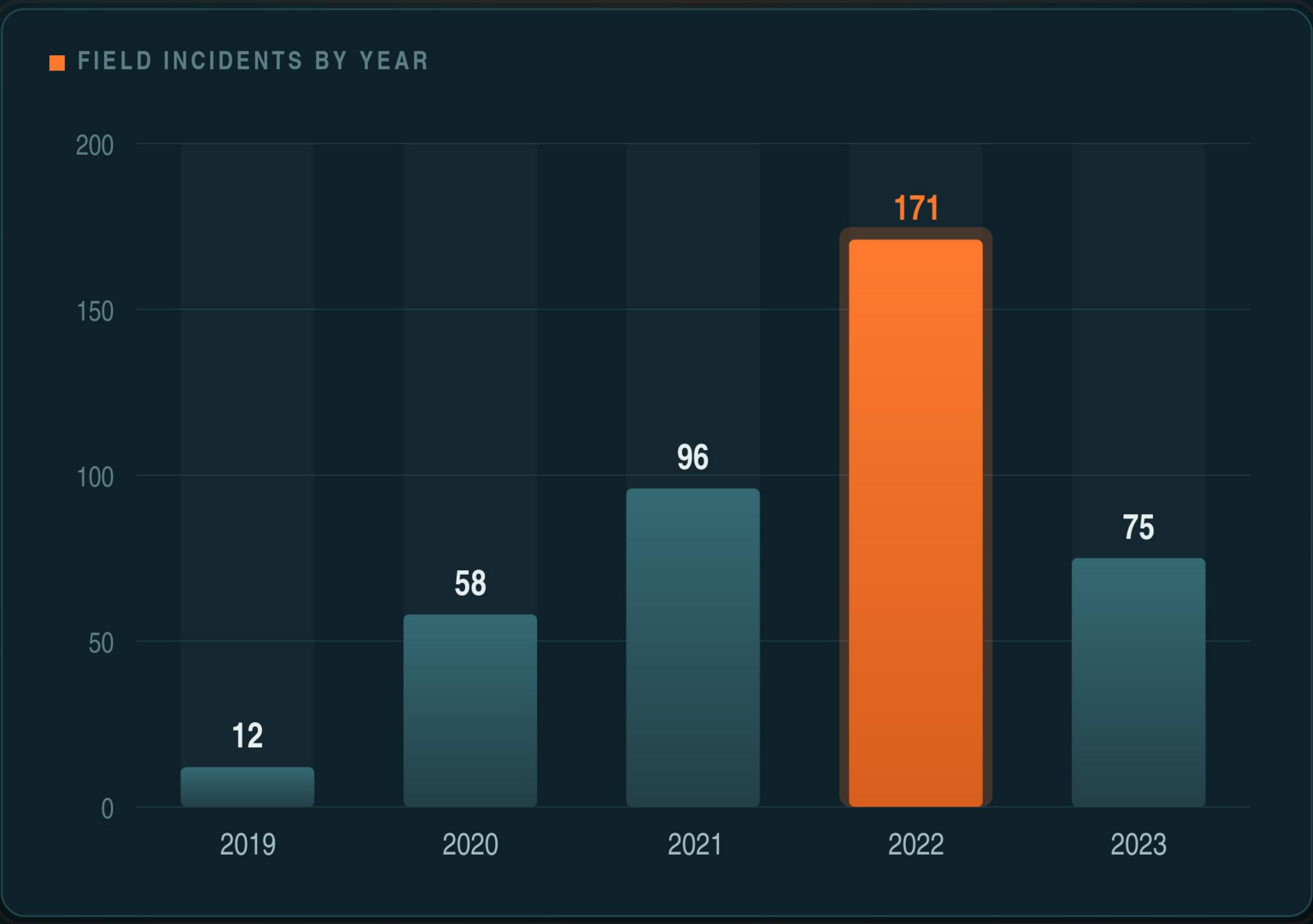
2023

recall issued

CASE 03 · DAMAGES

The Cost of the Defect

Field incidents, year over year.



412

field incidents

2.1M

units exposed

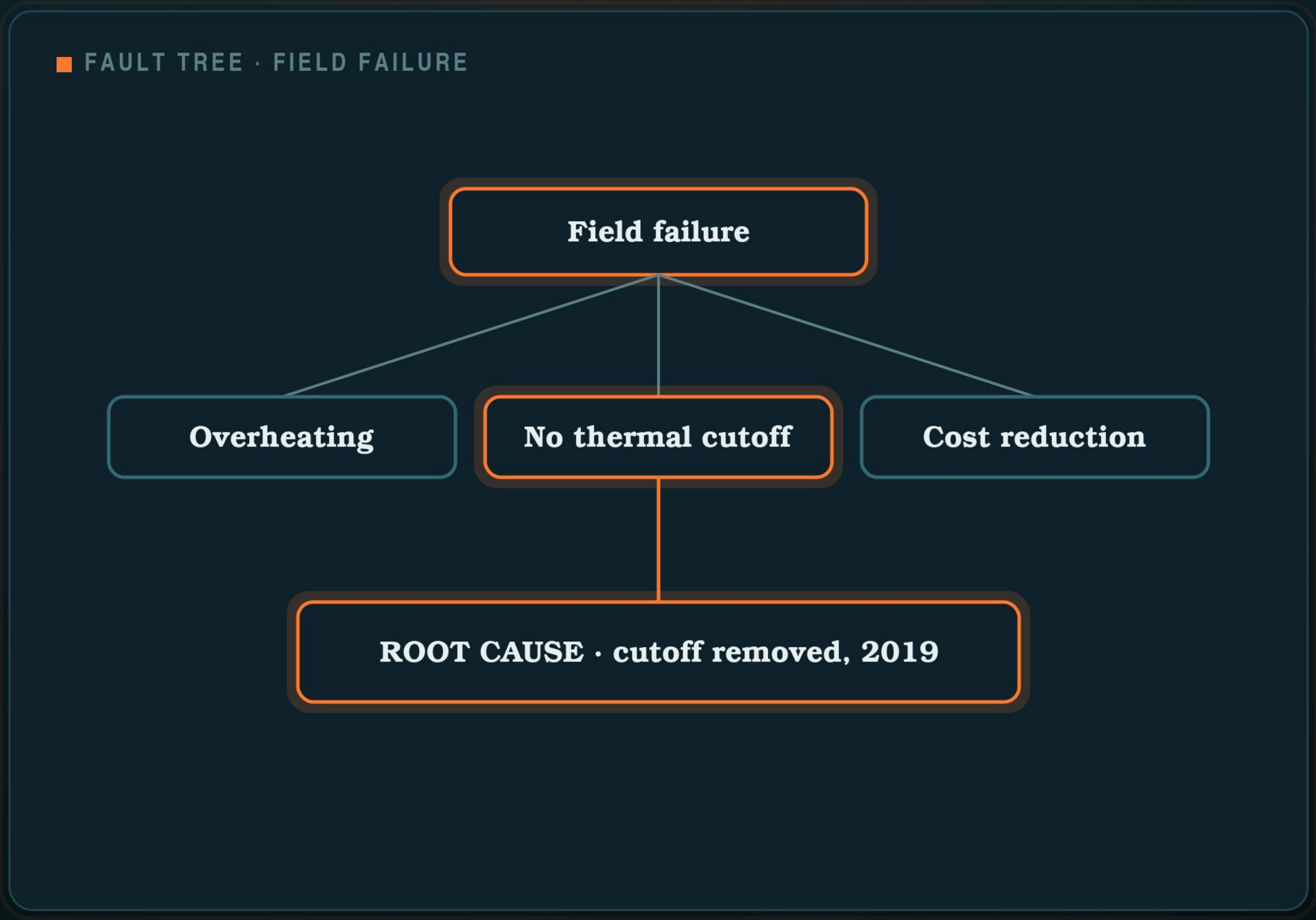
100%

preventable

CASE 04 · ROOT CAUSE

Tracing the Root Cause

From field failure back to the design decision.



1
root cause

3
contributing factors

100%
preventable

CASE 05 · PRESENTATION

Before the Jury

The teardown, staged.

■ DEFECT TEARDOWN ON SCREEN

EXHIBIT 12 — THE MISSING PART



exhibit

“A two-cent thermal cutoff would have prevented every one of these failures.”

— Mechanical-engineering expert



2¢

missing part

412

failures

100%

preventable