

The History behind the Design of the Soft Drink Bottle

Most people enjoy having soft drinks, especially during a sweltering hot day to quench their thirst. Have you ever wondered why canned soft drinks come in a cylindrical shape/clear straight-sided, but a plastic bottle has a design of a woman's figure instead?

This creative idea originated from an American bottle manufacturer worker, Root, but he had to thank his girlfriend for this design inspiration.

One day, Root's girlfriend put on a knee-length short skirt on a date. The part above the knee of the skirt's design was slender, thus the buttocks curve looked prominent; whereas the waist and legs looked slimmer. This made her figure appear attractive. While Root focused on the narrow skirt, his girlfriend felt shy and asked:

"What are you thinking about?"

"I'm thinking about the bottle," Root answered.

"You are obviously looking at my skirt, how could you think of the bottle?" His girlfriend was confused.



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“I was thinking of how nice it would be if the design of the bottle could be made similar to the design of your skirt.”

With the encouragement obtained from his girlfriend, Root spent half a month to design the bottle. After repeated modifications to the blueprint, he finally succeeded in designing the plastic bottle to match that of the skirt's shape line. He also made the surface of the bottle with a skirt fabric-like pattern. Finally, a distinctive slope and curved bottle was introduced!

The bottle, designed by Root consists of three advantages:

- 1) The bottle will not easily slip while it is being held.
- 2) The liquid in the bottle will appear more than the actual content.
- 3) The exterior will look unique and attractive.

In 1923, Root got rich overnight after selling the design patent to Coca-Cola Co. for \$6 million.

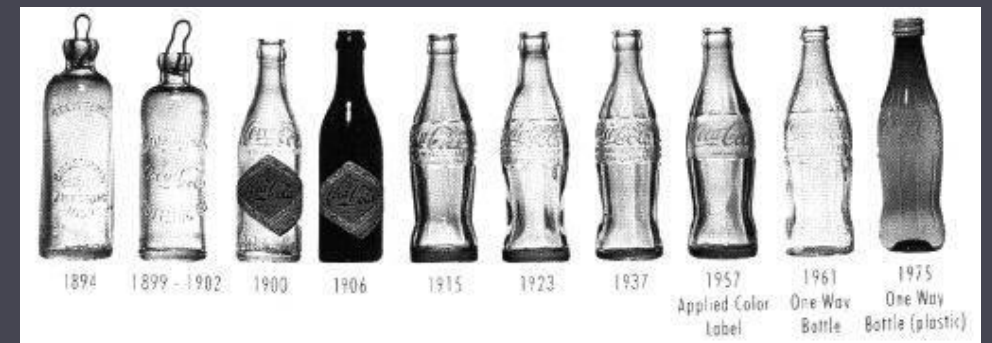


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Food for Thought:

- The inspiration to innovate and invent something often revolves around our lives.
- Innovation and invention are not difficult; as long as we are able to pay more attention to our surroundings and be imaginative and associative; then creative ideas and new business opportunities can be created.



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