

Title (en)
METHOD OF PACKAGING GROUPS OF PRODUCTS

Title (de)
VERFAHREN ZUM VERPACKEN VON GEGENSTANDSGRUPPEN

Title (fr)
PROCEDE D'EMBALLAGE DE GROUPES DE PRODUITS

Publication
EP 1127014 A1 20010829 (EN)

Application
EP 99956384 A 19991103

Priority
• RU 9900412 W 19991103
• RU 98119809 A 19981105

Abstract (en)
[origin: WO0027724A1] The invention relates to packing of homogeneous products which are supplied to retail trade as a uniform common packing of some number of such products, which are not sold separately. A surface of common packing which incorporates some number of the homogeneous products, besides symbols identifying the given goods, bears also images in the form of texts and/or pictures which do not concern the goods or their consumer properties. It is made to improve attractiveness of such goods and to increase consumer demand. The images on packings of the goods are not identical, and the degree of their inequality should minimize the probability of purchase by one consumer of packs of the goods with identical images. Such images should cause consumer's positive emotions and should be attractive to him (her) by the semantic contents. The separate products placed in common packing, may be additionally covered with individual envelopes bearing images which are not identical and do not coincide with the images on the common packing.

IPC 1-7
B65D 65/22

IPC 8 full level
B65D 65/22 (2006.01); **B65D 71/00** (2006.01)

CPC (source: EP)
B65D 65/22 (2013.01); **B65D 71/00** (2013.01); **B65D 2203/00** (2013.01)

Citation (search report)
See references of WO 0027724A1

Designated contracting state (EPC)
DE ES FR GB IT

DOCDB simple family (publication)
WO 0027724 A1 20000518; AU 1300800 A 20000529; CA 2348425 A1 20000518; EA 200100507 A1 20011022; EP 1127014 A1 20010829

DOCDB simple family (application)
RU 9900412 W 19991103; AU 1300800 A 19991103; CA 2348425 A 19991103; EA 200100507 A 19991103; EP 99956384 A 19991103