

Title (en)
VARIABLE PRINTING OF THERMOCHROMIC CODES

Title (de)
VARIABLES DRUCKEN VON THERMOCHROMEN CODES

Title (fr)
IMPRESSION VARIABLE DE CODES THERMOCHROMIQUES

Publication
EP 2748806 A1 20140702 (EN)

Application
EP 12756292 A 20120822

Priority
• US 201161526211 P 20110822
• US 2012051941 W 20120822

Abstract (en)
[origin: WO2013028804A1] Promotional codes (204) are printed using thermochromic inks in a manner that conceals the codes (204) until a beverage or other article is cooled sufficiently to reveal the codes.

IPC 8 full level
G09F 3/02 (2006.01); **B41M 3/00** (2006.01); **G01K 11/12** (2006.01)

CPC (source: EP)
B41M 3/005 (2013.01); **G01K 11/12** (2013.01); **G09F 3/0291** (2013.01); **G09F 3/0294** (2013.01); **G09F 2003/0211** (2013.01); **G09F 2003/0213** (2013.01)

Citation (search report)
See references of WO 2013028804A1

Designated contracting state (EPC)
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