

# FACT OF THE DAY #15

## BUBBLE WRAP WAS DESIGNED TO BE WALLPAPER

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In 1957, Alfred Fielding and Marc Chavannes were attempting to create a new textured wallpaper by heat-sealing two plastic shower curtains onto a paper backing, creating a surface that contained lots of trapped air bubbles. It was sadly not a success as wallpaper, but they patented the process and instead tried selling it as greenhouse insulation. That also failed to take off. It was not until a year after they set up their company, Sealed Air Corp. in 1960, that one of their marketers, Frederick Bowers, had the thought to use it as packing material to protect the new IBM 1401 computer. Finally it was a hit and has been in production ever since.

