

[illegible]

Adapted from: <https://www.smithsonianmag.com/innovation/accidental-invention-bubble-wrap-180971325/>

Fielding's father Alfred was co-inventor of Bubble Wrap with his business partner Marc Chavannes, a Swiss chemist. They were trying to create a textured wallpaper in 1957 that

would appeal to the burgeoning Beat generation. They put two pieces of plastic shower curtain through a heat-sealing machine but were disappointed—at first—by the results: a sheet of film with trapped air bubbles.

However, the inventors did not totally dismiss their failure. They were granted the first of several patents for the process and equipment of embossing and laminating materials, then started thinking of uses: more than 400, in fact. To continue developing their unusual product, which was branded Bubble Wrap, Fielding and Chavannes founded Sealed Air Corp. in 1960. It wasn't until they decided the next year to use it as packaging material that they found success. The rest, as they say, is history. Small packaging companies quickly embraced the new technology. Previously, the best way to protect an item during shipping was to surround it with a balled up newsprint. It was messy since ink from the old newspapers often rubbed off on the product and those handling it. Plus, it really didn't offer that much protection. Still, the company wasn't turning a profit. That's when T.J. Dermot Dunphy became CEO in 1971. He helped build annual sales from \$5 million in his first year to \$3 billion in 2000 when he left the firm.

1) According to this article, what was Howard Fielding trying to invent when he accidentally invented the “Bubble Wrap”? [CCSS2]

- a. Bubbles
- b. Textured Wallpaper
- c. Paper
- d. Envelope

2) Which paragraph best supports your answer to question1? [CCSS1]

- a. Paragraph 2
- b. Paragraph 3
- c. Paragraph 1
- d. None