

Twisted Caps - Twisted Mail

This exhibit tells a story of the problems caused by a Snapple promotion and the lengths that people go to when they believe they are getting something for nothing.

It seems that the Snapple Drink Company ran a promotion from early October 2000 until early January 2001. The drink caps had a prize notification inside that, when mailed in, the sender would receive various prizes ranging from free drinks to merchandise. One of the better prizes was a portable CD case.

However, the mailed cap created havoc with the canceling machines and caused a plethora of neat auxiliary markings.

The plan of the exhibit shows

- Some of the sender's problems
- The USPS response
- Different USPS services used to get the caps delivered



Here is a bottle cap showing the consumer that there is a prize that could be won.

This is an example of one of the winning entries.

Did the instructions inside the bottle label really tell them to send the whole cap?



Someone in the Postal Service might have written a letter to the Snapple CEO, something like this:

UNITED STATES POSTAL SERVICE
WASHINGTON, DC

Dear Sir:

"What were you thinking? The next time you run a promotion, please rethink the idea of sending in a 1/4 inch thick bottle cap. Not only does it cause problems with the canceling equipment, it costs more than 33¢ to properly mail the cap. This may have caused some of your customers to be somewhat careless..."



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0471774
RETURN TO SENDER
ODD-SHAPED ITEMS NOT MAILABLE
IN LETTER-SIZE ENVELOPES
(DMM 0021.7.1)



Twisted Cap Tricks
PO Box 7958
Maple Grove MN 55569-7958

Hand STAMP

This enterprising person realized that the cap created an ungainly bulge in the envelope and placed the cap inside a Chiclets® box. Then the whole thing went into the mail.

One of many covers that went through with some version quoting the Domestic Mail Manual on sending odd-shaped items.