

Title (en)

Flexible label, roll and stack

Title (de)

Biegsames Etikett, biegsame Rolle und biegsamer Stapel

Title (fr)

Etiquette flexible, rouleau et empilement

Publication

EP 1176575 A1 20020130 (EN)

Application

EP 01123994 A 19971010

Priority

- EP 97912774 A 19971010
- US 3932897 P 19970317

Abstract (en)

This invention relates to the application of premiums positioned on consumer packaging to provide value to the advertising label stock. The premiums (36) preferably are integral with the labeling material (34) such that the label (34) has an essentially uniform thickness that does not create a problem for automated application of the label stock to the consumer product. <IMAGE> <IMAGE>

IPC 1-7

G09F 3/02; A63F 3/06

IPC 8 full level

G09F 3/02 (2006.01); **G09F 3/10** (2006.01)

CPC (source: EP)

G09F 3/0288 (2013.01); **G09F 3/10** (2013.01)

Citation (search report)

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- [X] GB 2188283 A 19870930 - ADVERTISING AND MARKETING ASSO
- [X] US 5000486 A 19910319 - RUA JR LOUIS [US], et al
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Designated contracting state (EPC)

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