

# Duct Tape



Meghan Coyle

# Why

Original called “Duck Tape”

Created for the military

Waterproof casing to keep moisture out of ammunition cases

Post War housing market booming, renamed “Duct Tape” to connect air conditioning ducts.



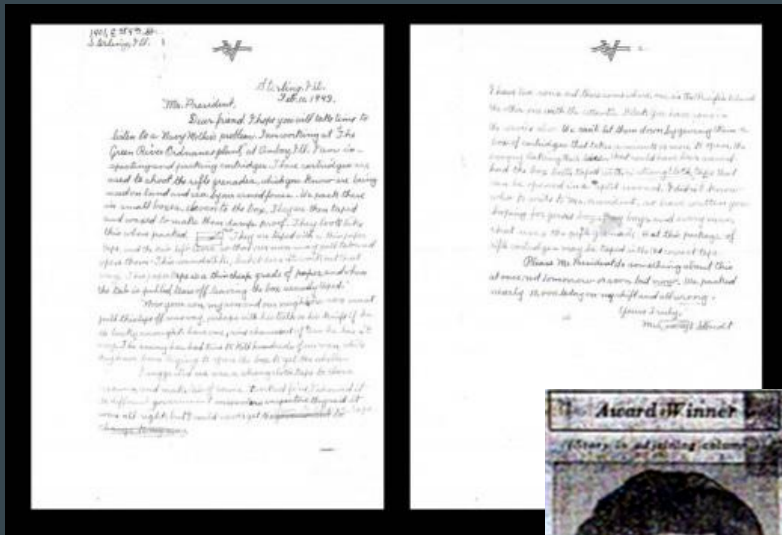
# When/ Who

1942: World War II

Johnson & Johnson Parmacel Division brought it to life

Vesta Stoudt had the original idea in 1940 and sent a letter to Roosevelt.

Wanted to create a waterproof tape instead of paper tape.



# Where

Originated in Illinois

Traveled to Europe, East Asia, and the Sea

Space

Apollo 17 in 1972, duct tape became the saviour of astronauts Gene Cernan and Jack Schmitt as they sped around on the lunar surface in their moonbuggy.

“The military called the waterproof, cloth-backed, green tape 100-mile-per-hour tape because they could use it to fix anything, from fenders on jeeps to boots.”

— Margaret Gurowitz, Chief Historian, Johnson & Johnson

# How?

Made of a thin stripe of duck fabric, with a plastic coat and a layer of rubber-based adhesive



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