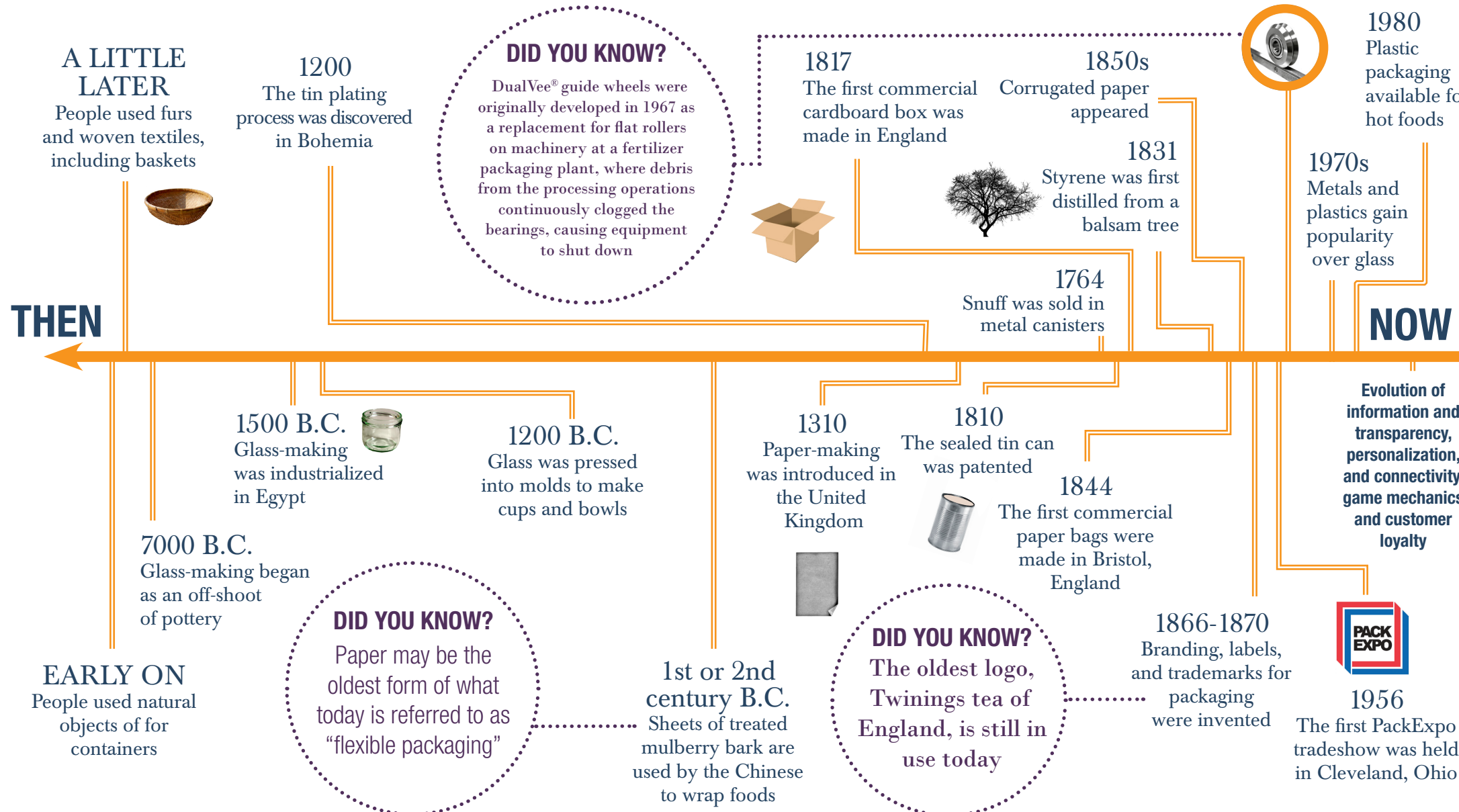


# A BRIEF HISTORY *of* PACKAGING:

## FROM PAPER TO GLASS, METALS, PLASTICS AND BRANDING



**DID YOU KNOW?**  
DualVee® guide wheels were originally developed in 1967 as a replacement for flat rollers on machinery at a fertilizer packaging plant, where debris from the processing operations continuously clogged the bearings, causing equipment to shut down

**DID YOU KNOW?**  
Paper may be the oldest form of what today is referred to as "flexible packaging"

**DID YOU KNOW?**  
The oldest logo, Twinings tea of England, is still in use today

**FUTURE**

Many factors contributed to the evolution of packaging: the needs and concerns of people, competition in the marketplace, unusual events (such as wars), shifting lifestyles, as well as discoveries and inventions. Just as no single cause influenced past development, a variety of forces will be required to create the packages of the future.

NOTE: TIMELINE NOT DRAWN TO SCALE

Created in October of 2012 by the Bishop-Wisecarver marketing team ([www.bwvc.com](http://www.bwvc.com))  
SOURCE: Ohio State University, <http://ohiohline.osu.edu/lect/facu/0133.html>, <http://vimeo.com/21947539>