



Fab flat: Tupperware's latest revolutionary innovation, Go Flex!, is set to change the world of storage solutions.

# Plastic fantastic

*In a world where TVs are becoming flatter, cell phones thinner and smaller, it is not a surprise that houseware is following suit, with Tupperware making the world go flat*

By LYNETTE LEE  
CORPORAL

For a brief moment when Tupperware executive Dave Halversen pulled out the flat disc from the inside pocket of his coat, everyone thought he was holding a frisbee. Only 2 cm. thick, the bright red product had every guest from all over the world glued to their seats at what the group president for Latin America, Asia Pacific and BeautyControl had to announce.

"Ladies and gentlemen, let me introduce Go Flex!" he said with the flair of a magician as he whipped out the disc and proceeded to demonstrate the magical wonders of the new Tupperware product. Slowly, he expanded the disc to three different heights — the maximum of which is 7.5cm — by popping out each layer one by one. When expanded to its full capacity, it can hold up to 950 ml. of foodstuff without your fearing any leaks and spills.

Designed by the company's vice president for engineering and product development David Kusuma, Go Flex is Tupperware's latest innovation and is the world's first expandable storage solution. With the world getting more cramped and living areas getting smaller and smaller, the main problem of the consumer is how to organize the clutter in the home — pantry and refrigerator stuff included. While Tupperware has other stackable products that make life easier for the harassed homemaker, the introduction of Go Flex! is a revolutionary move on Tupperware's part to make stacking problems more manageable, occupying the least space possible.

Scheduled to be released in the Philippines in February, Go Flex! is expected to be a hit among the Filipinos who'll love its flexibility and convenience. How much food-loving Pinoys will love Go Flex!? Let us count the ways.

For one, the harried housewife will no longer worry about leaks in their kids' bags for Go Flex! is 100 percent

Turn to Page F-2

**C'mon down and join our biggest price guessing game event of the year!**  
**Over P2M worth of fabulous prizes at stake!**

## SHOP WISE

**You can win if the price is right**

**Week 2**  
January 28 - February 3, 2005

**Baby Talk Showcase**

**Week 3**  
February 4-10, 2005

**It's a Man's World Showcase**

**Grand Showcase**

**It's easy to Win!**

**Simply make the qualifying purchase and guess the actual retail price of the featured showcase. These prizes can be yours if the price is right!**

**Promo begins January 21 until March 3, 2005**

Website: [www.shopwise.com.ph](http://www.shopwise.com.ph)      Wiseline: 911-35-07      "NO MEMBERSHIP REQUIRED"

See posters and flyers for complete mechanics. Showcases are just representations. Brands, models, products or units may differ from the pictures.

**The good life you can afford.**

ALABANG - Zapote Wing, Festival Supermall, Alabang, Muntinlupa City • MAKATI - Pasang Tempo coc. Vito Cruz Ext., Makati City  
LIBIS - 150 E. Rodriguez Jr. Ave., Bagumbayan, O.C. • ARANETA - Gen. Aguinaldo, Gen. Ma Arthur Ave., Araneta Center, O.C.

Per DTI-NCR Permit No. 3943 Series of 2004

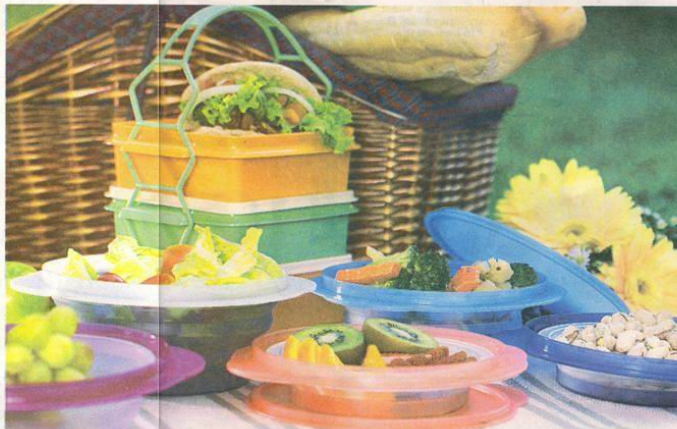
**PLASTIC FANTASTIC**

From Page F-1

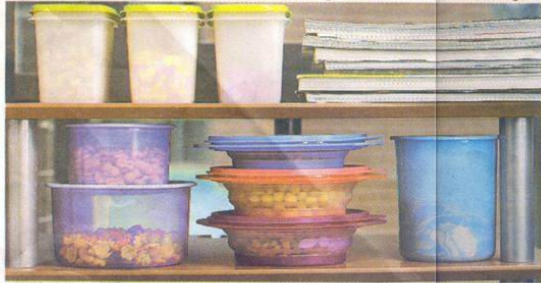
water-tight. The kids, likewise, will find it a breeze to open the container without fear of spilling that spaghetti sauce or catsup. Those whole-day field trips could make a young, active child hungry on the road and Go Flex! could be a great on-the-go companion. Just fill it with biscuits, chips, and other *merienda*. And when all those food are gone, kids can simply snap it back to its flat state and, voila, they can just slip it back into their bags, with lots more room to spare. And if boredom hits them, they can play a modified version of the frisbee.

Vegetarians who find it a hassle to look for vegetarian restaurants and who end up preparing their own food can use Go Flex! for their daily dose of fresh greens, pasta and other snacks. Go Flex! 100 percent air-tight sealing will keep those sandwiches from drying out and desserts with sauces like *leche flan* or *canonigo* from leaking.

Then, there are those potlucks and reunion-cum-picnics that Pinoyos love to have. When it's all over and done and there are still lots of leftover around, they'd take a sample of the others' food and bring it home. Enter Go Flex! One just has to expand or reduce the container to its desired size



Stretch it to the limits: Stretch your imagination and find out how best to use Go Flex! in a variety of ways. Its air- and water-tight features make it ideal to bring along on picnics and other outside activities.



Stack 'em up: When fully expanded, Go Flex! containers can hold as much as 950 ml of foodstuff.

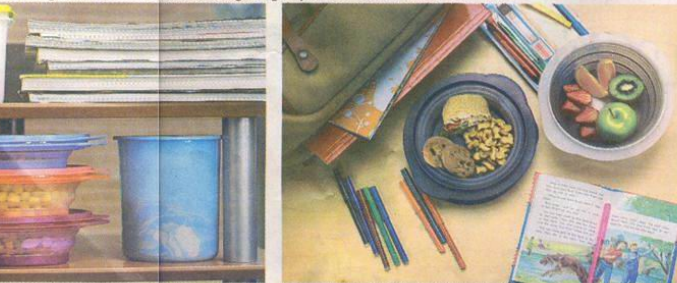
according to the amount of food left. "Filipinos like to share food and Go Flex! is the perfect container to store these *pabaon* in. With this revolutionary product, we expect it to drive sales in the Philippines for the first six months," says Maribel Sindico, Tupperware Philippines' marketing and promotions director.

At home, Go Flex! can be stacked in refrigerators, freezers and pantries. Thanks to its foldaway design, these containers can be placed sideways and slipped into the narrowest of spaces. Its attractive colors — blueberry mist, vineyard, hot pepper and pacific — are pleasing to the eyes and could easily stimulate the appetite.

Inspired by the takeout box of Chinese restaurants, Go Flex! took two and a half years to finalize from conceptualization to final output. Kusuma and his team of designers brainstormed and experimented with several shapes from rectangular to square until they came up with the sphere. They looked closely at paperbag folds and developed cardboard models to see if they could translate it to plastic products. Alas, Kusuma said it wasn't an easy job. "We wanted something simple but smart. Technology is better that way," said Kusuma, who regularly consulted with the Tupperware's Belgian design team.

When they finally came up with the right shape, they tested its usability and durability by washing it fully expanded and flat a number of times. They also had a machine expand the model thousands of times to see if the spaces and angles in between the hinges would give way. According to their prediction, determined by a flurry of computation and mind-boggling formulas only engineers could understand, they see Go Flex! lasting the "closing and expanding" action hundreds of thousands of times.

Halvorsen adds that kids will especially



Look Ma, no spills: Kids, active as they are, can easily bring Go Flex! containing their favorite treats with no fear of spills and leaks.



Ultimate space-saver: Tupperware's new product's foldaway design makes it an ideal container that can be tucked in the narrowest of spaces.

have fun with Go Flex! because of its flexibility and tactile features. In other words, the young ones — as well as the young once who are loyal Tupperware clients — will have fun with this new product. Since Tupperware is known for its Tupperware parties, the company's executives are now anticipating more interesting and fun parties ahead with Go Flex! now in the picture. If the grand launch of Go Flex! at Singapore recently were any indication, future Tupperware parties with Go Flex! as the main feature will be a source of endless fun and creativity for clients. At the launch, for instance, not a few people were playing catch with Go Flex!, as well as using a fully expanded container as a hat and waving them *ala Chorus Line* dancers. One media representative from the Philippines even turned a pair of Go Flex! key chains into earrings. Very funky, that one.

According to Tupperware Phils. president Jose de Jesus Buenrostro, Filipinos will welcome this new product with much interest. "Filipinos love innovation especially on practical products. They are not afraid of new things and are flexible themselves when it comes to new products," he said.

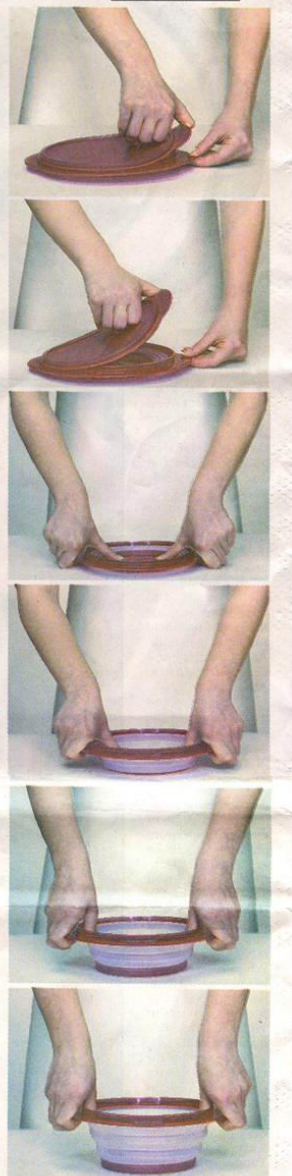
Though the product is dishwasher safe, it's



Designing mind: Go Flex! mastermind David Kusuma took two and half years perfecting his design, which was inspired by the takeout box used in Chinese restaurants.

not microwavable. Like all other Tupperware products, it offers a lifetime guarantee. Its open and close capacity, says Buenrostro, should be anywhere from 30 to 50 years. For an initial price offering of P499 each, hey, it's not a bad deal.

Certainly, Tupperware has come a long way from when founder Earl Tupper made the first Tupperware tumbler made from polyethylene slab after WWII. From various lines of plasticware, Tupperware has now become a \$1.2 billion multinational direct-



Ready, set...Go Flex!: Go Flex! is easy to use. One only has to lift the lid then slowly push the hinges one after the other to expand the container and reach the desired height.

selling company present in more than 100 countries. It has also expanded into making stainless steel products such as knives and cookware. With go Flex!'s entry, it is seen that the rest of the world will sit up and take notice. In a world where TVs are becoming flatter, cell phones are becoming thinner and smaller, it is not a surprise that houseware would follow suit. And Tupperware seems to be leading the race. Well, if love (or is it money?) makes the world go round, Tupperware makes the world go flat.