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(54) **An expansible cushion particularly for composing promotional items.**

(57) An expansible cushion (1) particularly for composing promotional items comprises a bag (2) containing a fluid (3) which is in a liquid state, in a first condition of temperature such as ambient temperature, and at least partly vaporized, in a second condition of temperature such as bodily temperature.

Description

This invention relates to an expansible cushion, particularly for composing promotional items.

In the publicity field, sales promotion items have long been used which have no other specific functional destination and either reproduce a product or a logo, possibly to a scaled-down size. Such items may be basically two-dimensional, being formed from either light cardboard or some plastics laminate, or the like, or be three-dimensional. Understandably, best effects are to be obtained with three-dimensional items, although two-dimensional items are most often used on account of their being less expensive and above all because their shape fits more easily into product packages and magazines, while being easier to transport.

Other promotional items are sometimes utilized which comprise an inflatable cushion; their publicizing consequence is deemed, however, to be of an inferior order because to acquire their intended final shape they involve direct intervention (inflating) by the consumer. Lacking this contribution, their effectiveness becomes quite poor.

It is the object of this invention to enable composition of a promotional item as indicated which exhibits none of the disadvantages mentioned above.

This object is achieved, according to the invention, by an expansible cushion characterized in that it comprises a bag containing a fluid which is in a liquid state, in a first condition of temperature, and at least partly vaporized, in a second condition of temperature, said temperature conditions substantially approximating ambient temperature.

Further features and the advantages of an expansible cushion according to the invention will be more clearly apparent from the following description of a preferred embodiment thereof, given with reference to the accompanying drawings.

In the drawings:

Figure 1 is a perspective view of a cushion according to the invention, in a first condition of temperature; and

Figure 2 is a partly cut-away perspective view of the cushion of Figure 1, in a second condition of temperature.

With reference to the drawing figures, a cushion 1 includes a sealed bag 2 which contains a fluid 3 having a boiling temperature which lies close to ambient temperature, as will be explained hereinafter.

The Figures show a bag 2 substantially in the pattern of a playing card suit, it being understood that the pattern shape of the bag 2 will be selected each time to reproduce a product, logo, or any other object.

Preferably, the fluid 3 in the bag 2 has a boiling temperature (at atmospheric pressure) which ranges from medium ambient temperature (23°C) to a very high ambient temperature (47°C). Thus, in a first condition of temperature below said boiling temperature, the fluid 3 contained in the bag 2 will be

in a thoroughly liquid state, whereas in a second condition of temperature above said boiling temperature, the fluid 3 will be vaporized at least in part. Depicted in Figure 2 is indeed the instance where the fluid 3 is partly vaporized, the liquid free surface being indicated at 3a.

As comparative examination of the figures brings out, whilst in the first temperature condition (Figure 1) the cushion is substantially two-dimensional, in the second temperature condition it will undergo expansion by the vapor contained in the bag 2, and hence, fully three-dimensional.

In a preferred embodiment, the boiling temperature of the liquid is quite close to the bodily temperature level, i.e. of approximately 35°C; thus, the fluid 3 is allowed to be in a thoroughly liquid state even at moderately high ambient temperature, its at least partial vaporization being ensured already by a sufficiently prolonged contact thereof with the hands of a person.

To provide the above-described features, a fluid has shown to be suitable which comprises a blend of Freon MF (also referred to as Algofrene 11, with the raw formula CCl_3F) and Freon TF (also referred to as Algofrene 113 or Delifrene HP, with the raw formula $\text{C}_2\text{Cl}_3\text{F}_3$).

Taken separately, Freon MF and Freon TF have boiling temperatures, at atmospheric pressure, of approximately 23°C and 47°C, respectively; blends of these two fluids would have intermediate boiling temperatures. More specifically, a blend containing 30% Freon MF and 70% Freon TF (by liquid volume) has a boiling temperature lying very close to bodily temperature (about 35°C), as desired.

As may be appreciated, a cushion according to this invention besides achieving the object set forth affords the faculty of composing promotional items with a dynamic effect which is quite unthinkable in the instance of comparable prior items. From such a dynamic effect, there naturally results a dramatically different, and considerably more effective, promotional impact.

Also evident is that, to obtain different boiling temperature levels, the Freon MF and Freon TF may be used in percentages other than that specified as preferred, without departing from the protection scope of the appended claims. For example, using 100% Freon TF, boiling temperature will be, as mentioned, of about 47°C, to provide a promotional item adapted to expand when exposed, for instance, to direct sunlight on a particularly hot day. Likewise, other substances or mixtures thereof could be used for special applications requiring boiling temperatures below 23°C or above 47°C, again without deviating from the protection scope as defined in the appended claims.

Claims

1. An expansible cushion (1) particularly for
composing promotional items, characterized in
that it comprises a bag (2) containing a fluid (3)
which is in a liquid state, in a first condition of
temperature, and at least partly vaporized, in a
second condition of temperature, said tempera-
ture conditions substantially approximating am-
bient temperature. 5 10
2. A cushion according to Claim 1, charac-
terized in that said fluid (3) has a boiling
temperature in the range of 23°C to 47°C. 15
3. A cushion according to Claim 2, charac-
terized in that said boiling temperature is of
about 35°C.
4. A cushion according to Claim 1, charac-
terized in that said fluid (3) comprises a mixture
of Freon MF and Freon TF. 20
5. A cushion according to Claim 4, charac-
terized in that said mixture comprises 30%
Freon MF and 70% Freon TF by volume of
liquid. 25

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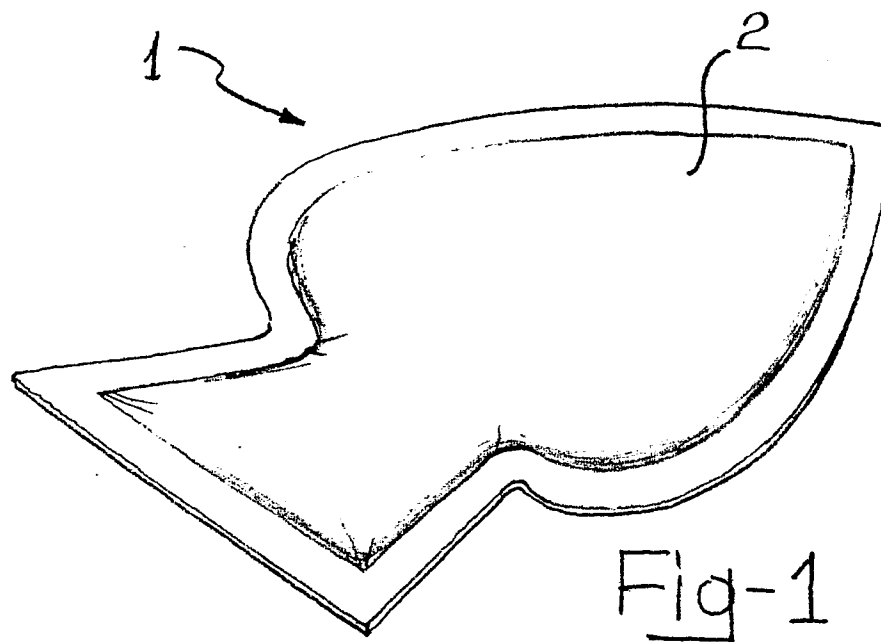


Fig-1

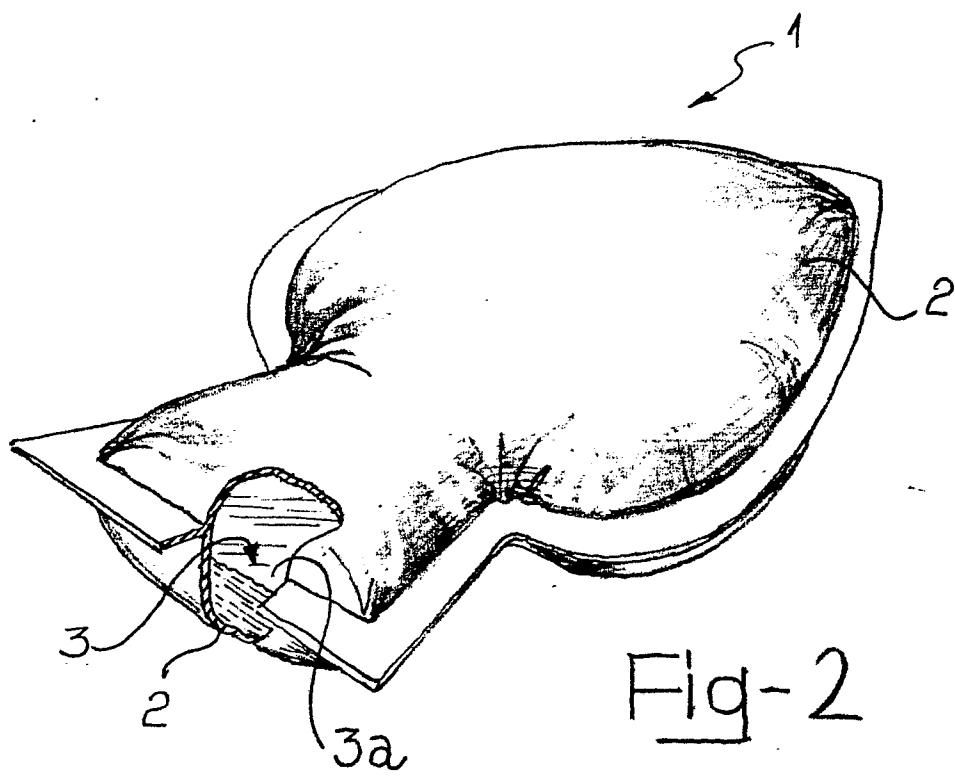


Fig-2