

— INGENIOUS IDEAS —

— D E P A R T M E N T —

Thinking Outside The Bubble

(NAPSA)—It's comforting to know that Bubble Wrap cushioning can be used to protect all kinds of valuables, whether you're just storing items or transporting breakables from here to there. Now, it's time to think outside the conventional bubble and beyond the package-stuffing stereotype. Lined with hundreds of "pop"able portions, Bubble Wrap protective cushioning can be used to comfort everything from your 10 little toes to your frequently rising blood pressure.

Take a moment to wrap yourself in a few of these creative suggestions:

- Whether you are in the middle of a snow-covered March or the puddles of a rainy April, keeping your toes dry should be on your list of priorities. Simply take a piece of Bubble Wrap cushioning and line the inside of your shoes for instant waterproofing and added comfort. This will keep the splash and splash on the outside where it belongs.

- Stress inevitably makes its way into the workday and it's important to conquer those outburst tendencies before the stress meter strikes the boiling point. Bring some relief into a fast-paced day by grabbing a fresh sheet of Bubble Wrap cushioning. Rather than clench your fists in frustration, roll up the sheet and give it a twist—the popping sound will be music to your ears, while easing your mind.

- Why wait until next year to give your school supplies a new look? Start by replacing those torn and tattered, not-so-protective book covers with some Bubble Wrap cushioning. Not only is the covering water-resistant, but the fun using it will make your student



IT'S A WRAP—New ideas for a “pop”-ular product.

the most “pop”-ular kid at school.

- This year you can finally tackle those drab walls and add a splash of style. Trade in your paintbrush for a handful of Bubble Wrap cushioning to add fresh, vibrant colors and faux-painted texture to surfaces and walls.

- Whether you are cheering behind the goalposts or the dugout, comfortable seating is of the essence for sports fans. To ensure that your back remains ache-free during those extra innings and into the next day, take a few pieces of Bubble Wrap cushioning to create your own cushion on those hard bleacher seats. Use a few strips of duct tape to secure the edges and keep the seat covering intact.

- For those who want to celebrate this popular packaging material, there's even a holiday—National Bubble Wrap Appreciation Day—devoted to this cushioning material.

For more practical and fun uses of Bubble Wrap cushioning, visit www.duck-bubblewrap.com or www.bubblewrap.com.