

Title (en)

Packaging comprising a rub-off area

Title (de)

Verpackung mit einer abreibbaren Fläche

Title (fr)

Emballage comprenant une superficie pouvant être enlevé par frottement

Publication

EP 1557285 A1 20050727 (EN)

Application

EP 04447018 A 20040126

Priority

EP 04447018 A 20040126

Abstract (en)

The present invention relates to a multilayer comprising a substrate layer (1), a rub-off layer (4) and a patterned adhesion/release promotion layer (2,3), characterised in that said adhesion/release promotion layer (2,3) regulates the adhesion between the rub-off layer (4) and the substrate layer (1) in order to reveal a hidden promotional message after the part of patterned rub-off layer with low adhesion has been rubbed off. <IMAGE>

IPC 1-7

B42D 15/02; **A63F 3/06**

IPC 8 full level

B42D 15/02 (2006.01); **A63F 3/06** (2006.01); **A63F 9/00** (2006.01)

CPC (source: EP)

B42D 15/025 (2013.01); **A63F 3/0665** (2013.01); **A63F 2009/0012** (2013.01)

Citation (search report)

- [XY] WO 9858797 A1 19981230 - DITTLER BROTHERS INC [US]
- [XY] WO 0009344 A1 20000224 - DITTLER BROTHERS INC [US]
- [XY] WO 03066344 A1 20030814 - OPTAGLIO LTD [GB], et al
- [XY] US 4299637 A 19811110 - OBERDECK MARTIN K, et al
- [Y] US 4846504 A 19890711 - MACGREGOR JOHN [US], et al
- [AD] GB 2185215 A 19870715 - NORTON & WRIGHT LIMITED
- [AD] WO 0031713 A2 20000602 - COCA COLA CO [US], et al
- [A] US 4724166 A 19880209 - DEBRUIN FRANK G [US]

Cited by

EP1884369A1

Designated contracting state (EPC)

AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HU IE IT LI LU MC NL PT RO SE SI SK TR

DOCDB simple family (publication)

EP 1557285 A1 20050727; WO 2005070695 A1 20050804

DOCDB simple family (application)

EP 04447018 A 20040126; BE 2004000129 W 20040914