

Product Liability CASE STUDY

Case: Bowdrill v. Raychem

Clients: McInnes Cooper & Robertson

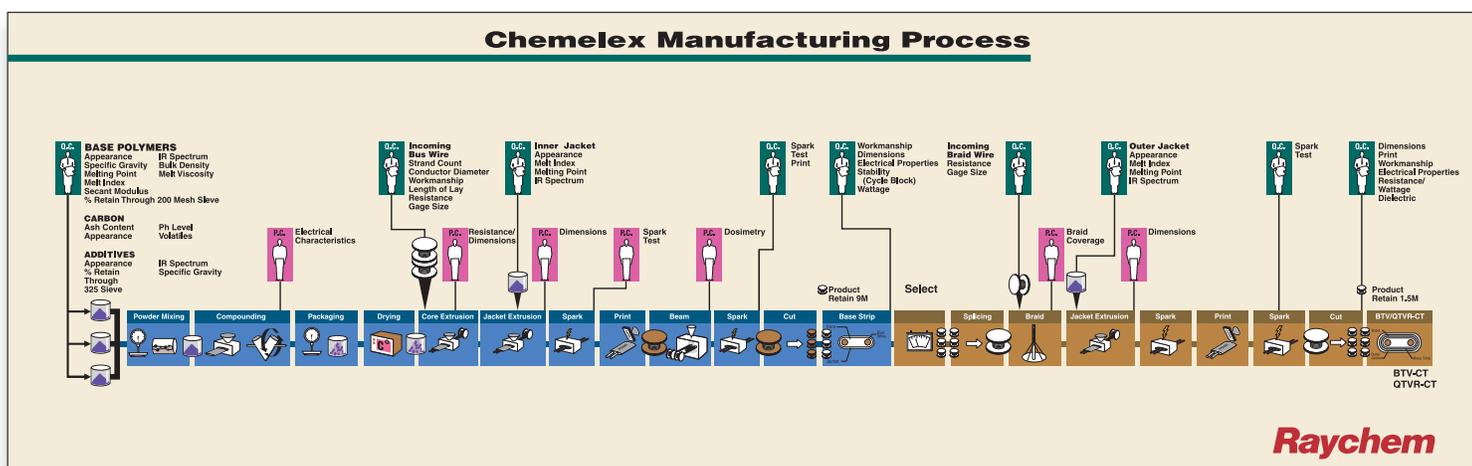
Year: 1993

Venue: Supreme Court of Newfoundland, St. John's

An oil-rig operator sued our client, defendant Raychem, for damages resulting from a fire on a rig in the North Sea, claiming that the failure of a Raychem product, polymer heat trace binding tape, was to blame for the accident. The case was tried before a judge without a jury.

Challenges

First, it was important for the judge to understand a very complex manufacturing process. Second, it was essential to demonstrate that the defendant had quality controls in place, and that the defendant strictly adhered to those controls. Third, it was necessary to bolster the credibility of the expert witness by illustrating his testimony on the production of the polymer tape in question.



Solutions

We took a video crew to the manufacturing plant to document the processing steps as well as the materials used in the creation of the tape. The overall manufacturing process comprised three production lines, spanning three industrial buildings.

The key steps in the process were captured on videotape and explained in visual detail. We created a process flow chart that emphasized the effectiveness of the quality control mechanisms in place.

Outcome

The judge found the process flow graphic so educational and compelling that he insisted on keeping it on display for the duration of the trial, and cited it as helpful to him in reaching a verdict for the defendant.

Services Provided

- Strategic planning
- Creative development
- Graphic design
- Technical and medical illustrations
- Tutorials
- Deposition and impeachment exhibits
- Video editing
- 2D & 3D animations
- Still graphics, slides and boards
- Document scanning and coding
- Databasing