WRAP IT UP!

PACKAGING FROM POTS TO SOFTWARE

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4 February 2018
CONTAIN & TRANSPORT
Amphora quadrant = 39 liters
IKEA BUYS GM

Some assembly required
The Mythical Man Month, Fred Brooks
SOFTWARE PRODUCTS

Dependencies
Testing
Delivery
Updates
Documentation
Support
At B&M, we slow-bake our plump, rich kidney beans in old-fashioned brick ovens - the true New England way! Each pot is hand-stirred in thick, rich sauce for that great homemade taste. That's why B&M is New England's Finest since 1867!

HEATING DIRECTIONS

STOVETOP:
Place beans into saucepan. Stir occasionally over medium heat until hot.

MICROWAVE:
Place beans into microwave-safe container; cover. Heat on high 2 to 3 minutes. Stir and enjoy. Refrigerate unused portion.

Questions or Comments!
Copy Code From Lid and Send With Comments to: Consumer Relations, Box K, Bowdoin, NJ 07008 www.bmbeans.com

©2007 B&G FOODS INC. 43495-87

98% FAT FREE
HIGH IN FIBER

INGREDIENTS: BAKED RED KIDNEY BEANS WITH PORK IN SAUCE CONTAINING WATER, MOLASSES, SUGAR, SALT, HIGH FRUCTOSE CORN SYRUP, SPICE.
Sherley Amendment prohibits labeling medicines with false therapeutic claims in 1912 (US)
General store

1800s
A & P

Founded 1859

Self-service 1930s
Condensed milk - 1856
Paperboard carton - 1817

Corn Flakes - ~1906
Hills Brothers coffee - 1900
Beer bottles

Beer cans - 1935
AUTOMATE
SELF-DOCUMENT
THE PRESCRIPTIVE BUNDLE

Display ads
Classified ads
Crossword puzzles
Wire service news
Sports
Weather
Investigative journalism
Photos
Comics
Celebrity gossip
Bird cage lining
OPEN SOURCE PROJECTS TO INTEGRATED PLATFORMS
SOFTWARE’S PACKAGED TENSION

Open source enables *unbundling*

SaaS aggressively *bundles*
CREDITS

Amphora: Wikipedia, Ad Meskens

Barrel jump: http://www.mountainlifemedia.ca/2014/02/olympic-wish-list-bring-back-the-barrel-jump/

Hunter/gatherer: http://missinghumanmanual.com/?p=777

Floppy disks: George Chernilevsky, Wikipedia

Casks: http://www.drinkingcup.net/understanding-maturation-part-1-know-your-casks/

Appert canning jar: Jean-Paul Barbier/Wikipedia

Tin can: Sun Ladder/Wikipedia

Cat in peanuts: Mitsy McGoo https://www.flickr.com/photos/scmtngirl/92218305

Coke bottle:
https://medium.com/digital-packaging-experiences/the-anatomy-of-product-packaging-c746a7d6597d#.hqiwvnn3g

iPhone: iLounge

IKEA/GM: Motifake.com
Unit pricing: ABC
Open source vs. cloud - Illuminata
Brand Promise: http://www.watermelonsocial.com/brandpromise/
Model T: Wikimedia
Kegs: Micromatic