



**EP 1 861 324 B1**

(12)

## EUROPEAN PATENT SPECIFICATION

(45) Date of publication and mention  
of the grant of the patent:  
**15.07.2009 Bulletin 2009/29**

(21) Application number: **06727563.6**

(22) Date of filing: **14.03.2006**

(51) Int Cl.:  
**B65D 85/10 (2006.01)**      **B65D 77/00 (2006.01)**

(86) International application number:  
**PCT/IB2006/001111**

(87) International publication number:  
**WO 2006/097850 (21.09.2006 Gazette 2006/38)**

### (54) WRAPPED CONTAINER WITH LABEL

UMHÜLLTER BEHÄLTER MIT ETIKETT

CONTENEUR ENVELOPPÉ AVEC UNE ETIQUETTE

(84) Designated Contracting States:  
**AT BE BG CH CY CZ DE DK EE ES FI FR GB GR  
HU IE IS IT LI LT LU LV MC NL PL PT RO SE SI  
SK TR**

(30) Priority: **14.03.2005 EP 05251520**

(43) Date of publication of application:  
**05.12.2007 Bulletin 2007/49**

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**Description**

**[0001]** The present invention relates to a wrapped container having a label and, in particular, to an overwrapped container of smoking articles, such as a pack of cigarettes, having a tax stamp.

**[0002]** In many countries packs of cigarettes and other containers of smoking articles must be labeled with a tax stamp to indicate that the required duty has been paid. Furthermore, the tax stamp must typically be applied in such a way that it is necessarily destroyed when the container of smoking articles is opened by a consumer. To meet this latter requirement, tax stamps on conventional hinge-lid packs of cigarettes are commonly affixed over the oblique lid line on one of the side faces of the pack so that the tax stamp is torn when the consumer pivots the lid backwards to gain access to the cigarettes held within the pack.

**[0003]** Analogous positioning of the tax stamp on other types of container can, however, be disadvantageous. For example, on packs of cigarettes such as those described in WO-A-2004/089785, which are opened by sliding a lid part of the pack linearly relative to a box part thereof, affixing the tax stamp over the lid (interface or mating) line can result in a consumer being required to exert an unacceptably large tensile force in order to break the tax stamp and open the pack. In addition, the surfaces of containers of smoking articles frequently carry graphics, brand logos and other consumer information which, depending on the shape and structure of the container, may be obscured by a tax stamp affixed so as to "seal" the container. It would, therefore, be desirable to be able to apply a tax stamp to any part of the surface of a hinge-lid pack of cigarettes or other container of smoking articles in such a way that the contents of the pack or container cannot be accessed by a consumer without destroying the integrity of the tax stamp.

**[0004]** DE-A-100 61 600 discloses a cigarette pack having an outer wrapper made of film which has a tear-open strip. A separate blank is positioned, as a printing carrier or coupon, between the outer wrapper and the pack, in the region of a wide side of the pack. The separate blank is connected to the inside of the upper part of the outer wrapper and is also easily releasably connected to the lower part of the wide side of the pack. When the outer wrapper is opened, the connection between the separate blank and the upper part of the outer wrapper causes the blank to be drawn out of position along with the upper part of the outer wrapper without being destroyed or otherwise impaired.

**[0005]** According to the present invention there is provided a wrapped container having a label attached to the container and to the wrapper, wherein a first portion of the label is affixed to the container and less strongly affixed or not affixed to the wrapper and a second portion of the label is affixed to the wrapper and less strongly affixed or not affixed to the container, whereby the second portion of the label is at least partially separated from the

first portion of the label upon removal of the wrapper.

**[0006]** Preferably, the first portion of the label is affixed only to the container. Preferably, the second portion of the label is affixed only to the wrapper.

**[0007]** Preferably, the label has a line of weakness between the first portion and the second portion, whereby the second portion of the label is at least partially separated from the first portion of the label along the line of weakness upon removal of the wrapper. Through the provision of a line of weakness in the label, the second portion of the label is advantageously at least partially separated from the first portion of the label along a pre-defined path upon removal of the wrapper. As well as providing a neater more uniform appearance to the unwrapped container, the provision of such a pre-defined weakened path facilitates separation of the second portion of the label from the first portion thereof, thereby ensuring that the label is necessarily destroyed upon removal of the wrapper, and hence opening of the container, without any undue effort on behalf of the consumer. Preferably, the second portion of the label is completely separated from the first portion of the label upon removal of the wrapper.

**[0008]** The first portion of the label is affixed to the outer surface of the container in any suitable manner, for example with a suitable adhesive such as a polyvinyl acetate (PVA) adhesive. The second portion of the label is affixed to the inner surface of the wrapper in any suitable manner, for example with an adhesive such as a hot melt adhesive.

**[0009]** The position of the label on the container and the location at which the first portion of the label is affixed to the container are advantageously selected to accommodate graphics, brand logos and other consumer information on the container and to allow for the relative sizes and shapes of the container and the label.

**[0010]** The label may be made from any suitable material or combination of materials including, for example, paper, metallised paper, metal foil and/or plastic. Preferably, the label is made from paper. The label may be any desired shape, for example, rectangular, triangular circular etc. Typically, the label is printed. While the label may carry any suitable information, preferably the label is a tax stamp.

**[0011]** Where the label comprises a line of weakness, the line of weakness may be formed by stamping, scoring, perforating, embossing or otherwise compressing, cutting and/or weakening the label. The line of weakness may be any suitable desired shape including, for example, straight, wave-like, curved, triangular, rectangular or circular.

**[0012]** The wrapper may be formed from any suitable material or combination of materials including, for example, paper, metallised paper, metal foil and/or plastic.

**[0013]** Preferably, the wrapper is a film, more preferably a plastic film, in particular a film based on one or more polyolefins. Advantageously, the wrapper is a transparent plastic film, preferably a transparent polyethylene or polypropylene

film. Most preferably, the wrapper is a transparent, heat shrinkable, polypropylene film.

**[0013]** The container may be formed from any suitable material or combination of materials including, for example, paper, cardboard, metal and/or plastic. Preferably, the container is a container of smoking articles. Where the container is a container of smoking articles it may be an individual hard or soft pack comprising a plurality of smoking articles such as, for example, cigarettes, cigarrillos, cigars and/or tobacco portions, or a display carton comprising a plurality of individual packs of smoking articles. Preferably, the container is a pack of cigarettes.

**[0014]** According to the invention there is also provided a method of packaging smoking articles in a wrapped container having a tax stamp attached to the container and to the wrapper, the method comprising: affixing a first portion of a tax stamp to a container of smoking articles; wrapping the container of smoking articles and the tax stamp in a film wrapper so that a second portion of the tax stamp is affixed to the film wrapper, whereby the second portion of the tax stamp is at least partially separated from the first portion of the tax stamp upon removal of the film wrapper.

**[0015]** As will become further apparent from the following description, existing machinery for applying tax stamps to packs of cigarettes may be readily modified in order to produce containers of smoking articles according to the present invention.

**[0016]** The invention is further described, by way of example only, with reference to the accompanying drawing, which shows a rear perspective view of a closed pack of cigarettes according to the invention.

**[0017]** The pack of cigarettes 2 shown in Figure 1 generally comprises a lower box portion 4 and an upper lid portion 6. In the closed position, the lower box portion 4 and the upper lid portion 6 mate along an interface line 8 (shown by a bold line in Figure 1). A generally rectangular label 12 is provided on the rear wall of the upper lid portion 6 above the interface line 8. The label 10 comprises a lower portion 12 and an upper portion 14, separated from one another by a V-shaped line of spaced apart cuts 16 extending downwardly from the upper edge of the tax stamp 10. The pack of cigarettes 2 and the label 10 are enveloped by a transparent over wrapper of polypropylene film (not shown).

**[0018]** The underside of the lower portion 12 of the label 10 is adhered to the rear wall of the lid portion 6 of the pack 2 by a line of polyvinyl acetate (PVA) adhesive 18 proximate and parallel to the lower edge of the label 10. The upper side of the upper portion 14 of the label 10 is adhered to the transparent film over wrapper (not shown) by a central spot of hot melt adhesive 20.

**[0019]** During production, the lower portion 12 of the label 10 is adhered to the rear wall of the lid portion 6 of the pack 2 by the line of polyvinyl acetate (PVA) adhesive 18 in a conventional manner. The spot of hot melt adhesive 20 is then applied to the upper side of the second portion 14 of the label 10 immediately before the pack 2

and label 10 are over wrapped in the transparent heat shrinkable polypropylene film using known apparatus. As the pack 2 and label 10 are over wrapped in the film, the upper side of the upper portion 14 of the label 10 is adhered to the underside of the film over wrapper by the hot melt adhesive 20. The overwrapped pack 2 and label 10 are then transported downstream to a shrink tunnel in which heat is applied to shrink the transparent polypropylene film and to seal certain predetermined areas thereof together.

**[0020]** In use, when a consumer removes the transparent film over wrapper in order to open the pack of cigarettes 2, the second portion 14 of the label 10, which is adhered to the wrapper by the spot of hot melt adhesive 20, is separated from the first portion 12 of the label 10, along the line of perforations 16, and removed together with the wrapper.

**[0021]** In the example described above the lower portion 12 of the label 10 is affixed to the container 2 and the upper portion 14 of the label 10 is affixed to the wrapper. It will be appreciated, however, that in alternative embodiments of the invention a lower portion of the label may, for example, be affixed to the wrapper while an upper portion of the label is affixed to the container.

**[0022]** Furthermore, while in the example described above, the label is affixed to the rear wall of the lid portion of the pack of cigarettes, it will be appreciated that containers according to the invention may comprise labels affixed to other parts of the surface thereof.

**[0023]** It will also be appreciated that, depending upon, for example, the materials from which the label and the wrapper are formed, the first portion of the label and the second portion of the label may be affixed to the container and the wrapper, respectively, using alternative adhesives and/or in any other suitable manner.

## Claims

40. 1. A wrapped container having a label (10) attached to the container (2) and to the wrapper, said label comprising two portions, wherein a first portion (12) of the label (10) is affixed to the container (2) and less strongly affixed or not affixed to the wrapper and a second portion (14) of the label (10) is affixed to the wrapper and less strongly affixed or not affixed to the container (2), whereby the second portion (14) of the label (10) is at least partially separated from the first portion (12) of the label (10) upon removal of the wrapper.
45. 2. A container (2) according to claim 1 wherein the first portion (12) of the label (10) is affixed only to the container (2).
50. 3. A container (2) according to claim 1 or 2 wherein the second portion (14) of the label (10) is affixed only to the wrapper.

4. A container (2) according to claim 1, 2 or 3 wherein the label has a line of weakness (16) between the first portion (12) and the second portion (14).
5. A container (2) according to any preceding claim wherein the first portion (12) of the label (10) is affixed to the container (2) with adhesive (18).
6. A container(2) according to any preceding claim wherein the second portion (14) of the label (10) is affixed to the wrapper with adhesive (20). 10
7. A container (2) according to any preceding claim wherein the wrapper is a polypropylene film.
8. A container (2) according to any preceding claim wherein the container is a pack of cigarettes.
9. A container (2) according to claim 8 wherein the label (10) is a tax stamp. 20
10. A method of packaging smoking articles in a wrapped container having a label in form of a tax stamp (10) attached to the container (2) and to the wrapper said label comprising two portions, the method comprising:
- affixing a first portion (12) of a tax stamp (10) to a container (2) of smoking articles; and 30  
 wrapping the container (2) of smoking articles and the tax stamp (10) in a film wrapper so that a second portion (14) of the tax stamp (10) is affixed to the film wrapper,  
 whereby the second portion (14) of the tax stamp (10) is at least partially separated from the first portion (12) of the tax stamp (10) upon removal of the film wrapper. 35
- ist.
4. Behälter (2) nach Anspruch 1, 2 oder 3, wobei das Etikett eine Sollbruchlinie (16) zwischen dem ersten Teil (12) und dem zweiten Teil (14) hat. 5
5. Behälter (2) nach einem der vorherigen Ansprüche, wobei der erste Teil (12) des Etiketts (10) mit Klebstoff (18) am Behälter (2) befestigt ist.
6. Behälter (2) nach einem der vorherigen Ansprüche, wobei der zweite Teil (14) des Etiketts (10) mit Klebstoff (20) an der Hülle befestigt ist. 10
7. Behälter (2) nach einem der vorherigen Ansprüche, wobei die Hülle eine Polypropylenfolie ist. 15
8. Behälter (2) nach einem der vorherigen Ansprüche, wobei der Behälter eine Zigarettenenschachtel ist. 20
9. Behälter (2) nach Anspruch 8, wobei das Etikett (10) eine Steuermarke ist. 25
10. Verfahren zum Verpacken von Rauchartikeln in einem umhüllten Behälter mit einem Etikett in Form einer Steuermarke (10), das am Behälter (2) und an der Hülle befestigt ist, wobei das genannte Etikett zwei Teile umfasst, wobei das Verfahren die folgenden Schritte beinhaltet:
- Befestigen eines ersten Teils (12) einer Steuermarke (10) an einem Behälter (2) mit Rauchartikeln; und 30  
 Umhüllen des Behälters (2) mit Rauchartikeln und der Steuermarke (10) mit einer Folienhülle, so dass ein zweiter Teil (14) der Steuermarke (10) an der Folienhülle befestigt wird, wobei der zweite Teil (14) der Steuermarke (10) beim Entfernen der Folienhülle wenigstens teilweise vom ersten Teil (12) der Steuermarke (10) getrennt wird. 35

### Patentansprüche

- Umhüllter Behälter mit einem an dem Behälter (2) und an der Hülle angebrachten Etikett (10), wobei das genannte Etikett zwei Teile umfasst, wobei ein erster Teil (12) des Etiketts (10) am Behälter (2) befestigt und an der Hülle weniger stark oder nicht befestigt ist und ein zweiter Teil (14) des Etiketts (10) an der Hülle befestigt und am Behälter (2) weniger stark oder nicht befestigt ist, wobei der zweite Teil (14) des Etiketts (10) beim Entfernen der Hülle wenigstens teilweise vom ersten Teil (12) des Etiketts (10) getrennt wird. 40
- Behälter (2) nach Anspruch 1, wobei der erste Teil (12) des Etiketts (10) nur am Behälter (2) befestigt ist. 45
- Behälter (2) nach Anspruch 1 oder 2, wobei der zweite Teil (14) des Etiketts (10) nur an der Hülle befestigt ist. 50

### Revendications

- Contenant emballé comportant une étiquette (10) fixée au contenant (2) et à l'emballage, ladite étiquette comprenant deux parties, dans lequel une première partie (12) de l'étiquette (10) est fixée au contenant (2) et fixée moins fortement ou pas du tout à l'emballage et une seconde partie (14) de l'étiquette (10) est fixée à l'emballage et fixée moins fortement ou pas du tout au contenant (2), si bien que la seconde partie (14) de l'étiquette (10) est au moins partiellement séparée de la première partie (12) de l'étiquette (10) au retrait de l'emballage. 55
- Contenant (2) selon la revendication 1, dans lequel

la première partie (12) de l'étiquette (10) est fixée uniquement au contenant (2).

3. Contenant (2) selon la revendication 1 ou 2, dans lequel la seconde partie (14) de l'étiquette (10) est fixée uniquement à l'emballage. 5
4. Contenant (2) selon la revendication 1, 2 ou 3, dans lequel l'étiquette a une ligne de faiblesse (16) entre la première partie (12) et la seconde partie (14). 10
5. Contenant (2) selon l'une quelconque des revendications précédentes, dans lequel la première partie (12) de l'étiquette (10) est fixée au contenant (2) avec un adhésif (18). 15
6. Contenant (2) selon l'une quelconque des revendications précédentes, dans lequel la seconde partie (14) de l'étiquette (10) est fixée à l'emballage avec un adhésif (20). 20
7. Contenant (2) selon l'une quelconque des revendications précédentes, dans lequel l'emballage est un film de polypropylène. 25
8. Contenant (2) selon l'une quelconque des revendications précédentes, dans lequel le contenant est un paquet de cigarettes.
9. Contenant (2) selon la revendication 8, dans lequel l'étiquette (10) est un timbre fiscal. 30
10. Procédé d'emballage d'articles à fumer dans un contenant emballé ayant une étiquette en forme de timbre fiscal (10) fixée au contenant (2) et à l'emballage, ladite étiquette comprenant deux parties, le procédé comprenant :
  - la fixation d'une première partie (12) d'un timbre fiscal à un contenant (2) d'articles à fumer ; et 40
  - l'emballage du contenant (2) d'articles à fumer et du timbre fiscal (10) dans un film d'emballage de telle sorte qu'une seconde partie (14) du timbre fiscal (10) soit fixée au film d'emballage, si bien que la seconde partie (14) du timbre fiscal (10) est au moins partiellement séparée de la première partie (12) du timbre fiscal (10) au retrait du film d'emballage. 45

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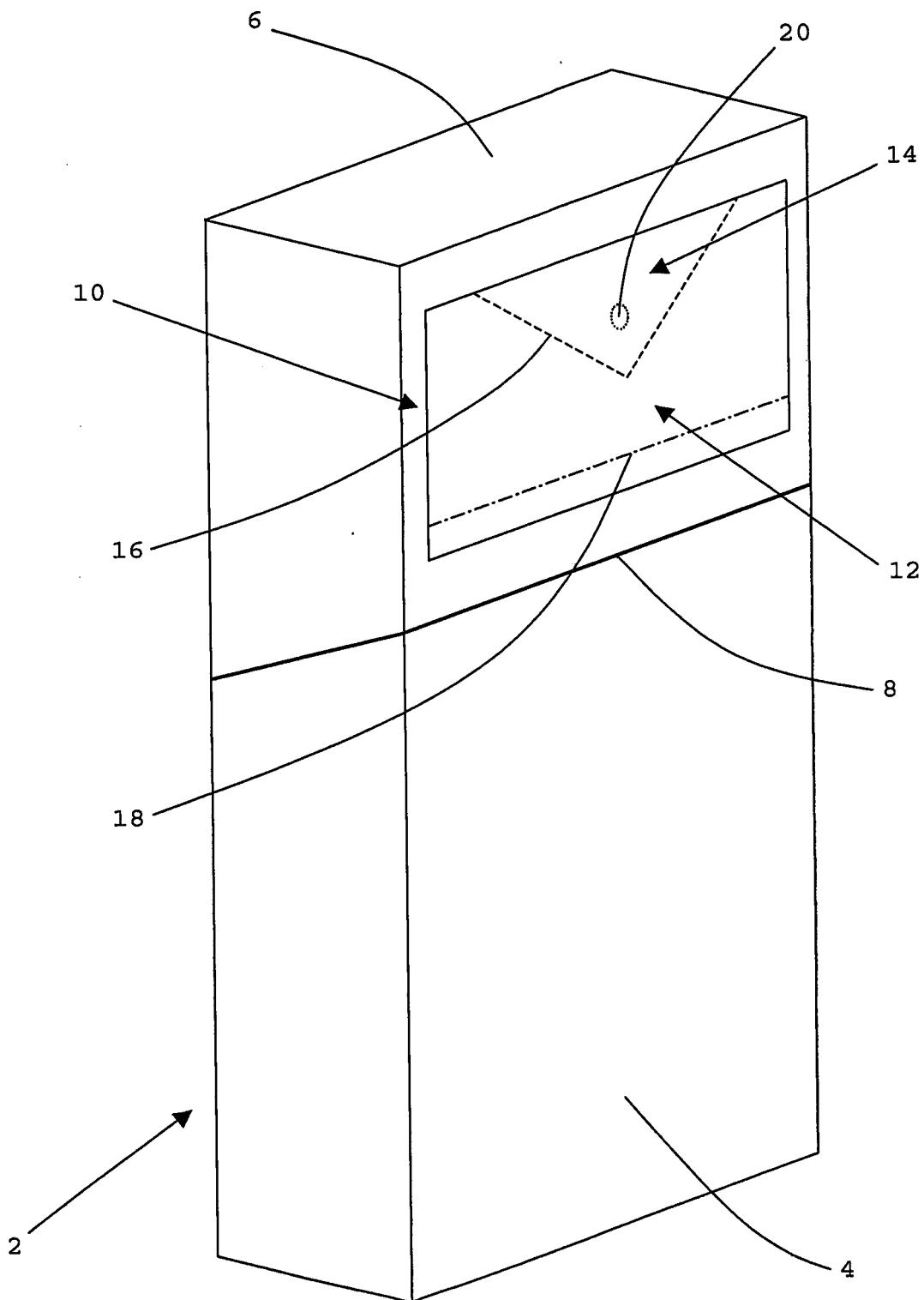


Figure 1

**REFERENCES CITED IN THE DESCRIPTION**

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