

New design of Soft Drink Bottle

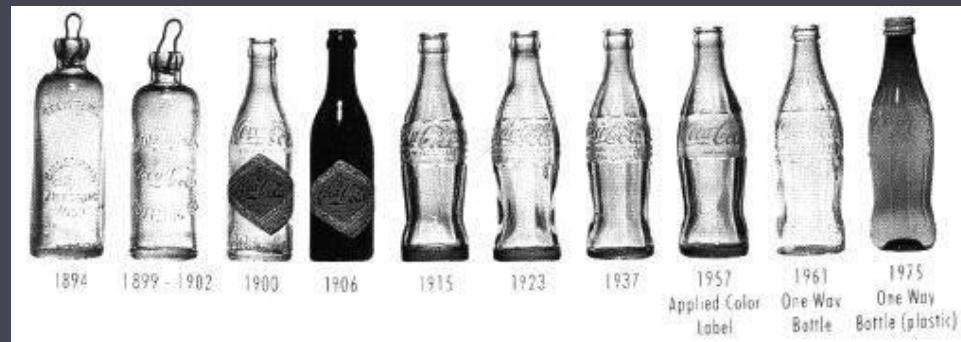
During World War II (1939 - 1945), a shortage of various raw materials led to a rise in production costs. A well-known soft drink manufacturer had to think hard to overcome the unavoidable rising production cost.

After deep thought, the manufacturer finally thought of a cost-saving idea; which was to redesign the bottom part of soft drink bottles that were originally flat. The manufacturer slightly changed the bottom part to a concave/curve shape; this would help in reducing the content of the soft drink in each bottle, but still preserving the originality of the exterior look.

At the same time, this new concave/curve bottom design could withstand greater pressure; its bottom part was thinner and thus it also conserved the use of raw materials. Behind this minor change, a series of thoughts and ideas were being tried out. It had successfully reduced the production cost of the soft drink factory and solved the shortage of materials in World War II.

Food for Thought:

- ✓ The driving force behind any innovation and invention is to resolve problems. By paying attention and applying some creativity, one would be able to reverse a dire propensity and turn a crisis into a turning point.
- ✓ Creative ideas can be generated with careful observation, analysis and basic scientific knowledge.



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