

Title (en)
PRODUCT OR PRODUCT PACKAGING WITH STRUCTURAL ELEMENT

Title (de)
PRODUKT ODER PRODUKTVERPACKUNG MIT STRUKTURELEMENT

Title (fr)
PRODUIT OU EMBALLAGE DE PRODUIT AVEC ÉLÉMENT STRUCTURAL

Publication
EP 3651997 A1 20200520 (DE)

Application
EP 18739727 A 20180706

Priority
• DE 102017006507 A 20170710
• EP 2018000346 W 20180706

Abstract (en)
[origin: WO2019011465A1] Product or product packaging with a structural element (100), which gives an object a three-dimensional appearance, wherein the structural element (100) comprises: - a reflection image structure (120) of the object, which comprises a relief structure with relief elements (121, 122) in a surface of the product or of the product packaging and a reflective layer (130), wherein the reflection image structure (120) makes the object appear three-dimensional against the surface to the viewer; and - a printed-on, multicoloured colour image (140) of the object, which is arranged in relation to the reflection image structure in such a way that the object appears multicoloured and three-dimensional to the viewer; wherein the colour image (140) and/or the reflective layer (120) are semitransparent.

IPC 8 full level
B42D 25/324 (2014.01); **B42D 25/378** (2014.01)

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B42D 25/425 (2014.10 - EP); **B44F 1/02** (2013.01 - EP RU); **B44F 7/00** (2013.01 - EP)

Citation (search report)
See references of WO 2019011465A1

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