

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

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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

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CPC (source: EP)

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Citation (search report)

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