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Publication number: **0 628 328 A1**

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EUROPEAN PATENT APPLICATION

21 Application number: **94108452.7**

51 Int. Cl.⁵: **A63F 3/06**, G09F 19/00,
G07C 15/00

22 Date of filing: **01.06.94**

30 Priority: **09.06.93 IT MI930478 U**

43 Date of publication of application:
14.12.94 Bulletin 94/50

84 Designated Contracting States:
BE CH DE FR GB LI NL

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54 Win indicator particularly for promotional uses.

57 A win indicator (1), constituted by a tablet that includes a body (2) made of a water-insoluble material, which bears win or no-win indications, and is embedded inside a body (3) made of water-soluble material.

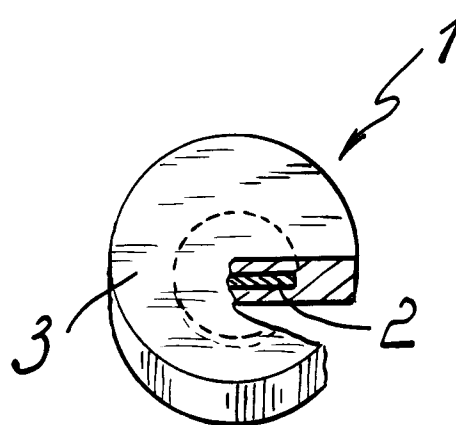


Fig. 1

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The present invention relates to a win indicator particularly for promotional purposes.

Various kinds of win indicators, mainly used in operations aimed at promoting the sale of certain products, are known; they are based on the principle of concealing the winning message and on the possibility for the consumer to remove this concealment only after purchasing the product with which the indicator is associated.

It is known for example to use win indicators constituted by a message, printed directly on the package of the product to be promoted or on a ticket placed inside the package of the product, which is concealed by means of a paint removable by abrasion or by washing with water or appropriate solvents.

Other kinds of win indicators are constituted by messages simply printed on pieces of paper or cardboard placed inside the package of the product to be promoted.

The surprise effect that these indicators produce for the consumer during the operation for removing the part (paint or other item) that conceals the possible win indication is particularly important for the success of win indicators and therefore of the promotional operation performed by means of said indicators.

A principal aim of the present invention is to provide a new win indicator in which the win or no-win is displayed with a surprising effect.

A particular object of the invention is to provide a win indicator for stimulating the curiosity of the consumer so as to be particularly effective in its use as a promotional vehicle.

Another object of the invention is to provide a win indicator that is simple to manufacture and can be produced at a modest cost.

Another object of the invention is to provide a win indicator ensuring an excellent concealment of the winning message.

With this aim and these objects in view, there is provided, according to the present invention, a win indicator, characterized in that it is constituted by a tablet that includes a body made of a water-insoluble material, which bears win or no-win indications, and is embedded inside a body made of water-soluble material.

Further characteristics and advantages of the present invention will become apparent from the following detailed description of a preferred embodiment thereof, illustrated only by way of non-limitative example in the accompanying drawings, wherein:

figure 1 is a partially cutout perspective view of the win indicator according to the invention;

figure 2 is a lateral elevation view of the win indicator according to the invention;

figures 3 and 4 are schematic views of the operations for obtaining the winning proof by means of the win indicator according to the invention.

5 With reference to the above figures, the win indicator according to the invention, generally designated by the reference numeral 1, is substantially constituted by a tablet that includes a body 2 made of a water-insoluble material, which bears win or no-win indications, and is embedded inside a body 10 3 made of water-soluble material.

Preferably, the body 3 is constituted by an effervescent substance.

15 The win or no-win indications can be constituted by messages printed directly on the body 2 made of non-soluble material or can be constituted by the color proper of the body 2, by providing a win-indicating body 2 that has a different color from that of other bodies 2 indicating instead a failed win attempt.

20 Conveniently, the body 2 can be made so that it floats, for example by using a material that has a lower relative density than water, or by providing a cavity inside said body 2.

25 Naturally the body 3 and the body 2 can both have any shape according to the requirements.

Use of the win indicator according to the invention is evident from what has been described and illustrated; it is particularly evident that in order to obtain the win or no-win indication it is sufficient to introduce the indicator 1 into water, as illustrated particularly in figures 3 and 4, so as to make the body 3 dissolve gradually, revealing the body 2 with the associated win indication. The wait, and the effect of a gradual exposure of the body 2, despite their simplicity, nonetheless achieve the aim of capturing the consumer's attention, transforming the operation of revealing the possible win into a pleasant game.

40 In practice it has been observed that the indicator according to the invention fully achieves the intended aim, since by virtue of its particular structure it ensures the desired surprise effect that is a decisive prerogative for the success of win indicators.

45 Another advantage is that it conceals with absolute safety, by means of the body made of water-soluble material, the body that bears the win or no-win indication.

50 An additional advantage is constituted by the extremely low production costs of the win indicator according to the invention.

In practice, the materials employed, so long as they are compatible with the specific use, as well as the contingent shapes and dimensions, may be any according to the requirements and the state of the art.

Where technical features mentioned in any claim are followed by reference signs, those reference signs have been included for the sole purpose of increasing the intelligibility of the claims and accordingly such reference signs do not have any limiting effect on the scope of each element identified by way of example by such reference signs.

Claims

1. Win indicator (1), characterized in that it comprises a tablet that includes a body (2) made of a water-insoluble material, which bears win or no-win indications, and is embedded inside a body (3) made of water-soluble material.
2. Win indicator according to claim 1, characterized in that said water-soluble body is constituted by an effervescent substance.
3. Win indicator according to claim 1, characterized in that said win or no-win indications are constituted by messages printed on said body made of water-insoluble material.
4. Win indicator according to one or more of the preceding claims, characterized in that said win or no-win indications are constituted by the color of said body made of insoluble material.
5. Win indicator according to one or more of the preceding claims, characterized in that said body made of insoluble material is made of a substance that has a lower relative density than water.
6. Win indicator according to one or more of the preceding claims, characterized in that said body made of insoluble material is internally hollow.

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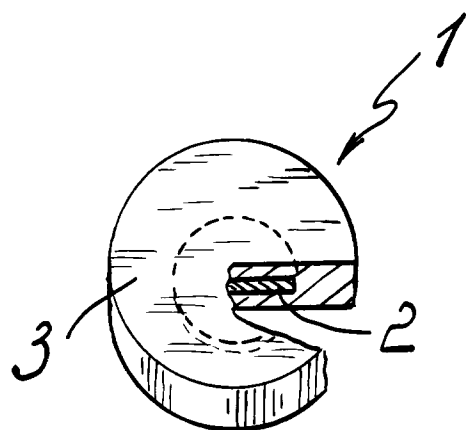


Fig. 1

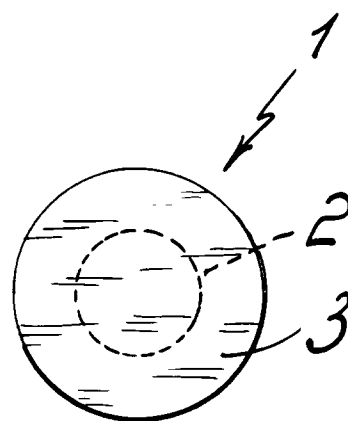


Fig. 2

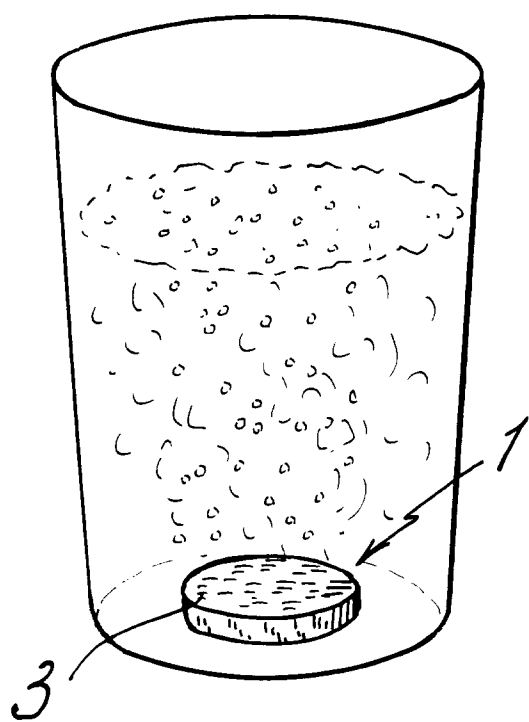


Fig. 3

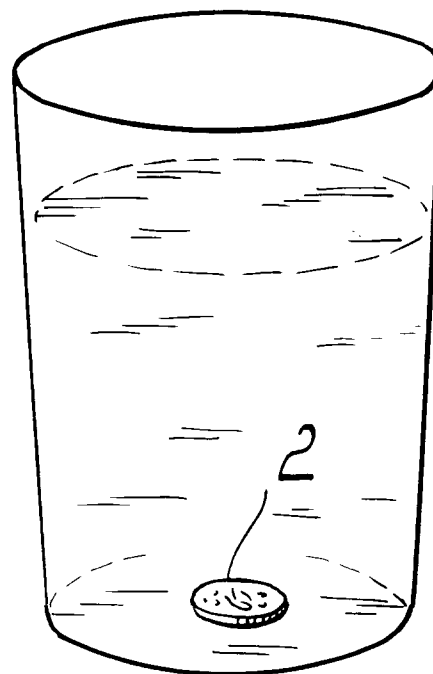


Fig. 4



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EUROPEAN SEARCH REPORT

Application Number
EP 94 10 8452

DOCUMENTS CONSIDERED TO BE RELEVANT			
Category	Citation of document with indication, where appropriate, of relevant passages	Relevant to claim	CLASSIFICATION OF THE APPLICATION (Int.Cl.5)
X	FR-A-2 105 616 (PAULE BENDANO ET.AL.) * page 1, line 1 - line 15 * * page 1, line 33 - page 2, line 26; claims 1,2,5,6,9; figure 1 * ---	1-6	A63F3/06 G09F19/00 G07C15/00
X Y A	BE-A-882 701 (J.FROM-AMPLIKART-TEMPY) * the whole document * ---	1,3 2,5,6 4	
Y	US-A-4 289 790 (BRUELLE) * column 1, line 12 - line 28 * * column 2, line 30 - line 63 * * column 6, line 64 - column 7, line 31 * * abstract; claims 1,10 * ---	2,5,6	
A	FR-A-2 304 970 (MARCEL FERRER) * the whole document * ---	1,3,4	
A	US-A-3 542 180 (DAVID E. SEGAL) * abstract; claim 1; figure 1 * ---	1	
A	AU-A-6 401 965 (BRADFUTE COROPRATION) * page 2, line 2 - line 10; claims 1,3 * ---	1	
A	FR-A-1 573 397 (UNILEVER) -----		
The present search report has been drawn up for all claims			
Place of search THE HAGUE		Date of completion of the search 12 September 1994	Examiner Guivol, O
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