

(19)



Europäisches Patentamt

European Patent Office

Office européen des brevets



(11)

EP 1 255 683 B1

(12)

EUROPEAN PATENT SPECIFICATION

(45) Date of publication and mention
of the grant of the patent:

03.11.2004 Bulletin 2004/45

(21) Application number: **01904185.4**

(22) Date of filing: **13.02.2001**

(51) Int Cl.7: **B65D 85/10, B65D 5/42**

(86) International application number:
PCT/GB2001/000593

(87) International publication number:
WO 2001/058782 (16.08.2001 Gazette 2001/33)

(54) **PACKAGE FOR ARTICLES COMPRISING AN ASSOCIATED COMPACT DISC AND METHOD OF PACKAGING THE ARTICLES**

ARTIKELVERPACKUNG MIT BEIGEFÜGTEM CD UND VERPACKUNGSVERFAHREN DIESER ARTIKEL

EMBALLAGE POUR ARTICLES COMPORTANT UN DISQUE COMPACT ET PROCEDE D'EMBALLAGE DE CES ARTICLES

(84) Designated Contracting States:
DE GB IT

(30) Priority: **14.02.2000 GB 0003392**

(43) Date of publication of application:
13.11.2002 Bulletin 2002/46

(60) Divisional application:
04000977.1 / 1 452 460

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Description

[0001] The present invention relates to improvements in and relating to packaging, in particular for rolled smoking articles, such as cigarettes, cigars and the like. The invention further encompasses a method for packaging, and packages, particularly packages of rolled smoking articles, produced according to this method.

[0002] Conventionally, packaging for rolled smoking articles such as cigarettes comprises a robust paper or cardboard packet. The packet may comprise a box arranged to open at one end thereof; one such packet well known in the art comprises a hinged top. Typically, the packet is cuboidal in shape, having rectangular side, front and rear walls, and is sized to accommodate between ten and twenty cigarettes. The packet is therefore conveniently sized to be placed within the pocket or handbag of a user.

[0003] A cigarette box of this type is described in US-A-5938017, which discloses a box adapted to assist smokers in quitting smoking. The cigarette box described in US-A-5938017 is cuboidal in shape, and is adapted to accommodate a plurality of cigarettes and/or plugs in place of cigarettes.

[0004] US-A-5513752 meanwhile describes a package for an audio cassette tape or a compact disc and a booklet of lyrics according to the preamble of claim 1. The package described in US-A-5513752 is also cuboidal in shape, and has a hinged or flip-top.

[0005] For various reasons, particularly to assist in combatting counterfeiting, it is desirable to enable the tracing of cigarette packets from manufacturer to consumer, such that details of the time and place of sale and use of particular packets or batches of packets can be made known to the manufacturer, distributor, or another interested party. This may be conveniently achieved by associating electronic data with each cigarette packet, which data may subsequently be traced by the interested party. There is a need in the art for a convenient means for enabling the association of electronic data with a conventional cigarette packet.

[0006] According to one aspect of the present invention therefore there is provided a packaging, which packaging comprises a rectilinear container, said container having a substantially flat wall with inner and outer surfaces; a compact disc carrying electronic data assembled with said container, and holding means for holding said compact disc contiguous with the inner or outer surface of said wall; wherein said compact disc comprises a shape having an outer edge and an annular data-carrying zone that is disposed wholly within said outer edge, and is arranged such that said outer edge is disposed wholly within the area of said inner or outer surface, said packaging having the characterising features of claim 1.

[0007] Said compact disc may carry electronic data associated with said packaging, and may be formatted such that use of the disc by a consumer will enable ac-

cess by an interested third party to said data. Additionally or alternatively, said compact disc may carry electronic data to enable the user for example to download or access software, information, music, or the like on the Internet. Said compact disc may be adapted to carry up to 5MB or more of electronic data.

[0008] Said packaging may be handled without the risk of damaging said compact disc, owing to the fact that said compact disc is held flat against said flat wall, and is disposed wholly within the area of the inner or outer surface of said flat wall so that no part of the compact disc protrudes outside the area of the wall.

[0009] In a further aspect of the present invention, there is provided a method of packaging a substance, material or articles, according to claim 8.

[0010] Typically, said container will be adapted to contain a plurality of rolled smoking articles, and said packaging will comprise a packaging for rolled smoking articles.

[0011] In particularly preferred embodiments, said wall is rectangular in shape, and said compact disc also comprises a rectangular shape, the dimensions of which correspond to the dimensions of the rectangular shape of said wall. Thus, when assembled with said container, said compact disc entirely covers said inner or outer surface of the wall.

[0012] In one aspect of the present invention, said holding means may be arranged to hold said compact disc contiguous said outer surface of the wall. Said holding means may comprise an outer wrapping, such as a plastic film wrapping, which is arranged to envelope said container and said compact disc, thereby holding said compact disc contiguous said outer surface of the wall. Alternatively or additionally, said holding means may comprise an adhesive, such as a hot-melt adhesive of the kind well known to those skilled in the art, which is adapted to affix said compact disc directly to said outer surface of the wall. The exposed surface of said compact disc may optionally be coloured and/or decorated, for example so as to resemble said outer surface of the wall.

[0013] In another aspect of the present invention, said holding means may be arranged to hold said compact disc contiguous said inner surface of the wall. Optionally, said holding means may comprise an inner wrapping which is adapted to enfold said rolled smoking articles; the arrangement being such that said compact disc is interposed between said inner wrapping and said inner surface of the wall.

[0014] Typically, said rolled smoking articles will comprise cigarettes or cigars. Said rolled smoking articles may however comprise other substantially cylindrical tobacco products, such as cigarillos.

[0015] Advantageously, said container may comprise a paper or cardboard packet, preferably with a hinge- or flip-topped lid. In some embodiments, an inner wrapping is provided for enfolding said rolled smoking products. Preferably, said inner wrapping can be resealed, so as

to preserve the freshness of said rolled smoking articles.

[0016] Following is a description, by way of example only and with reference to the accompanying drawings, of embodiments of the present invention.

[0017] In the drawings:

Figure 1 is a perspective from above and to one side of a rear of a cigarette package in accordance with the present invention, comprising a cigarette packet and a compact disc held contiguous the outer surface of the rear wall of the cigarette packet.

Figure 2 shows a cross-sectional side view of the cigarette package shown in Figure 1, along the line II-II in Figure 1.

Figure 3 shows a cross-sectional side view of another cigarette package in accordance with the present invention, comprising a cigarette packet and a compact disc held contiguous the inner surface of the rear wall of the cigarette packet.

[0018] A cigarette package 1 as shown in Figures 1 and 2 comprises a container 2 having an integral hinged lid 3 and a substantially flat rectangular rear wall 4; a compact disc 5; and an outer wrapping 6 which envelopes said compact disc 5 and said container 2, thereby serving to hold said compact disc 5 contiguous the outer surface of said rear wall 4, and to seal the contents of the container.

[0019] As shown in Figure 1, said compact disc 5 has a rectangular shape which corresponds to the rectangular shape of said rear wall 4, such that said compact disc 5 covers substantially the whole of the outer surface of said rear wall 4 but does not protrude outside the area of said rear wall 4. Said compact disc 5 comprises an annular data-carrying zone 10, which is disposed wholly within the area of said rear wall 4. Zone 10 carries electronic data, optionally for enabling the tracing of said cigarette package 1, and/or for enabling the user of said compact disc 5 to access or download information, music and the like from the Internet. Said compact disc 5 comprises an upper layer 11 which can be decorated with colourings, graphics and the like, and a lower layer (not shown) which comprises a protective transparent plastics material. Said compact disc 5 is oriented such that said lower layer is disposed contiguous the outer surface of said rear wall 4, whilst said upper layer 11 is exposed.

[0020] Said container 2 comprises an inner lining 7, and is adapted to accommodate cigarettes 8. Container 2 is formed in a manner known to the skilled man from a light robust material such as cardboard.

[0021] Said outer wrapping 6 comprises a transparent plastics material, and is shrink-wrapped around said compact disc 5 and said container 2 in a manner well known in the art. When purchased by a consumer, said outer wrapping 6 can be removed from the container 2

and discarded, thereby allowing the consumer to detach the compact disc 5 from the package 1.

[0022] A similar cigarette package in accordance with the present invention is illustrated in Figure 3. Features of this embodiment which are identical to those shown in Figures 1 and 2 are denoted by the same reference numerals. In the embodiment shown in Figure 3, said compact disc 5 is disposed within said container 2, and is held contiguous the inner surface of said rear wall 4, interposed between said lining 7 and the rear wall 4. Upon removal of said outer wrapping 6 by a consumer, said compact disc can be withdrawn from the container 2 for use. Said compact disc can subsequently be replaced in said container 2, for storage therein.

Claims

1. A packaging, which packaging comprises a rectangular container (2), said container having a substantially flat wall (4) with inner and outer surfaces, which packaging comprises a compact disc (5) carrying electronic data assembled with said container, and holding means (6,7) for holding said compact disc contiguous with the inner or outer surface of said wall; said compact disc comprising a shape having an outer edge and an annular data-carrying zone (10) that is disposed wholly within said outer edge; said compact disc being arranged such that said outer edge is disposed wholly within the area of said inner or outer surface; **characterised in that** said compact disc (5) has a shape which corresponds to the shape of said wall (4) and is arranged to entirely cover said inner or outer surface of the wall.
2. A packaging as claimed in claim 1, wherein said wall (4) is rectangular in shape, and said compact disc (5) also comprises a rectangular shape, the dimensions of which correspond to the dimensions of the rectangular shape of said wall.
3. A packaging as claimed in claim 1 or claim 2, wherein said compact disc (5) is adapted to carry up to 5MB or more of electronic data.
4. A packaging as claimed in any preceding claim, which is adapted for holding rolled smoking articles (8).
5. A packaging as claimed in any preceding claim, wherein said holding means comprises an outer wrapping (6) which is arranged to envelope said container (2) and said compact disc (5), so as to hold said compact disc (5) contiguous with said outer surface of the wall (4).
6. A packaging as claimed in any of claims 1-4, where-

in said holding means comprises an inner wrapping (7) which is adapted to hold said compact disc (5) contiguous with said inner surface of the wall (4), the arrangement being such that the compact disc (5) is interposed between said inner wrapping and said inner surface of the wall (4).

7. A packaging as claimed in any preceding claim, wherein said holding means (6,7) comprises an adhesive.

8. A method of packaging a substance, material or articles, comprising the steps of providing a rectilinear container (2) adapted to contain said substance, material or articles, said container having a substantially flat wall (4) with inner and outer surfaces and placing said substance, material or articles in said container; assembling a compact disc (5) with said container, such that said compact disc is held contiguous with the inner or outer surface of said wall by holding means (6,7); said compact disc carrying electronic data, and having a shape with an outer edge and an annular data-carrying zone (10) that is disposed wholly within said outer edge, said compact disc being assembled with said container such that said outer edge is disposed wholly within the area of said inner or outer surface, **characterised in that** said shape corresponds to the shape of said wall of the container; and **in that** said compact disc is assembled with said container such that said compact disc entirely covers said inner or outer surface of the wall.

9. A method of packaging as claimed in claim 8, wherein said articles are rolled smoking articles (8).

10. A method as claimed in claim 8 or claim 9 for forming a packaging in accordance with any of claims 1-7.

Revendications

1. Conditionnement, lequel conditionnement comprend un récipient rectiligne (2), ledit récipient ayant une paroi essentiellement plate (4) avec des surfaces interne et externe, lequel conditionnement comprend un disque compact (5) portant des données électroniques assemblé avec ledit récipient, et un moyen de maintien (6, 7) pour maintenir ledit disque compact contigu avec la surface interne ou externe de ladite paroi; ledit disque compact comportant une forme ayant un bord extérieur et une zone annulaire porteuse de données (10) qui est disposée entièrement à l'intérieur dudit bord extérieur; ledit disque compact étant disposé de façon à ce que ledit bord extérieur soit placé entièrement dans les limites de la superficie de ladite surface

interne ou externe; **caractérisé en ce que** ledit disque compact (5) a une forme qui correspond à la forme de ladite paroi (4) et est disposé de façon à couvrir entièrement ladite surface interne ou externe de la paroi.

2. Conditionnement tel que revendiqué dans la revendication 1, dans lequel ladite paroi (4) est de forme rectangulaire, et ledit disque compact (5) comporte également une forme rectangulaire, dont les dimensions correspondent aux dimensions de la forme rectangulaire de ladite paroi.

3. Conditionnement tel que revendiqué dans la revendication 1 ou la revendication 2, dans lequel ledit disque compact (5) est adapté de façon à porter jusqu'à 5 Mo ou plus de données électroniques.

4. Conditionnement tel que revendiqué dans l'une quelconque des revendications précédentes, qui est adapté pour contenir des articles à fumer roulés (8).

5. Conditionnement tel que revendiqué dans l'une quelconque des revendications précédentes, dans lequel ledit moyen de maintien comprend un emballage externe (6) qui est disposé de façon à envelopper ledit récipient (2) et ledit disque compact (5) afin de maintenir ledit disque compact (5) contigu avec ladite surface externe de la paroi (4).

6. Conditionnement tel que revendiqué dans l'une quelconque des revendications 1 à 4, dans lequel ledit moyen de maintien comprend un emballage interne (7) qui est adapté de façon à maintenir ledit disque compact (5) contigu avec ladite surface interne de la paroi (4), la disposition étant telle que le disque compact (5) est interposé entre ledit emballage interne et ladite surface interne de la paroi (4).

7. Conditionnement tel que revendiqué dans l'une quelconque des revendications précédentes, dans lequel ledit moyen de maintien (6, 7) comprend une colle.

8. Méthode d'emballer une substance, une matière ou des articles, comprenant les opérations suivantes : fournir un récipient rectiligne (2) adapté de façon à contenir ladite substance, ladite matière ou lesdits articles, ledit récipient ayant une paroi essentiellement plate (4) avec des surfaces interne et externe et la mise en place de ladite substance, ladite matière ou desdits articles dans ledit récipient; assembler un disque compact (5) avec ledit récipient, de façon à ce que ledit disque compact soit maintenu contigu avec la surface interne ou externe de ladite paroi par un moyen de maintien (6, 7); ledit disque compact portant des données électroniques, et

ayant une forme avec un bord extérieur et une zone annulaire porteuse de données (10) qui est disposée entièrement à l'intérieur dudit bord extérieur, ledit disque compact étant assemblé avec ledit récipient de façon à ce que ledit bord extérieur soit disposé entièrement à l'intérieur de la surface de ladite surface interne ou externe, **caractérisée en ce que** ladite forme correspond à la forme de ladite paroi du récipient; **et en ce que** ledit disque compact est assemblé avec ledit récipient et telle que ledit disque compact couvre entièrement ladite surface interne ou externe de la paroi.

9. Méthode de conditionnement telle que revendiquée dans la revendication 8, dans laquelle lesdits articles sont des articles à fumer roulés (8).
10. Méthode telle que revendiquée dans la revendication 8 ou la revendication 9 pour former un conditionnement selon l'une quelconque des revendications 1 à 7.

Patentansprüche

1. Verpackung, welche Verpackung ein geradliniges Behältnis (2) aufweist, wobei das Behältnis eine im wesentlichen ebene Wand (4) mit einer Innen- und Außenfläche hat, welche Verpackung aufweist: eine CD (5), die mit dem Behältnis zusammengestellte elektronische Daten trägt, und Haltemittel (6, 7) zum Halten der CD benachbart zu der Innen- oder Außenfläche der Wand; wobei die CD eine Form mit einem Außenrand und einer ringförmigen Datenträgerzone hat, die sich vollständig innerhalb des Außenrandes befindet; wobei die CD so ausgebildet ist, dass der Außenrand vollständig innerhalb des Bereichs der Innen- oder Außenfläche angeordnet ist; **dadurch gekennzeichnet, dass** die CD (5) eine Form hat, die der Form der Wand (4) entspricht und die Innen- oder Außenfläche der Wand vollständig bedeckt.
2. Verpackung nach Anspruch 1, bei der die Wand (4) eine rechteckige Form hat und die CD (5) ebenfalls eine rechteckige Form hat, deren Abmessungen den Abmessungen der rechteckigen Form der Wand entsprechen.
3. Verpackung nach Anspruch 1 oder 2, bei der die CD (5) in der Lage ist, bis zu 5 MB oder mehr elektronische Daten zu tragen.
4. Verpackung nach einem der vorhergehenden Ansprüche, welche zum Halten gerollter Raucherartikel (8) geeignet ist.
5. Verpackung nach einem der vorhergehenden An-

sprüche, bei der die Haltemittel eine äußere Umhüllung (6) aufweisen, die das Behältnis (2) und die CD (5) umhüllen, um die CD (5) benachbart zu der Außenfläche der Wand (4) zu halten.

6. Verpackung nach einem der Ansprüche 1 bis 4, bei der die Haltemittel eine innere Umhüllung (7) aufweisen, die in der Lage ist, die CD (5) benachbart zu der Innenfläche der Wand (4) zu halten, wobei die Anordnung so getroffen ist, dass die CD (5) zwischen der inneren Umhüllung und der Innenfläche der Wand (4) angeordnet ist.
7. Verpackung nach einem der vorhergehenden Ansprüche, bei der die Haltemittel (6, 7) einen Kleber aufweisen.
8. Verfahren zum Verpacken einer Substanz, eines Materials oder von Gegenständen, welches die folgenden Schritte aufweist: Vorsehen eines geradlinigen Behältnisses (7) zur Aufnahme der Substanz, des Materials oder der Gegenstände, wobei das Behältnis eine im wesentlichen ebene Wand (4) mit einer Innen- und Außenfläche hat, und die Substanz, das Material oder die Gegenstände in den Behälter eingebracht werden; Zusammensetzen einer CD (5) mit dem Behältnis in der Weise, dass die CD benachbart zu der Innenfläche oder Außenfläche der Wand durch Haltemittel (6, 7) gehalten wird; wobei die CD elektronische Daten trägt und eine Form mit einem Außenrand und einer ringförmigen Datenträgerzone (10) hat, die sich vollständig innerhalb des Außenrandes befindet, wobei die CD mit dem Behältnis so zusammengesetzt wird, dass sich der Außenrand vollständig innerhalb des Bereichs der Innen- oder Außenfläche befindet, **dadurch gekennzeichnet, dass** die besagte Form der Form der Wand des Behältnisses entspricht und dass die CD mit dem Behältnis so zusammengesetzt wird, dass die CD die Innen- oder Außenfläche der Wand vollständig bedeckt.
9. Verfahren zum Verpacken nach Anspruch 8, bei dem die Gegenstände gerollte Raucherartikel (8) sind.
10. Verfahren nach Anspruch 8 oder 9 zum Bilden einer Verpackung nach einem der Ansprüche 1 bis 7.

