

Title (en)

PRIZE HOLDING CONTAINER CLOSURE AND METHOD OF CONCEALMENT

Title (de)

PRÄMIEN-BEINHALTENDER BEHÄLTERVERSCHLUSS UND VERDECKUNGSVERFAHREN

Title (fr)

BOUCHON DE RECIPIENT CONTENANT UN LOT ET PROCEDE DE MASQUAGE

Publication

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Application

EP 00936297 A 20000525

Priority

- US 0014424 W 20000525
- US 32252299 A 19990528

Abstract (en)

[origin: WO0073167A1] A promotional article including a package (10) for holding a beverage or like liquid product includes a container (12) and an associated promotional closure (20) applied to a neck portion (14) of the container (12). The promotional closure (20) includes a promotion element positioned generally at the interior thereof, such as in the form of a promotional compartment (30) containing a gaming element, prize, or the like. In order to preclude visual inspection of the interior of the closure (22) prior to purchase of the product and removal of the closure, the present article includes an arrangement (34) concealing the interior of the closure (22). The concealment arrangement (34) is preferably provided in the form of surface texturing on the exterior of the container (12), in the region of the head space (H/S) of the container between the liquid product and the container neck portion. Surface texturing may be provided in the form of a matte finish, a frosted finish, or a like surface texture which renders the container (12) sufficiently opaque so as to conceal the interior of the associated closure (22).

IPC 1-7

B65D 51/28; **B65D 23/08**

IPC 8 full level

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