**BUBBLE AND FOAM 101 by Jim Miller Jr**

**The Case For Bubble Wrap**

Bubble wrap offers the ultimate cushioning for fragile items. Because the bubbles of air suspend the product in the box, [bubble wrap](http://shop.packagingquote.com/shop/C2125.aspx) absorbs shock and protects items from damage.

Bubble wrap comes in a variety of bubble sizes; there are even heavy duty rolls that can be used for machine parts and motors, and its durability makes it ideal for lengthy shipping in extreme conditions.

Other types of bubble wrap include perforated and non-perforated rolls, large sized rolls for UPS, and bubble pouches and There are also bubble wraps for special applications including pink anti-static rolls for use with electronic components and adhesive bubble wrap that sticks to the product without leaving glue behind.

**When Foam Packaging Works Best**

[Polystyrene foam](http://shop.packagingquote.com/shop/C2220.aspx) is also an excellent cushion for fragile items. Instead of large, popable bubbles, foam sheets are filled with thousands of tiny air cells that cushion a product without the added bulk. Because foam is thinner, it allows you to wrap products and stack them, allowing you to fit more items in a box while still protecting individual items from being damaged. Foam also provides added thermal insulation to protect items that are temperature sensitive, like electronics.

Pre-cut foam sheets are ideal for stacking items that need to be packed together such as dishes. Using foam sheets saves packaging time by allowing you to stack items quickly with sheets between them rather than individually wrapping each item.

Foam corners and [edge protectors](http://shop.packagingquote.com/shop/C2090.aspx) are used to protect large items from shifting within the box itself and provide excellent shock absorption. Foam edges also provide a buffer between the product and the box in case a carton gets cut or damaged in shipping.

