

Title (en)
Layer-like advertising medium

Title (de)
Lagenartiger werbeträger

Title (fr)
Support publicitaire en forme de couches

Publication
EP 2634763 A2 20130904 (DE)

Application
EP 13000995 A 20130227

Priority
• DE 102012004126 A 20120301
• DE 202012002257 U 20120301

Abstract (en)
The advertising medium (11) is attached to the rear portion of packaging (V). The advertising medium has advertising areas (15) that are releasably secured via predetermined separation points (16,17). The advertising areas are connected over separation points. An independent claim is included for packaging box.

Abstract (de)
Der lagenartige Werbeträger (11) dient zur rückwärtigen Befestigung an einer Verpackung (V) und weist mehrere von einem äußeren Rahmen (14) umgebene, über mindestens eine Solltrennstelle (16) lösbar befestigten Werbebereich (15) auf. Eine Verpackung (V) weist mindestens einen daran angeordneten Werbeträger (11) auf.

IPC 8 full level
G09F 3/10 (2006.01); **G09F 3/00** (2006.01); **G09F 3/02** (2006.01)

CPC (source: EP)
G09F 3/0288 (2013.01); **G09F 3/10** (2013.01); **G09F 2003/0272** (2013.01)

Cited by
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Designated contracting state (EPC)
AL AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HR HU IE IS IT LI LT LU LV MC MK MT NL NO PL PT RO RS SE SI SK SM TR

Designated extension state (EPC)
BA ME

DOCDB simple family (publication)
EP 2634763 A2 20130904; EP 2634763 A3 20140226

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