

Read the following story about a popular packaging material.

- Your task is to put the sentences in the correct order(1-10).
- Write the numbers in the boxes.
- There is one extra passage that you do not need.



Not giving up, they decided to sell their invention to prevent heat from escaping from greenhouses.

It wasn't until 1959 – when IBM started selling their new 1401 computer model – that Frederick Bowers, a marketer at their company *Sealed Air*, finally came up with the perfect use for it.

The popping sound of the little bubbles – when they got punctured – made a lot of people happy.

1 Bubble Wrap's original purpose was nothing like what we use the product for today. In 1957, engineer Al Fielding and Swiss inventor Marc Chavannes were trying to create a special wallpaper.

To do so, they sealed two shower curtains together in such a way that air bubbles were captured, giving it a new appearance.

His demonstration was successful, and IBM started buying *Bubble Wrap* to protect their 1401 model and other fragile products they sold and transported.

But the wallpaper idea didn't sell too well.

Bowers got the idea that *Bubble Wrap* could be used as a good packaging material to protect the computer while it was being transported.

5 However, this use of the product didn't become popular, either.

8 He presented the idea to IBM and demonstrated the product's protective abilities.

10 Since then, *Sealed Air* has grown to sales of around \$4 billion a year, with a net profit of around \$255 million, and around \$400 million worth of *Bubble Wrap* is sold annually.