

Title (en)
METHOD OF PACKAGING GROUPS OF PRODUCTS

Title (de)
VERFAHREN ZUM VERPACKEN VON GEGENSTANDSGRUPPEN

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

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Application
EP 99956384 A 19991103

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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.

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