



The Pringles Challenge:

Last Wednesday the Engineering club completed the Pringles Challenge.

BACKGROUND INFORMATION: Once products are manufactured they must safely be transported to the consumer. The role of the Package Designer is to create an appropriate container for the item being shipped. They must carefully examine the product and the manner in which it will be shipped. For example, a computer might be shipped in a large container packed in foam. The cost might be as high as \$25 per container. At the other extreme might be a Bic Pen requiring nothing more than a plastic wrapper costing a 10th of 1 cent.

OBJECTIVE: Students are to create a package design that will allow a Pringles chip to safely survive a trip through the US mail system.

MATERIALS: 1 - Legal size envelope, 4 craft sticks, Pringles Chip, 2 - Drinking straws, 3 - 3" x 5" index cards, 12 inches of masking tape and 2 - 8 1/2" x 11" sheets of copy paper

TOOLS: Scissors and Ruler

LIMITATIONS: You may use only the materials provided and your envelope must be treated as a normal piece of mail.

REQUIREMENTS: The envelopes were mailed to the Schiffer residence.

INSTRUCTIONS: Construct your Pringles package and prepare for testing.

TESTING:

Test 1: Impact Test - Place the envelope on a table or the floor. Hold a text book 12" above the envelope and drop the book onto the envelope. Investigate how well the idea worked. Survivors proceed.



Test 2: Conveyor Belt Test - Place the envelope on the conveyer belt with 2 weighted boxes after it. Turn the hand crank slowly and observe the boxes fall on top of the envelope. Examine the idea. Survivors proceed.

Test 3: Mail Test - Turn-in the envelope to your instructor to be mailed. Good luck

The results: Eleven envelopes arrived with the mail at our house. They arrived “separated” in a US Postal Service bin.



The envelopes were open one by one with the following results:

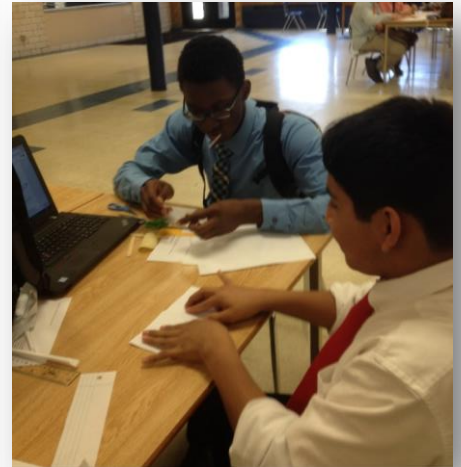
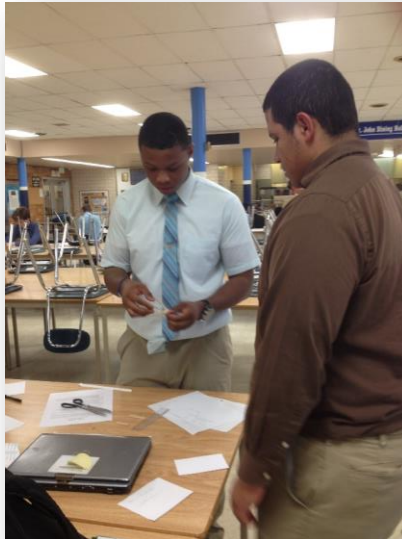
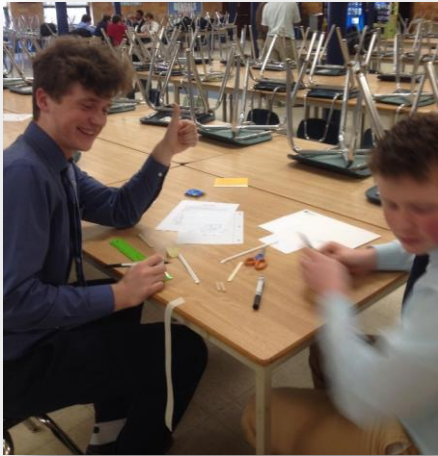
Four teams of two had a COMPLETELY intact pringle chip.

Two teams had small pieces or chips in their chips.

Four teams had lots of pieces of chips.

One team had no chip at all?

The winners of this challenge and a prize were: John Poston, Deshaun Valentine
Isaiah McClendon, Marcus Mathis, Rudy Thompson, Jonathan Popa and Jacob Gricar



The mailing and packaging results:

