



## Snap, Crackle, Pop

Back in 1957, while tinkering in a garage in Hawthorne, two entrepreneurial engineers, Al Fielding and Marc Chavannes, were attempting to create a plastic wallpaper with a paper backing. That idea didn't take off, but it gave birth to everyone's favorite cushioned packaging material, Bubble Wrap. The duo raised \$9,000 to fund a production line, and in 1960 they incorporated Sealed Air Corporation (NYSE: SEE).

Fifty years after its invention, the Bubble Wrap manufacturing process remains a closely guarded trade secret. Sealed Air of Elmwood Park has become a leading global manufacturer of a range of specialty packaging products that reach nearly 80 percent of the world's population. Business is popping with operations in 51 countries, 100-plus manufacturing facilities worldwide, more than 17,000 employees and 2007 revenue of \$4.65 billion.

Ubiquitous Bubble Wrap was featured in the 2004 "Humble Masterpieces" exhibit at the Museum of Modern Art in New York City—and it's reached cult status among those who take glee in hearing the crisp snap of the wrap's barrier layer. In fact, die-hard aficionados celebrated Bubble Wrap Appreciation Day earlier this year by engaging in their favorite pastime. (No, we are not kidding.) Pop to your heart's content at [www.sealedair.com/products/protective/bubble/funstuff/game/default.htm](http://www.sealedair.com/products/protective/bubble/funstuff/game/default.htm)



## Divine Inspiration

For years, Ted Resnick, CEO of Event Carpet, a division of Flemington Department Store in Flemington, has been putting down the red carpet for high-profile events like the MTV Video Music Awards and the TriBeCa Film Festival. But recently he landed the gig of a lifetime.

Last April, in preparation for the visit of Pope Benedict XVI, Resnick's Flemington facility delivered 20,000 square feet of papal-grade carpet that the pope subsequently walked upon during two of his U.S. appearances. Now Resnick is giving it away for the asking.

Thousands of the pope's fans from all over the country have requested their own six-inch-square swatch of the yellow-and-white rug—from His Holiness's April 19 tour of St. Joseph's Seminary in Yonkers and his April 20 Yankee Stadium mass.

Although this CEO could make a few bucks by selling the remnants on eBay, he chose to give them away. "Some things in life are more important than money," says Resnick, who happens to be Jewish.

Flemington Department Store has been family-owned and -operated for more than 50 years. Its spin-off, Event Carpet, was founded in 2002 and enjoys revenue of several millions of dollars annually, says Resnick. ([www.eventcarpet.net](http://www.eventcarpet.net))



## Get the Flock Out!

When David Marcks of Howell began chasing geese off local golf courses 20 years ago, he had no idea that his unique skills would one day turn into a multimillion-dollar operation with franchises in five states.

His secret? Border collies, which Canada geese perceive to be wolves or arctic foxes. Marcks handpicks the dogs—trained since birth to herd and not harm—to drive birds off the manicured lawns of residences, universities and corporate campuses. Since 1996, Geese Police Inc. has rid outdoor environments of the pesky (and messy) creatures using this "100 percent organic" technique.

Geese Police handlers are experts in the migration, nesting and breeding habits of geese, and they help educate the public to ensure successful community goose-control programs.

Notable clients include Novartis, Bristol-Myers Squibb, Fort Monmouth Military Base and New York's Central Park. Not bad for a business that began as a wild goose chase. ([www.geesepoliceinc.com](http://www.geesepoliceinc.com))