

Concept Development

Inventing with Bubble-Wrap®!

Are You as Smart as a 5th (or 6th or 7th or 8th) Grader?

Are you America's next great inventor? Sealed Air Corporation, the creator of Bubble Wrap® cushioning, each year sponsors the Bubble Wrap® Competition for Young Inventors to encourage students in grades 5-8 to demonstrate their creativity and ingenuity by creating an invention that incorporates the use of Bubble Wrap® cushioning. Although they have already selected the semifinalists and finalists for this year, the concepts and creativity involved in developing an entry are great mental exercises no matter when.

A Little History



Bubble Wrap® cushioning was invented in 1960 by Alfred Fielding and Marc Chavannes, and was originally intended to be used as textured wallpaper; however, the two inventors quickly realized it was actually a superior cushioning material and went on to found Sealed Air Corporation, now a global, Fortune 500 company that offers a wide range of packaging solutions and has annual sales in excess of \$4 billion. Sealed Air is widely recognized for its strong commitment to innovation and continues to be an industry leader in research and development. Bubble-Wrap has become so much intertwined with our everyday life, that many may not realize that it is actually a registered name and not just a part of the English language.

Creating a Bubble-Wrap Invention

Want to test your ingenuity, creativity, and problem-solving skills...and wonder whether you could match wits with 5th-8th graders? Take up the challenge!

Here's what they have to create for the competition:

- A written description in English that includes the name of the invention, the purpose it serves, how it works, and how the idea was formulated. The description must be no more than 1,000 words.
- A clear design or drawing (drawn in thick dark blue or black ink or flair tip pen).
- One or more clear photograph(s) of your invention that shows it in full and you using it.
- Any of the following visuals that would best explain your invention must accompany your entry: clear photograph(s), a VHS, a CD or a DVD depicting the invention and its use.



Guidelines

Your invention needs to be original (not a copy of something already in existence). Bubble Wrap® cushioning should be a major component of the invention.

Invention categories: (suggestions but not limited to)

Apparel	Household
Automotive	Lawn/Garden
Construction	Media/Software
Cosmetics	Medical
Crafts	Music
Creative Packaging	Quality of Life Improvement
Education	Safety
Entertainment	Sports
Furniture	Textiles
Games	Toys
Transportation	Home Improvement



Sketch of Invention – Draw your invention with a diagram of how it works. Use a thick, dark blue or black ink or flair pen. No pencil.

Essay – Prepare a description of the invention that does not exceed 1000 words. The description should be neatly written in black or blue ink or typed. The description should give the **name of the invention** and include the following paragraphs:

- **Paragraph 1** – Explain the use of the invention. What does it do?
- **Paragraph 2** – Explain the invention’s mechanics. How does it work?
- **Paragraph 3** – Tell how you came up with the idea.
- **Paragraph 4** – Explain why you think there is a need for this invention and how people will benefit from it in society.

Demonstrating the Invention

You need to be able to demonstrate the invention in no more than 10 minutes (or the time allowed by your instructor).



Judging/Feedback Criteria

In creating your invention, think about how the actual Bubble-Wrap Competition judges evaluate the many entries they receive. Those entries are judged on the following basis:

- 35% Creativity**
- 35% Practicality or Usefulness**
- 15% Benefit to Society (How will it help people?)**
- 10% Cost Effectiveness (Would the invention have a market?)**
- 5% Clarity of essay, including spelling and grammar.**

INVENTION FEEDBACK			
Inventor			
Invention Name			
Short Description			
Criteria	Points Possible	Comments	Points
Creativity	35 points		
Practicality or Usefulness	35 points		
Benefit to Society (How will it help people?)	15 points		
Cost Effectiveness (Is there a market for it?)	10 points		
Clarity of essay (including spelling & grammar)	5 points		
Total			