

Title (en)
Letter for advertising purposes.

Title (de)
Brief für Werbezwecke.

Title (fr)
Lettre à fins publicitaires.

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Application
EP 84115299 A 19841212

Priority

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Abstract (en)
[origin: EP0145021A2] 1. A letter for advertising purposes with the features : 1.0 it is formed by a continuous rectangular support sheet (20) with two longitudinal edges (24, 25) and two transverse edges (26, 27) ; 1.1 the support sheet (20) is divided by means of two transversely extending fold lines (28, 29) (transverse fold lines) and by means of two longitudinally extending fold lines (31, 32) (longitudinal fold lines) into a number of areas to form three rows and three columns, which are folded together along the fold lines (28, 29, 31, 32) to form a package (45), at least two mutually adjacent areas having the format of a cash payment form for a bank remittance (bank payment form) and at least two other mutually adjacent areas together having the format of a cash payment form for a postal giro remittance (postal giro form) ; 1.2 part of the areas are separable from one another by longitudinally extending perforations (longitudinal perforations) and/or by transversely extending perforations (transverse perforations) ; characterized by the following features : 2.0 the support sheet (20) has a length of three times the format height of the bank payment form (A2, A3) and postal giro form (A6, A9) and a width which is greater by the width of three tearoff edge strips (21...23) than the sum of the format width of a bank payment form and a postal giro form ; 3.0 the two transverse fold lines (28, 29) are at the same distance - from one another and from the two transverse edges (26, 27) of the support sheet (20) - which is equal to the format height of a bank payment form (A2 ; A3) or a postal giro form (A6, A9) ; 4.0 of the two longitudinal fold lines (31, 32) 4.1 the first longitudinal fold line (31) is at a distance - from the first longitudinal edge (24) adjacent thereto of the support sheet (20) - which is greater by the sum of the width of the first and the second tear-off edge strips (21, 22) than the format width of a bank payment form (A3), and 4.2 the second longitudinal fold line (32) is at a distance - from the first longitudinal edge (24) - which is greater by the sum of the width of the first, second and third tear-off edge strips (21, 22, 23) than the sum of the format width of a bank payment form (A3) and the main part (A6) of a postal giro (A6, A9), 5.0 the support sheet (20) has three longitudinal perforations (33, 34, 35) and two transverse perforations (36, 37), which are orientated parallel to one another and to the longitudinal edges (24, 25) or the transverse edges (26, 27) respectively of the support sheet (20), by means of which in the respective areas the tear-off edge strip (21, 23) present there is separable from the remaining part of the said area, the said parts together forming the usable surface of the letter as surface portions (A1...A9), and/or by means of which the areas or surface portions (A1...A9) are separable from one another, 5.1 of which the first longitudinal perforation (33) is at a distance - from the first longitudinal edge (24) - which is equal to the width (r) of the first tear-off edge strip (21), 5.2 of which the second longitudinal perforation (34) is at a distance - from the first longitudinal edge (24) - which is equal to the sum of the width (r) of the first tear-off edge strip (33) and the format width of a bank payment form (A3), 5.3 of which the third longitudinal perforation (35) is at a distance - from the first longitudinal edge (24) - which is equal to the sum of the width (3 x r) of the first, second and third tear-off edge strips (21, 22, 23) and the format width of a bank payment form (A3), 5.4 of which the first transverse perforation (36) is arranged in the longitudinal direction at the level of the first transverse fold line (28) and extends in the transverse direction from the first longitudinal edge (24) as far as the first longitudinal fold line (31), 5.5 of which the second transverse perforation (37) is arranged in the longitudinal direction at the level of the second transverse fold line (29) and extends in the transverse direction from the first longitudinal edge (24) as far as the second longitudinal edge (25), 6.0 the surface portions (A7, A8, A9) of the third column are folded forward over the second longitudinal fold line (32) onto the top of the surface portions (A4, A5, A6) of the second column, 7.0 the areas of the second column with their surface portions (A4, A5, A6) are together with the surface portions (A7, A8, A9) - lying thereon - of the third column folded forward over the first longitudinal fold line (31) onto the top of the areas of the first column with their surface portions (A1, A2, A3), 8.0 a first and a second coating (41, 42) of adhesive are where required applied in the vicinity of the second row of the surface portions (A2, A5, A8), 8.1 namely to the surface of the part of the first tear-off edge strip (21) adjacent the surface portion (A2) of the first column and to the upwardly directed underside of the part of the third tear-off edge strip (23) adjacent the surface portion (A5) of the second column, 8.2 of which both coating (41, 42) of adhesive extend in the longitudinal direction from the first transverse fold line (28) to the second transverse fold line (29) in each case, 8.3 of which the first coating (41) of adhesive extends in the transverse direction from the first longitudinal edge (21) to the middle by an amount (u) which is less than the distance of the first longitudinal perforation (33) from the longitudinal edge (21), and 8.4 of which the second coating (42) of adhesive extends in the transverse direction from the first longitudinal fold line (31) to the middle by an amount (u) which is less than the distance of the third longitudinal perforation (35) from the first longitudinal fold line (31), 9.0 the three superposed surface portions (A3, A6, A9) of the third row are folded together forward over the second transverse fold line (29) onto the superposed surface portion (A2, A5, A8) of the second row and are glued thereto, 10.0 a third and a fourth coating (43, 44) of adhesive are applied in the vicinity of the first row of the surface portions (A1, A4, A7), namely, 10.1 to the top of the part of the first tear-off edge strip (21) adjacent the surface portion (A1) of the first column and to the upwardly directed underside of the part of the third tear-off edge strip (23) adjacent the surface portion (A7) of the second column, 10.2 which both extend in the longitudinal direction from the first transverse edge (26) to the first transverse fold line (28) 10.3 of which the third coating (43) of adhesive extends in the transverse direction from the first longitudinal edge (21) to the middle by an amount (u) which is less than the distance of the first longitudinal perforation (33) from the first longitudinal edge (23), and 10.4 of which the fourth coating (44) of adhesive extends in the transverse direction from the first longitudinal fold line (31) to the middle by an amount (u) which is less than the distance of the third longitudinal perforation (35) from the first longitudinal fold line (31), and 11.0 the six superposed surface portions (A2, A5, A8, A3, A6, A9) of the second and third row are folded together forward over first transverse fold line (28) onto the superposed three surface portions (A1, A4, A7) of the first rows and are glued thereto.

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