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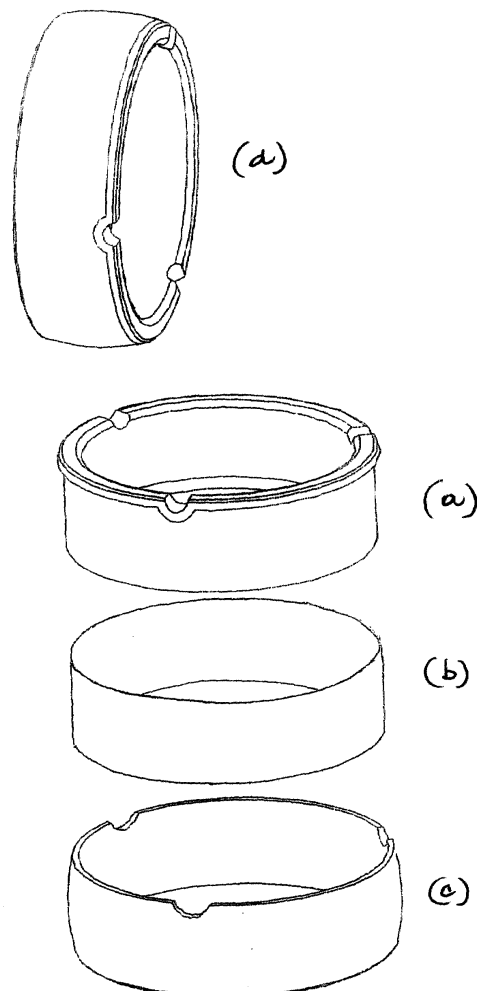
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(54) **Lenticular transparent device with advertising purpose**

(57) Lenticular transparent device is utilized as covering, in order to create an hollow space in order to insert an advertising litograph enlarged with a "lens" effect from the same device.

FIG. 2



EP 1 168 005 A2

Description

Fig. 3/3 : Ash-tray

ADVERTISING ARTICLES

[0001] In the advertising objects field exist personalized trademarks of various companies realized through an ink printing procedure with two or three colours. This kind of printing, in spite of a good execution, gives a low image fidelity. This process requires long processing times and an high percentage of waste, a relative quality, tied to the personalizing system and it may thus be inferred that the highest cost restraints the sale of this product.

[0002] Lenticular transparent device of covering with a variable shape, generally very similar to the shape of the same advertising object. For instance, a round ash-tray (Fig. 2/3 (a)) will be covered with a rounded lenticular transparent device (Fig. 2/3 (c)) and, between the ashtray and the device, a litograph, usually of paper, will be inserted. (Fig. 2/3(b)). This will allow to use a litograph paper, realized with six colours and suitably cutted, in order to personalize the object, obtaining the purpose to avoid the ink printing.

Using this new lenticular transparent device is possible to personalize advertising objects such as ash-trays, cocktails blenders, napkin holders, change giver, ice buckets, and so on, with an high photographic quality image, and lower manufacturing costs.

Further features of the invention will appear more evident from the description of peculiar execution ways, as from enclosed designs made above all for an explanatory purpose and not restrictive of shapes and / or dimensions (Fig. 1/3,2/3,3/3).

DRAWINGS

Fig. 1/3 : Napkin holder

[0003]

- A - Lenticular transparent device to put on the litograph
- B - Six colours paper litograph to put on the internal structure
- C - Internal structure of the napkin holder
- D - Napkin holder foundation
- E - The entire napkin holder design

Fig. 2/3 : Cocktail blender

[0004]

- A - Blender staff
- B - Six colours paper litograph to insert between the two lenticular devices during the assembling
- C - Lenticular transparent device
- D - Sight in sections of the separated details
- E - Sight in sections of the assembled details

[0005]

- A - Ash container (ash-tray)
- B - Six colours paper litograph to put on the ash-tray
- C - Lenticular transparent device to put on the litograph
- E - Ash-tray design

Claims

1. Advertising lenticular device, made from a lens section with transparent structure
2. Advertising lenticular device made from an internal structure that has an identical shape of the object that it covers and an external shape almost identical to the object that it covers, with the only difference of the larger roundness of the lenticular section
3. The advertising lenticular device can be realized with every kind of material, whether transparent or half-transparent
4. The advertising lenticular device can be realized in every shape and dimension, and applied to every article
5. The advertising lenticular device has the property to amplify the beneath image making it more visible

FIG. 1/3

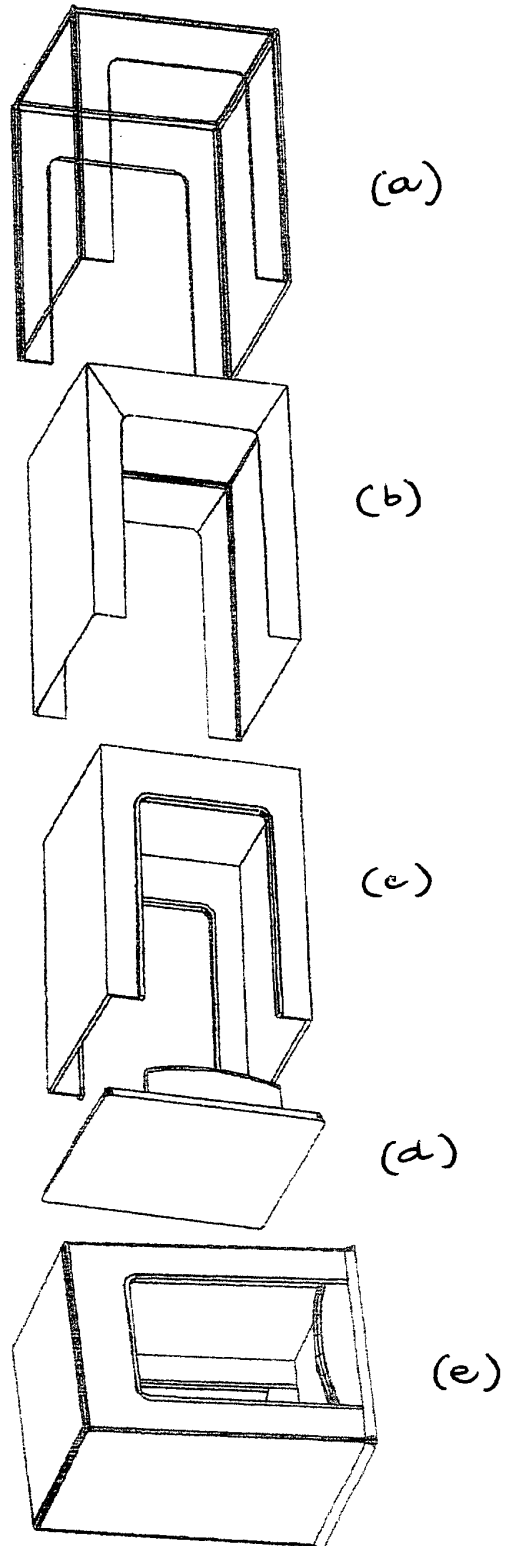
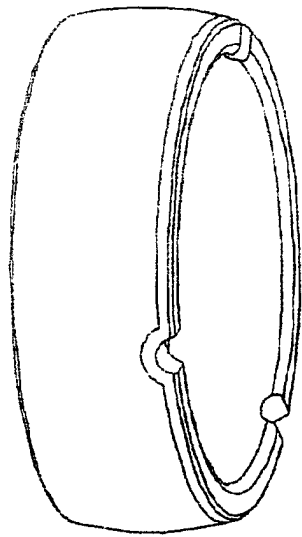
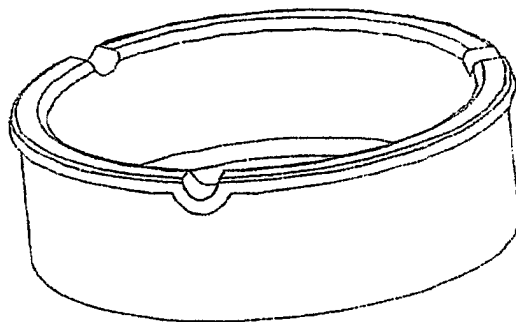


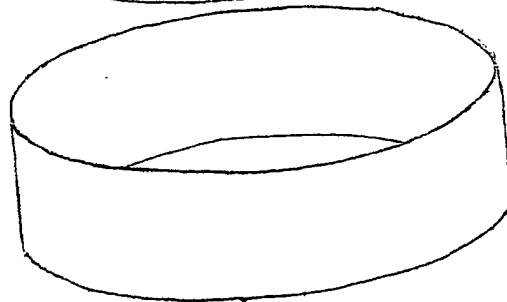
FIG. 2/3



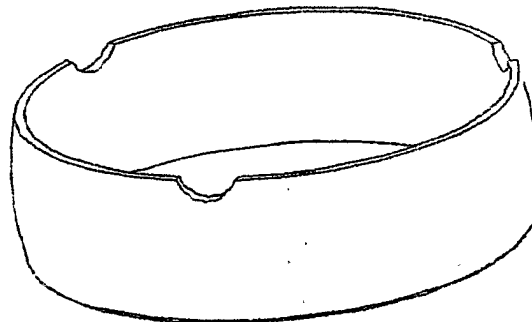
(a)



(a)



(b)



(c)

FIG. 3/3

