

# Duct Tape

Lily Rockwell

# Background Info

- Vesta Stoudt came up with the idea when she was working in a factory packing ammunition boxes for WWII
  - Saw how time could be wasted while dealing with the seal of ammo containers
  - She also happened to be a mother of two Navy sailors
- Wrote to President Roosevelt proposing the idea of sealing the ammo boxes with a fabric tape
  - Got through to the War Production Board, who commissioned Johnson & Johnson to make it because they made the next closest thing: medical tape

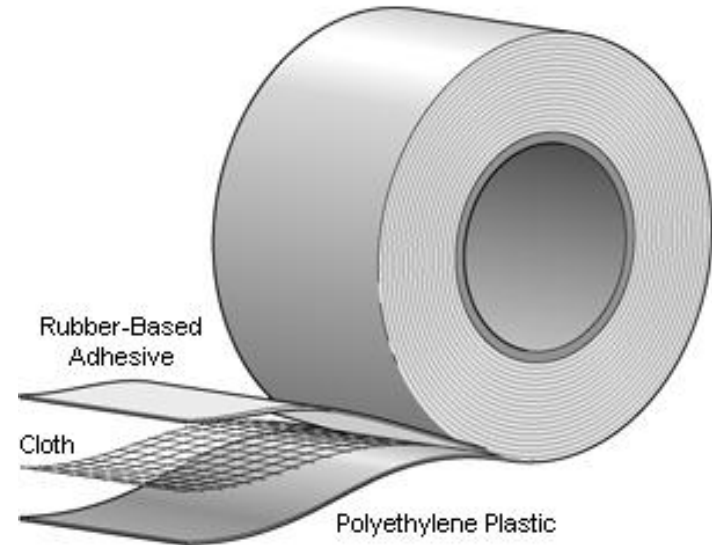
# The Problem

- Sealing the boxes with a waterproof seal proved difficult to do while still being easy to access the ammo
- Originally was intended as a quick and easy way to make things water tight so they wouldn't rust



# Solution

- Was able to cut by ripping, not with scissors
- Needed to be waterproof
- Developed a polyethylene coated cotton duck canvas with a rubber-based grey adhesive!
- And it worked really well!



# Outcome

- Post WWII the tape was sold to a consumer market and was commonly used to wrap air ducts
  - Hence, DUCT tape
- It was rebranded as duck tape as a play on the duck cloth that was originally used
- 3M had a \$300M duct tape division 30 years ago
- 3M sales spiked from 2003 to 2007, then again in 2011 and 2015
  - This was because of duct tape wallets

# Notable Uses

- Very popular on the ISS and in space
  - Apollo 17 taped on a replacement fender to a rover
- NASCAR workers use it to adjust body panels for prime aerodynamics
- Can be good for pranks

