(19) Europäisches Patentamt
European Patent Office
Office européen des brevets

(11) Publication number: **0 197 184**
A2

(12) EUROPEAN PATENT APPLICATION

(21) Application number: **85109173.6**

(22) Date of filing: **22.07.85**

(51) Int. Cl.[4]: **G 09 F 5/04**
A 45 D 33/38

(30) Priority: **10.04.85 US 721769**

(43) Date of publication of application:
15.10.86 Bulletin 86/42

(84) Designated Contracting States:
BE DE FR GB IT NL SE

(71) Applicant: **WEBCRAFT TECHNOLOGIES, INC.**
Route 1 & Adams Station
N0. Brunswick New Jersey 08902(US)

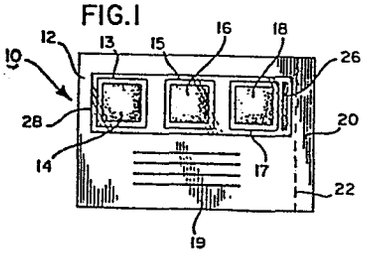
(72) Inventor: **Parrotta, Michael A.**
3242 Klockner Road
Hamilton Square New Jersey 08690(US)

(74) Representative: **Prato, Roberto et al,**
c/o Ingg. Carlo e Mario Torta Via Viotti 9
I-10121 Torino(IT)

(54) Rub-off advertising sampler and method of manufacture.

(57) An advertising sampler has printed advertising referring to a rub-off transfer which is readily removable and which gives an accurate color match to that of the advertised product.

FIG.1



EP 0 197 184 A2

0197184

RUB-OFF ADVERTISING SAMPLER AND METHOD OF MANUFACTURE

BACKGROUND OF THE INVENTION

This invention relates to low cost mass produced advertising pieces, and particularly to an advertising sampler having a removable layer for demonstrating the product advertised in the sample. It has particular application to low cost samplers used for promoting the sale of cosmetics.

Such samplers must be produced inexpensively so that a low unit cost is incurred by the advertiser wishing to reach a large mass market. Heretofore, this has not been possible.

Actual cosmetic packets have been marketed in different package arrangements in the past, but these were not adaptable to high unit production techniques, nor were they suitable for mass sample advertising distribution.

Marketing packets, such as cosmetic containing packets are shown by the Singleton, Morrell, Berlinger, and Sage patents. The Singleton patent has a cosmetic containing envelope in which the cosmetic samples are placed between several sets of spaced sheets or paper. The Morrell patent 2,561,400 shows a cosmetic packet which has a series of open cells in which the cosmetic material to be marketed is placed. The Berliner patent 1,687,643 discloses a multiple sheet packet between which cold cream product is placed. The Sage patent 2,606,965 discloses a cosmetic applicator for applying a cosmetic film to the lips.

These patents all disclose particular cosmetic package marketing arrangements in which the product itself is distributed to the customer. None of these arrangements are suitable for large volume, inexpensive production, and have no use as marketing advertising pieces.

Cosmetics have been advertised on a national basis in newspapers, magazines, single sheet advertisements, and direct mail advertising. However, it has not been possible to increase the effectiveness of such advertising by providing a sample. Because of the nature of the sample and the requirement for a simple flat piece which can readily be printed and distributed, it has not been possible to enhance the ordinary printed advertisement with a composition sample representive of the product.

Accordingly, there is a need for a simple mass-produced sampler piece to provide substantially more effective advertising for cosmetics and similar types of products which have a large national market.

SUMMARY OF INVENTION

Accordingly, it is a principal object of this invention to provide a new type of advertising piece which contains a representive sample and can be inexpensively produced and distributed.

It is another feature of this invention to provide a cosmetic advertising sampler which substantially increases the sales advertising potential for cosmetics and similar types of products, in which the representive sample can be directly supplied to the potential purchaser for inspection.

It is also a feature of this invention to provide a new type of sampler advertisement which contains a coating representive of the advertised product which can readily be removed.

It is a further feature of this invention to provide a cosmetic sampler piece of extremely simple construction which can be arranged in many different types of advertising formats, and produced by web fabrication techniques.

It is a still further feature of this invention to provide a rub-off cosmetic advertising sample which is readily removable from the advertising piece and is readily applied to the skin for color comparison purposes.

It is a still further feature of this invention to provide a rub-off advertising sampler piece in which the sample contained therein provides an accurate color match to that of the cosmetic product advertised on the sample piece.

It is another feature of this envention to provide an advertising piece in which the composition of

the sample layer is readily applied as a stage in a continuous web printing process, and is not susceptible to damage during distribution.

These and other features and advantages of the invention will become apparent from the following description and the drawings.

DESCRIPTION OF THE DRAWINGS

Figure 1 is a view of a single sheet binder advertising sampler insert containing a plurality of rub-off samples.

Figure 2 is a perspective view of a pamphlet containing a plurality of rub-off samples.

Figure 3 is an enlarged side sectional view of a sampler showing a sample during the course of its removal.

Figure 4 is a diagramatic view showing the steps of producing the sampler of Figure 1.

Figure 5 is a top view of the continuous web from which the sampler of Figure 1 is manufactured, showing the successive changes at each of the fabrication stages.

DESCRIPTION OF THE INVENTION

Referring to the drawings, Figure 1 shows an advertising cosmetic sampler piece generally indicated at 10. This is a flat sheet bind-in advertising cosmetic sampler which can be inserted in magazines and catalogues. It is a flat sheet which is printed, and then has advertising samples coated thereon. The advertising samples 14, 16 and 18 in this example are different color coatings representative of different colored advertising products which are readily removed by the recipient of the advertising piece. When paper stock is used with coatings of this type, which contain as oil or grease-like base, there is a problem of bleed-through encountered. To avoid this, the paper sheet material is initially coated with a barrier layer 13

15 and 17 before the sample layers 14, 16 and 18 are applied to the advertising piece. The barrier layers provide a smooth surface for receiving the sample layers, and also seal the somewhat porous surface of the paper sheet stock. These sample layers may also be described as transfer layers, since the user rubs off the coating and then simultaneously applies it to the skin area for color comparison.

The transfer or sample layers are a mixture of a cosmetic powder sample with a binder. The layers are applied as a thick viscous layer which subsequently hardened, to permit handling and distribution of the advertising pieces. The layers resist smearing and damage, but are readily removable with moderately light finger pressure. The sample layers are appreximately 4 to 10 thousandths of an inch in thickness.

The sample piece also contains advertising printing generally indicated at 19 which refers specifically to the samples 14, 16 and 18, which might be different colors or different textures of cosmetics; and these characteristics and comparisons are set forth in the printing material.

At the far end of the sheet 12 there is a binding strip 20 which is inserted in the binding area of the magazine or pamphlet to which the entire sample piece is to be attached. A perforated line 22 permits a cosmetic sample section of the advertising sample piece to be removed from the magazine or booklets by tearing along line 22.

The sample layers 14, 16 and 18 have a transparent protective covering strip 28 which is applied to sheet 12 and held in position by a glue strip 26. This is an optional feature of the advertising piece. It provides protection for each of the samples 14, 16 and 18 so that they reach the customer in an undamaged state. When the transfer sample layer is to be removed by the user, the strip 28 is lifted to provide access to the three sample areas.

Another type of sampler is shown in the perspective view of Figure 2. This sampler pamphlet, generally indicated 30 has an inner page 32 containing advertising printing material 33 referring to the cosmetic products contained in the rub-off sample layers of the piece.

The opposite sample containing page 34 has three different cosmetic sample transfer layers 36, 37 and 38. The printing 39 beside each sample specifically describes and refers to that particular sample. These samples, as are those of Figure 1 are color matched to a particular cosmetic, so that each sample piece gets three distinct color shades, each representing a different cosmetic mentioned in the printing material.

Figure 3 is an enlarged view of the flat sheet bind-in sampler, such as that of Figure 1. It shows a cross-sectional enlarged view of the elements of the piece, and the manner in which the transfer layer of representive cosmetic material is removed by moderate finger pressure. The sample piece generally indicated at 40 is a flat sheet of paper stock 42 on which a barrier of layer 43 corresponding to the barrier coatings of Figure 1 is disposed.

The relatively thick transfer layer 44 is placed directly on top of the barrier layer 43. A barrier layer may not always be required, since the basic sheet or substrate may be sufficiently smooth and non-porous to provide a base for the cosmetic bearing transfer layer. Adhesive line 26, and a portion of the transparent covering strip 28 are shown, the latter in its lifted position to permit removal of the sample sections. Note that on pressure of the finger, a depression 46 is made in the cosmetic bearing transfer layer, and it is wiped off the barrier layer. A build up of material 48 accumulates as the finger moves against the transfer layer. The accumulated transfer layer has a soft paste-like consistency, which permits it to be readily spread upon the skin of the user for comparison purposes.

In order to provide such an advertising sampler which can be readily distributed through mass distribution channels or through mail out and return techniques, it is necessary to provide samples on a mass produced basis in which the unit cost for the sampler is kept at a very low unit level.

Figures 4 and 5 respectively illustrate how the manufacture of the sampler piece is accomplished. They illustrate the successive operational stages on the web in Figure 4, and the successive changes in the web in Figure 5, as the web moves from the initial printing stage 50 of Figure 4 to completion of the samplers.

Referring to Figure 4, it will be seen that the web generally indicated at W is a continuous sheet of stock material such as paper.

Each web of stock is initially printed with the advertising message at the printing stage 50. Following this, the barrier layer is printed on the successive pamphlet pieces. The barrier layer is applied in a liquid state by transfer rolls to the printed web. Preferably, it is an ultra-violet radiated coating applied as a slurry which when dry provides a clear plastic coating that can be either of the water borne or the solvent-borne types. They may be clear plastic acrylate, or a methyl-cellulose.

The transfer layers are dried by exposing them to an ultra-violet mercury arc lamp drying stage 70. The web passes under the lamp at a speed of 200 to 1000 feet per minute. However, the barrier layer is cured almost instantaneously by the ultra-violet radiation.

The cosmetic bearing sample or transfer layer composition is applied to the dried transfer layer, preferably through an extruding nozzle 80 having an elongated slot through which the material is forced. The extruding nozzle is held in light contact with the web. A remote gear pump 82 supplies the sampler a composition to the nozzle through a supply line. The application nozzle has a long 3/8 inch slot that can vary in width from one quarter of an inch to three quarters of an inch.

The sample material can also be applied by direct transfer by a flexpgraphic application stage, a direct gravure stage, or a spray stage.

The transfer layer itself is a blend of waxes and alcoholic polymers. The coating is thick enough so that it will dry quickly and yet leave a 4 to 12 thousandths of an inch dry sample or transfer layer.

When the transfer layer is applied it has a very heavy vicous consistency and appears to be in the nature of a heavy waxy oil. When it has dried on the sampler it has a cohesiveness and clarity which permits accurate color comparison with the cosmetic product to which it is referenced. A further important quality of the sample or transfer layer is its ability to be readily applied in a mass produced fashion to printed pieces such that it will adhere to the substrate, and also can easily be removed therefrom by moderate finger pressure, as a cohesive grease-like substance, and can be immediatly applied to the skin.

Figure 5 shows the web with the successive changes that are made on the web as it progresses through the successive operations shown in Figure 4.

Figures 4 and 5 are shown in registry for illustration purposes. Note that the web W of Figure 5 shows the printing lines for the bind-in cosmetic rub-off sampler of Figure 1 aligned with the printing stage 50 of Figure 4.

Application of the barrier layer sections 13, 15 and 17 are shown after application at the printing stage or the barrier layer. After the barrier layer is dried by the mercury arc drying stage 70, which show no change in the web W of Figure 5, the transfer coating is applied by nozzle 80 on the barrier layer sections as shown in 14, 16 and 18 of Figure 5. The web is then perforated by the wheel 90 of Figure 4, and provides the continuous line 22 of Figure 5. The completion of the bind-in sampler of Figure 1 is made by application of the glue line 26 for the protective strip, as shown at 100 in Figure 4, and, the subsequent application of the clear transparent covering strip 28 from the roll 110 which is placed on the web at 120 of Figure 4.

The final operation is a transverse cutting of the web at 130 to provide the plurality of individual sampler advertising pieces shown at 140 of Figure 4, and at the end of the web W at Figure 5.

The sample containing transfer layer is a blend of material, including the colored cosmetic color matching powder which is the main constituent color material. This used in the cosmetic applications to give an accurate match for lip stick, blushed, skin cream, eye shadow, and body coloring materials as well as hair coloring.

The important quality of the transfer material is its ability to be removed from the advertising sampler piece by moderate rubbing pressure and then easily reapplied to the surface to which an accurate color match is desired.

The transfer composition provides a good suspension for the coloring material which retains color clarity. It consists of 30 to 50 percent cosmetic powder, 20 to 30 percent high functionality alcohol or polymeric waxes and resins, 2 to 5 percent water, and 2 to 15 percent cellulosic binder. The binder may be a carboxy methyl cellulose, or an hydroxy methyl cellulose.

After the transfer composition has been applied to the web and dries, it has a relatively hard top surface, and a cake-like property. However, when rubbed off the sampler, it has a heavy paste-like consistency, and is spreadable like heavy cold cream. This is the preferred transfer layer composition.

It is also possible to employ with the compositon, instead of a dry powder, a cosmetic coloring material in micro capsulates.

WHAT I CLAIM IS:

1. A rub-off advertising sampler, comprising:

a) a piece having printed advertising material,

b) a rub-off sample on the piece,

c) the printed advertising referring to the rub-off sample, and

d) the rub-off sample is a relatively thick transfer layer which is readily removable by application of slight pressure.

2. The rub-off advertising sampler as set forth in Claim 1, wherein:

a) the transfer layer is a blend of cosmetic-like material and a binder which gives an accurate color match to a color hue mentioned in the printed material.

3. The rub-off advertising sampler as set forth in Claim 1, wherein:

a) the transfer layer has a relatively hardened surface, but rubs off under pressure as a soft paste-like cream which can be placed on the skin to give an accurate color match to a commercial cosmetic referred to in the printed advertising material.

4. The rub-off advertising sampler as set forth in Claim 1, wherein:

a)a barrier layer is disposed on the surface of the piece beneath the transfer layer.

5. The rub-off advertising sampler as set forth in Claim 4, wherein:

a) the barrier layer is in an impermeable coating which prevents leaching of the transfer layer constituents.

6. The rub-off advertising sampler as set forth in Claim 5, wherein:

a) the barrier layer is in ultra-violet radiated coating.

7. The rub-off advertising sampler as set forth in Claim 5, wherein:

a) the barrier layer is a solvent borne cellulosic.

8. The rub-off advertising sampler as set forth in Claim 1, wherein:

a) the transfer layer is a blend of a cosmetic matching color powder, a wax-like oil, and a binder.

9. The rub-off advertising sampler as set forth in Claim 8, wherein:

a) the powder forms 30 to 50% by weight of the composition,

b) the wax-like oil forms 20 to 30% by weight of the composition, and

c) the binder forms from 2 to 15% by weight of the composition.

10. The rub-off advertising sampler as set forth in Claim 1, wherein:

a) the transfer layer includes a plurality of microencapsules containing a color matching substance.

11. The rub-off advertising sampler as set forth in Claim 2, wherein:

a) the transfer layer has a hardened surface and rubs off under pressure as a soft paste-like cream which can be placed on the skin.

12. The rub-off advertising sampler as set forth in Claim 2, wherein:

a) the transfer layer is a blend of a cosmetic matching color powder, a wax-like oil, and a binder.

13. The rub-off advertising sampler as set forth in Claim 12, wherein:

a) the powder forms 30 to 50% by weight of the

composition,

b) the wax-like oil forms 20 to 30% by weight of the composition, and

c) the binder forms from 2 to 15% by weight of the composition.

14. A rub-off advertising sampler, comprising:

a) a sheet of paper material having a rub-off sample-bearing section,

b) a printed transfer layer covering the sample-bearing section and which is applied as a thick semi-liquid and dries to a thick caked layer which is readily removable under pressure as a cream-like substance which is readily spreadable on the skin.

15. The rub-off advertising sampler as set forth in Claim 14, wherein:

a) the transfer layer is a blend of cosmetic-like material and a binder which gives an accurate color match to that of a given cosmetic.

16. The rub-off advertising sampler as set forth in Claim 15, wherein:

a) the transfer layer is a blend of a cosmetic matching color powder, a wax-like oil, and a binder.

17. The rub-off advertising sampler as set forth in Claim 16, wherein:

a) the powder forms 30 to 50% by weight of the composition,

b) the wax-like oil forms 20 to 30% by weight of the composition, and

c) the binder forms from 2 to 15% by weight of the composition.

18. The rub-off advertising sampler as set forth in Claim 14, wherein:

a) a barrier layer forming a impermeable coating

is disposed on the sheet of paper material beneath the transfer layer to prevent leaching of the transfer layer constituents.

19. The rub-off advertising sampler as set forth in Claim 18, wherein:

a) The barrier layer is solvent borne cellulose ultra-violet radiated coating.

20. The rub-off advertising sampler as set forth in Claim 18, wherein:

a) the transfer layer is a blend of cosmetic-like material and a binder which gives an accurate color match to that of a given cosmetic, and

b) the transfer layer is a blend of a cosmetic matching color powder, a wax-like oil, and a binder.

21. The rub-off advertising sampler as set forth in Claim 14, wherein:

a) a protecting covering element is disposed on and covers the transfer layer.

22. The rub-off advertising sampler as set forth in Claim 14, wherein:

a) the sheet has a binding element adjacent an edge and is joined thereto along a perforated line.

23. A method of manufacturing a rub-off advertising sampler, including the steps of:

a) printing a successive series of advertising sampler containing printed advertising referring to a particular sample,

b) applying a relatively thick viscous fast drying composition in a relatively thick layer to a particular section of each printed sampler to provide a readily adherable strip which is readily removable by application of moderate finger pressure, and

c) transversely cutting the web to seperate each successive sample containing piece.

24. The method of manufacturing the rub-off advertising sampler as set forth in the Claim 23, including the step of:

a) applying a barrier layer to each sampler piece immediately after printing and

b) applying the transfer layer on the barrier layer

25. The method of manufacturing the rub-off advertising sampler as set forth in Claim 23, including the step of:

a) applying the transfer layer by extrusion through a pressure nozzle.

26. The method of manufacturing the rub-off advertising sampler as set forth in Claim 25, including the step of:

a) applying a removable protective covering strip over the transfer layer.

0197184

FIG.1

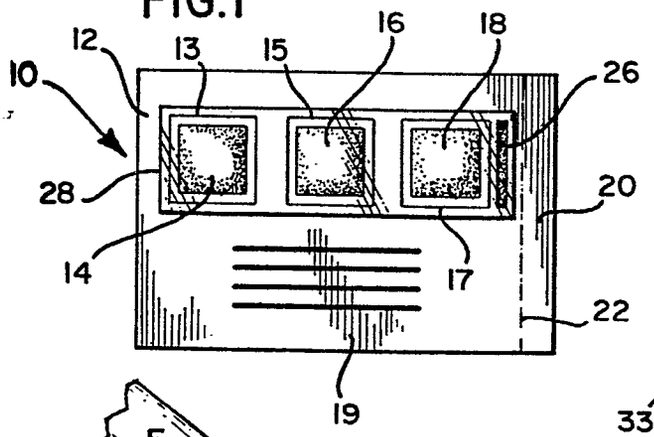


FIG.2

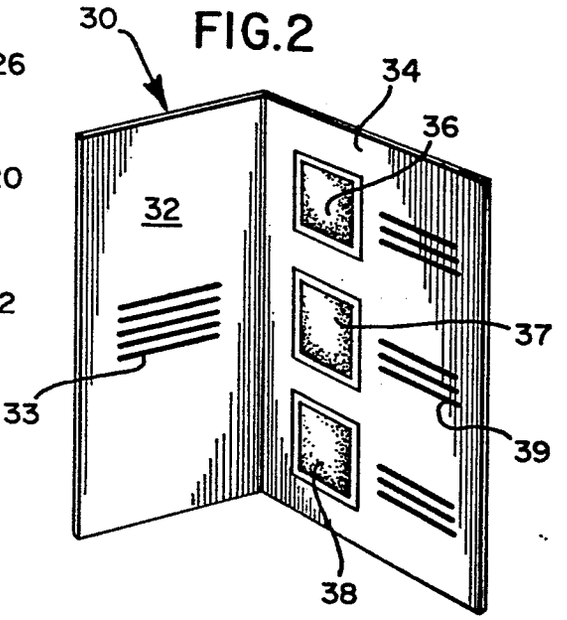


FIG.3

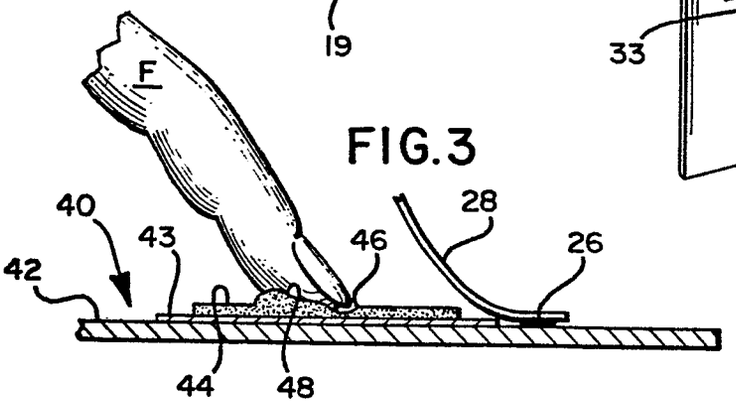


FIG.4

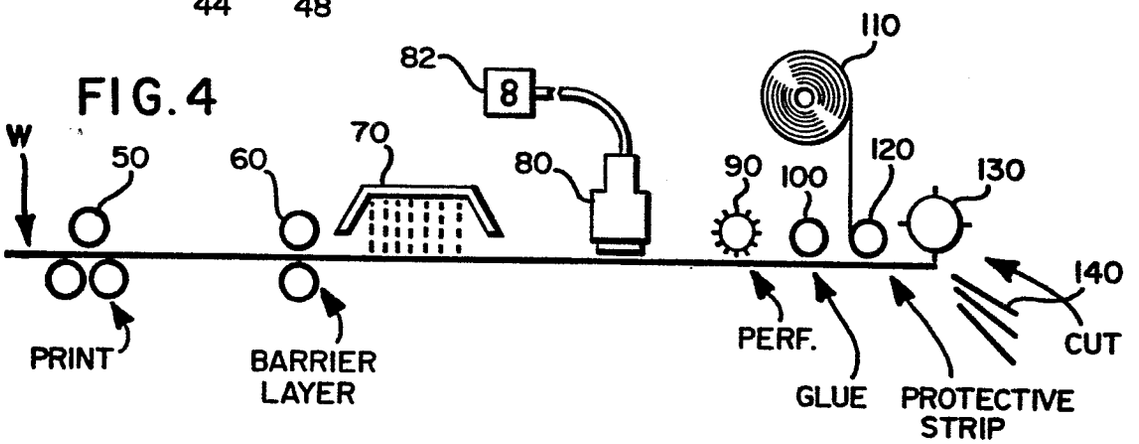


FIG.5