

Title (en)

SALES UNIT COMPRISING A BASE ELEMENT AND A DECORATIVE ELEMENT

Title (de)

VERKAUFSEINHEIT AUS GRUNDELEMENT UND DEKORATIONSELEMENT

Title (fr)

UNITE DE VENTE CONSTITUEE D'UN ELEMENT DE BASE ET D'UN ELEMENT DECORATIF

Publication

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Application

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Abstract (en)

[origin: WO03008296A1] The invention relates to a sales unit for a non-food household article which is provided in the form a manipulable and useable object (3), embodied as a toy. Said object is formed by a base element (1), which is for sale, comprising a covering surface (4) and a closing lid (6), and a decorative element (2) which gives the whole object (3) a toy-like appearance. The aim of the invention is to provide a sales unit which allows the base element to be sufficiently recognized while making the product displayed on the sales shelf appealing to the consumer. To achieve this, the decorative element (2) only partially surrounds the covering surface (4) of the base element (1) along a section of the covering periphery. This means that the base element (1) forms an essentially visible part of the whole object (3).

IPC 8 full level

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