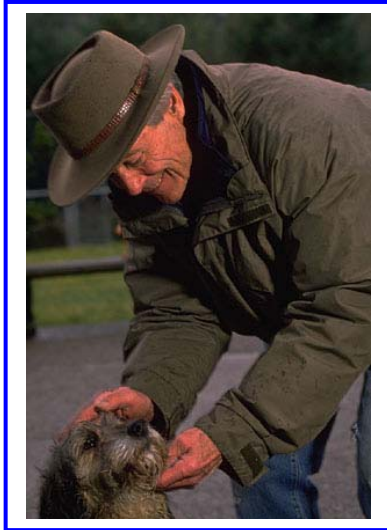


Serendipity and the story of Velcro

Serendipity plays a big part in the story of Velcro. Swiss engineer George de Mestral was out for a walk with his dog in the woods. By the end of the walk his dog had gathered several burrs that were enmeshed in his fur. As he detangled the burr from the fur, the scientist noticed that the burrs "hooks" returned to their shape, ready to cling on to the next batch



of fur or loosely woven cloth. Could this be an alternative method for temporarily fastening something together? Since Mestral was an engineer, his scientific curiosity enabled him to transfer that thought into action and create the tremendous breakthrough idea that we know as the ubiquitous Velcro. What a lucky coincidence that the engineer who had the ability to take action on that thought was also the person who's dog got entangled with burrs! Tremendous breakthrough ideas do not have to rely on serendipity!

Click back to see how Catalytic thinking can connect the owner of the problem to the owner of the solution! That's serendipity...automated!