

How Casa Pellas Generated \$1M+ Revenue and Increased Idea Generation by 10X



Challenge

- Innovation efforts focused mainly on incremental improvements
- Paper-based processes limited scalability and transparency
- The company needed a structured approach for breakthrough innovation



Strategic Pivot

- Casa Pellas implemented HYPE's innovation platform to combine Kaizen, enterprise-wide ideation, and breakthrough innovation within one scalable process.



Final Thought

“HYPE offers a way for all our employees from anywhere in the company, even those without a formal education, to share their ideas. The tool is highly configurable and maps to the way we want to work, ensuring those precious ideas make it to the right place and through to implementation.” — Rebeca Rivera, Innovation & Kaizen Manager, Casa Pellas



Business Impact

2,061

Ideas Proposed

868

Ideas Implemented

10x

Increase in Ideas Generated

\$1M+

Revenue Generated from Three Ideas

[Read the full case study](#)