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(54) Direct marketing envelope and a preform thereof

(57) The invention relates to a directing-marketing envelope, which in intended for sending direct-marketing material. The direct-marketing envelope includes front and back parts (10, 11) in separate webs, between which there is a glued joint (24) on three sides. There is also a flap (14) formed in the front part (10). The direct-marketing envelope further includes at least one extra part (15) from a different web, which is arranged by gluing on the edge on the outer surface of the front and/or back part (10, 11). The extra part also includes some of the direct-marketing material. The invention also relates to a preform for a direct-marketing envelope.

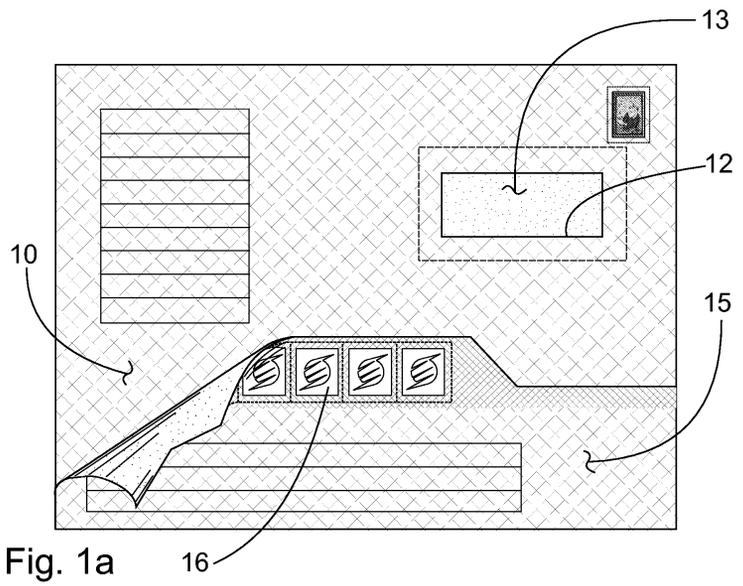

Fig. 1a

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Description

[0001] The present invention relates to a directing-marketing envelope, which is intended for sending direct-marketing material, and which direct-marketing envelope includes

- front and back parts in separate webs, which parts are attached to each other and are arranged on top of each other to form the direct-marketing envelope,
- a glued joint on three sides between the front and back parts, and
- a flap formed in the front part,

for closing the direct-marketing envelope.
The invention also relates to a preform for a direct-marketing envelope.

[0002] Direct marketing is characterized by the use of activating components that are targeted at various consumers. Activation is intended to make the consumer interested in the matter and to act, which improves the result of the campaign. The most usual activating components are sheets of stickers, scratch surfaces, glued stamps, cut-out shapes, and windows to open, which are in the material inside the envelope. For example, to gain benefits, the consumer has to move the stickers in a sheet to a specified position. Correspondingly, under a scratch surface, there may be a number series or an image, showing a possible benefit or prize.

[0003] Traditionally, an envelop is made from a single sheet, in which suitable shapes are cut. The sheet includes the front and back parts and a shaped flap. In the sheet, there are also joint strips for gluing the sheet, which has been folded in two, to form a completed envelope. The envelope may also have a window opening, with a transparent protective film. With the aid of the flap, which can be glued, the envelope can thus be closed securely, the protective film preventing the unauthorized viewing of the contents of the envelope, but nevertheless permitting, for example, address data, arranged behind the window opening, to be read. A conventional envelope is perfectly suitable for use in direct marketing and its contents can be easily personalized. However, due to manufacturing technology, it is impossible to personalize the front and back parts. In addition, the direct-marketing material must be placed in the envelope in an entirely separate work stage.

[0004] Attempts have been made to diversify the manufacture of particularly direct-marketing envelopes. Nowadays there are production lines, in which some kind of front and back parts, which are attached together with personalized direct-marketing material, are placed on top of the direct-marketing material. In other words, a separate envelope is lacking. In addition, such a direct-marketing envelope lacks both the shaping of the flap and the protective film of the window opening. In practice, the recipient of such a direct-marketing envelope easily gets the impression of mail of secondary value, which is opened only after a delay, or which may be left entirely unopened. In addition, the lack of the protective film may lead to misuse, or to damage to the direct-marketing material. The front and rear parts of the direct-marketing envelope are made separately and are attached to the direct-marketing material. Thus, the personalization of the front and back parts is freer and easier than in the case of a normal envelope.

[0005] US patent number 4066206 discloses an arrangement for manufacturing an envelope. According to the patent, openings are cut in the front part, which is formed from a unified web, and glue is spread on the surface of the web. A separate sheet is used as the back part of the envelope and is attached with the aid of glue and folds in the front part. Finally, the envelope is detached from the web. It is difficult to align the separate sheets on top of the web. In addition, the use of the disclosed envelope requires the material to be added and the envelope to be closed in two separate work stages.

[0006] The invention is intended to create a new type of direct-marketing envelope, which will be more versatile and attractive than previously. In addition, the invention is intended to create a new type of preform for a direct-marketing envelope, which is simpler than previously, but easier to manufacture. The characteristic features of the direct-marketing envelope according to the invention are stated in the accompanying Claim 1. Correspondingly, the characteristic features of the preform according to the invention are stated in the accompanying Claim 11. The direct-marketing envelope according to the invention is manufactured mechanically, but it meets the criteria set for a conventional envelope. In addition, surprisingly part of the direct-marketing material can be located outside the direct-marketing envelope, which increases the recipient's interest and makes the direct-marketing envelope more distinctive. Thus the shaping of the direct-marketing material is less restricted than previously and the direct-marketing campaign being carried out gives a better result. With the aid of the preform according to the invention, and particularly of its manufacturing method, the direct-marketing envelope can acquire completely new and surprising properties.

[0007] In the following, the invention is examined in detail with reference to the accompanying drawings showing some embodiments of the invention, in which

Figure 1a	shows a front view of one direct-marketing envelope according to the invention,
Figure 1b	shows a rear view of the direct-marketing envelope of Figure 1a,
Figure 2	shows the envelope material in the case of one direct-marketing envelope according to the invention,
Figure 3a	shows the material of an extra part according to the invention for one direct-marketing envelope according to the invention,
Figure 3b	shows the extra parts according to the in-

vention, formed of the material of Figure 3a,

Figure 4 shows a side view of a schematic diagram of part of a production line manufacturing the direct-marketing envelope according to the invention,

Figure 5 shows a top view of part of Figure 4a,

Figure 6 shows the preform of the direct-marketing envelope according to the invention, without the extra part,

Figure 7 shows the direct-marking envelope according to the invention, in the detaching stage.

[0008] Figures 1a and 1b show front and rear views of the direct-marketing envelope according to the invention. Hereinafter the direct-marketing envelope will be referred to more simply as the envelope. The envelope according to the invention is intended particularly for sending direct-marketing material. Direct-marketing is characterized by colourful direct-marketing material and related activating components. The envelope according to the invention includes front and back parts 10 and 11 that are attached to each other. In the completed envelope, the front and back parts, which were originally from separate webs, are arranged on top of each other, allowing direct-marketing material to be inserted between them. In addition, there is a glued joint 24 between the front and back parts 10 and 11, on three sides. In the front and/or back part 10 and 11, there may also be at least one window opening 12, in which there is a transparent protective film 13. In Figure 1a, there is one window opening 12 in the front part 10, which in this case is intended to be used as an address window. The window opening can also be used for other purposes, for instance, for showing part of the direct-marketing material through the protective film. In Figure 1a, the protective film's 13 outline is shown as a rectangle with broken lines and it is glued to the rear of the front part. As in the case of a conventional envelope, the envelope according to the invention also includes a shaped flap 14 for closing the envelope. Usually, the flap is in the front part. Due to the protective film and the flap, the envelope can be securely closed. In addition, the envelope according to the invention has an outer appearance similar to that of a conventional envelope, even though it is manufactured in a new and surprising manner, which is described in greater detail in connection with the description of the method. The same reference numbers are used for components that are functionally similar.

[0009] The direct-marketing envelope according to the invention further includes at least one extra part, which is also from a separate web as well as the front and back parts. The extra part is arranged by gluing its edge onto the outer surface of the front and/or back part. In addition, the extra part contains some of the direct-marketing material. Thus, the direct-marketing material is better displayed than previously. Due to the partly separate extra part, new and diverse direct-marketing material can be implemented. In Figure 1a, there is one extra part 15 on the lower edge of the envelope, in which the direct-marketing material is detachable stamps 16, which can be glued in a position reserved for them. The extra part also includes text and images, which are shown in the figure by a rectangle with lines on it. Thus, the envelope according to the invention has a distinguished appearance, but is more versatile and cheaper to manufacture than the prior art. In Figure 1b, the extra part 15 is attached from its upper edge, so that it opens in the opposite direction to the part described above. This brings an advantage, especially when inserting direct-marketing material mechanically in a completed envelope. Generally, the extra part is attached to the direct-marketing envelope at only one edge. The necessary parts of the direct-marketing material can then be easily detached. Indeed, at least one part of the extra part according to the invention is arranged to be detachable. The detachable part in question is preferably part of the direct-marketing campaign material. There can be several extra parts, which are preferably arranged on top of each other.

[0010] The extra part is preferably attached by gluing to the edge of the direct-marketing envelope opposite to the flap. The flap can then be used and the envelope filled as easily as possible. The usability of the envelope is further improved by attaching the extra part parallel to the direct-marketing envelope from either edge running parallel to the flap. Attachment from one edge is easy to implement in manufacture. The manufacture of the envelope is further facilitated by the extra part being essentially the width of the direct-marketing envelope. At the same time, the completed envelope forms a balanced totality. An extra part that is only attached at the edge may be bent, for example, during postal handling. Generally, the extra part is a maximum of the height of the envelope. To prevent bending and tearing, the extra part is, according to the invention, preferably less than half of the height of the direct-marketing envelope. On the other hand, the covering effect of even a high extra part is small, as the extra part can be bent. Thus, the front and back parts are nearly entirely visible and their surface areas can be exploited effectively. Desired shapes can also be easily arranged in the extra part, by cutting parts off either edge.

[0011] Figure 2 shows the envelope material in the case of one envelope according to the invention. According to the invention, the envelope material is a web material, in which there is consecutive envelope material for several envelopes. This shown by the broken-line continuations in the upper and lower corners of the envelope material in Figure 2. The actual envelope material is offset-printed and the sender's information and personalization, i.e., for example, the recipient's name can be printed on it afterwards. According to the invention, personalization can also be in the extra part (Figure 7). Figure 2 shows the reverse sides the front and back

parts 10 and 11, which are also preferably patterned by offset-printing.

[0012] According to the method according to the invention, a suitable envelope material is first selected, from which the front and back parts are formed. In the method, the hatched areas shown in Figure 2 are stamped in the web material, to form the flap. At the same time, the window opening is stamped, if one is used. In the following stage, if desired, a protective film is applied over the window opening that has just been stamped. After the stamping and the application of the protective film, the web material is split to separate the front and back parts from each other to form separate webs. The web material is preferably split at two points, which are shown in Figure 2 by two parallel thick lines. After this, the web material is lead forwards in the envelope manufacture, which is described in greater detail in connection with the apparatus description.

[0013] Figure 3a shows the web material for the extra part according to the invention, more specifically for two extra parts 15. In other words, two extra parts to be attached to both sides of the envelope are preferably formed from the web material shown. On the other hand, the two extra parts can be guided on top of each other and attached to the same side of the envelope. In the lower extra part 15 in this case, which according to Figure 1a is attached preferably on top of the front part, there is part of the direct-marketing material, and its edge is shaped. In addition, personalization can be printed on the extra part, in order to increase its interest. The actual web material is preferably beforehand offset-printed. Offset-printing can be used to implement complex and colourful pictures, drawings, and text. In the figure, the printed area is shown darkened. According to the method, the web material of the extra parts is also split into separate webs and, at the same time, the desired perforations are formed in the extra parts. In Figures 3a and 3b, such perforations are shown by broken lines and permit parts 16 belonging to the direct-marketing material to be detached from the extra part 15. Figure 3b shows the extra parts 15 separated from the web material, which are led on in the manufacture of the envelope. The web material of the extra part also includes several consecutive extra parts, which are separated in a later stage.

[0014] Figure 4 shows part of one production line for manufacturing an envelope according to the invention. The web material of the front and back parts 10 and 11 is on a large reel 17 at the start of the production line. After being run off the reel, to the web material is stamped the window opening and the shapes of the flap in a shape-stamping unit 19. All the machining stages are continuous, with the continuous web material running forwards the whole time. After stamping, glue is spread around the window opening, for example, using a plate-gluing device 20. A suitable piece of protective film, which is stored on a roll, can be applied on top of the glue. The protective film is applied using a suitable device 21. Finally, the web material is split using a splitting device 22. After this, the front and back parts separated as two webs are connected to the direct-marketing material production line, which is only shown in part. The production line in question can naturally be used to manufacture only envelopes, by omitting the direct-marketing material. In the finished envelope, the front and back parts are opposite to each other and after separation they are guided over different routes to be parallel to the production line and the right way round. The necessary guiding and possible turns are carried out in a known manner, for instance, using turning bars 23. Figure 4 shows how the turned front part 10 is led downwards and correspondingly the back part 11 is led upwards. The web material of the extra parts is stored on a second reel 18 and has, on its own line, corresponding machining stages, except for the cutting of the window opening and the application of the protective film and glue (Figure 5).

[0015] In Figure 5, the direct-marketing material is led along the production line from the right. In the first stage, the front and back parts are joined together by gluing and, at the same time, possible direct-marketing material is inserted between the front and back parts. The production lines are arranged in such a way that the different parts arrive the right way round and aligned correctly relative to each other. Synchronization is ensured by using tractor-feed, for which purpose there is the requisite traction holes in the web material. Thus, several tracks can be reliably connected to each other. The extra parts according to the invention are added in the next stage on top of the front and/or back parts, by gluing. The tracks thus combined are guided forwards, to the left in Figure 5, in which the web materials are shown split.

[0016] After the combination of the parts, stickers, for example, can be added to the envelope and the flap can be folded in different ways. The flap can even be closed by gluing, if the direct-marketing material is inserted in the envelope in connection with the combination of the front and back parts. Only after the gluing of the tracks and possible addition of stickers are the individual envelopes separated from the web containing several tracks. In Figure 2, the cutting lines are shown by dot-and-dash lines. In practice, the envelope is cut on three sides in the final stage, which ensures a faultless and dimensionally precise result. Figure 2 also shows the gluing space 24, in the area of which the front and back parts are glued to each other. Usually, the gluing space is about 5-mm wide and its area is not offset-printed, unlike in Figure 2. The lack of printing improves the penetration of the glue into the parts being joined.

[0017] Figure 6 shows part of the preform according to the invention. The preform includes the front and back parts joined to each other, which are arranged on top of each other. In addition, there can be at least one window opening, in which if desired there is a transparent protective film, in the front and/or back parts in separate

webs. Further, a flap is shaped in the front part. According to the invention, there are continuous extensions 25.1 - 25.4 on one and the same side of the front and back parts and the extra part, for feeding the preform during manufacture. With the aid of the extensions, the parts to be attached to each other are aligned precisely relative to each other. For example, in a preform including two extra parts, there are thus four extensions on top of each other. In order to manufacture the envelope, the extensions are arranged to be removed. In Figure 6 too, the cutting lines are shown by dot-and-dash lines. The preform according to the invention can also include direct-marketing material, in which case the personalized envelope is ready for posting after finishing. In Figure 6, the envelope contains direct-marketing material, but the extra part is not attached and the flap 14 is not closed. In the Figures, there are traction holes 26 in the extensions 25.1 - 25.4, for tractor feed devices forming part of the apparatus used in manufacture.

[0018] Figure 7 shows the envelope in the detaching stage, in which the extensions are also removed. Prior to removal, the flap can also be closed mechanically. The extension in the front part according to the invention is arranged on the opposite side of the front part to the flap and parallel to the width of the flap. Thus, the closing of the flap can be easily automated. Figure 7 also shows the personalization of the extra part when the flap 14 of the middle preform is about to close.

[0019] The envelope according to the invention meets the criteria of a conventional envelope, despite the surprising manufacturing method. In addition, thanks to the extra part or the extra parts, some of the direct-marketing material can be attractively displayed on either or both sides of the envelope, on one side or the other. The partly separate extra part permits the part to be detached from the direct-marketing material.

[0020] Despite its versatility, the envelope according to the invention is cheap and quick to manufacture. If necessary, direct-marketing material can be inserted in the envelope during manufacture. The preform according to the invention includes all the necessary parts while the envelope is finished from the preform in the very end stage of manufacture. Thus the envelope is neat and precise in its dimensions and shape.

Claims

1. A directing-marketing envelope, which in intended for sending direct-marketing material, and which direct-marketing envelope includes

   - front and back parts (10, 11) in separate webs, which parts are attached to each other and are arranged on top of each other to form the direct-marketing envelope,
   - a glued joint (24) on three sides between the front and back parts (10, 11), and
   - a flap (14) formed in the front part (10), for closing the direct-marketing envelope,

   characterized in that the direct-marketing envelope further includes at least one extra part (15) from a different web, which is arranged by gluing on the edge on the outer surface of the front and/or back part (10, 11), and which includes some of the direct-marketing material.

2. A direct-marketing envelope according to Claim 1, **characterized in that** there is at least one window opening (12) in the front and/or back part (10, 11).

3. A direct-marketing envelope according to Claim 2, **characterized in that** there is transparent protective film (13) in the window opening (12).

4. A direct-marketing envelope according to any of Claims

   1 - 3, **characterized in that** there are two or more extra parts (15), which are arranged on top of each other, in the direct-marketing envelope.

5. A direct-marketing envelope according to any of Claims

   1 - 5, **characterized in that** the extra part (15) is attached to the direct-marketing envelope from only one edge.

6. A direct-marketing envelope according to any of Claims

   1 - 5, **characterized in that** at least part of the extra part (15) is arranged to be detachable, which detachable part (16) is formed of some of the direct-marketing material.

7. A direct-marketing envelope according to any of Claims

   1 - 6, **characterized in that** the extra part (15) is attached to the edge opposite to the flap (14) of the direct-marketing envelope.

8. A direct-marketing envelope according to any of Claims

   1 - 7, **characterized in that** the extra part (15) is attached parallel to the direct-marketing envelope from either edge that runs parallel to the flap (14).

9. A direct-marketing envelope according to any of Claims

1 - 8, **characterized in that** the extra part (15) is essentially the width of the direct-marketing envelope.

10. A direct-marketing envelope according to any of Claims

1 - 9, **characterized in that** the extra part (15) is of a height that is a maximum of the height of the direct-marketing envelope and it has at least one shaped edge.

11. A preform for a directing-marketing envelope, which includes

- front and back parts (10, 11) in separate webs, which parts are attached to each other and are arranged on top of each other,
- a glued joint (24) on three sides between the front and back parts (10, 11), and
- a flap (14) formed in the front part (10),

characterized in that the preform further includes,

- at least one extra part (15) from a different web, which is arranged by gluing on the edge on the outer surface of the front and/or back part (10, 11), and which includes some of the direct-marketing material, and
- continuous extensions (25.1 - 25.4) of the front and back parts (10, 11) and the extra part (15) on one and the same side, for feeding the preform during manufacture, which extensions (25.1 - 25.4) are arranged to be removed in order to manufacture the direct-marketing envelope.

12. A preform according to Claim 11, **characterized in that** the preform includes direct-marketing material.

13. A preform according to Claim 11 or 12, **characterized in that** there are traction holes (26) in the extensions (25.1 - 25.4) for tractor-feed devices belonging to the apparatus used in the manufacture.

14. A preform according to any of Claims 11 - 13, **characterized in that** the extension (25.1) in the front part (10) is arranged on the side of the front part (10) opposite the flap (14) and parallel to the width of the flap (14).

15. A preform according to any of Claims 11 - 14, **characterized in that** there is the same personalization in the front or back parts (10, 11) and in the direct-marketing material and in the extra part (15).

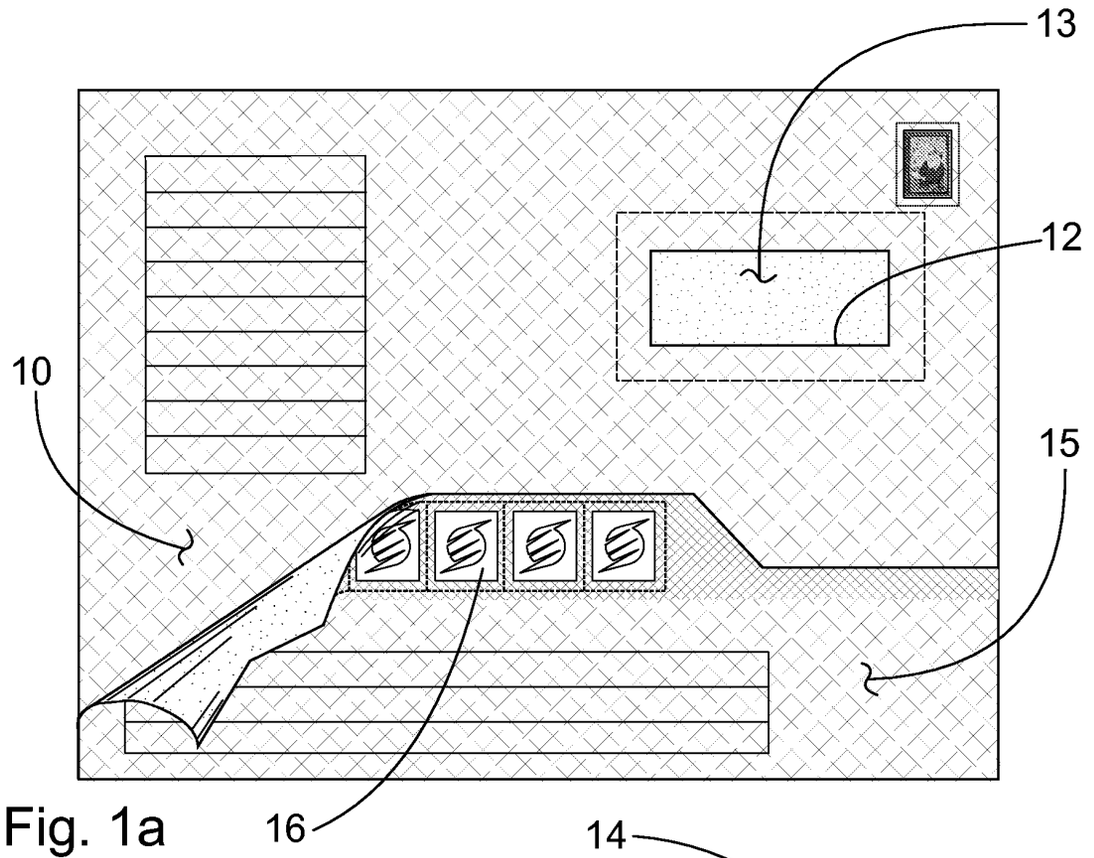

Fig. 1a

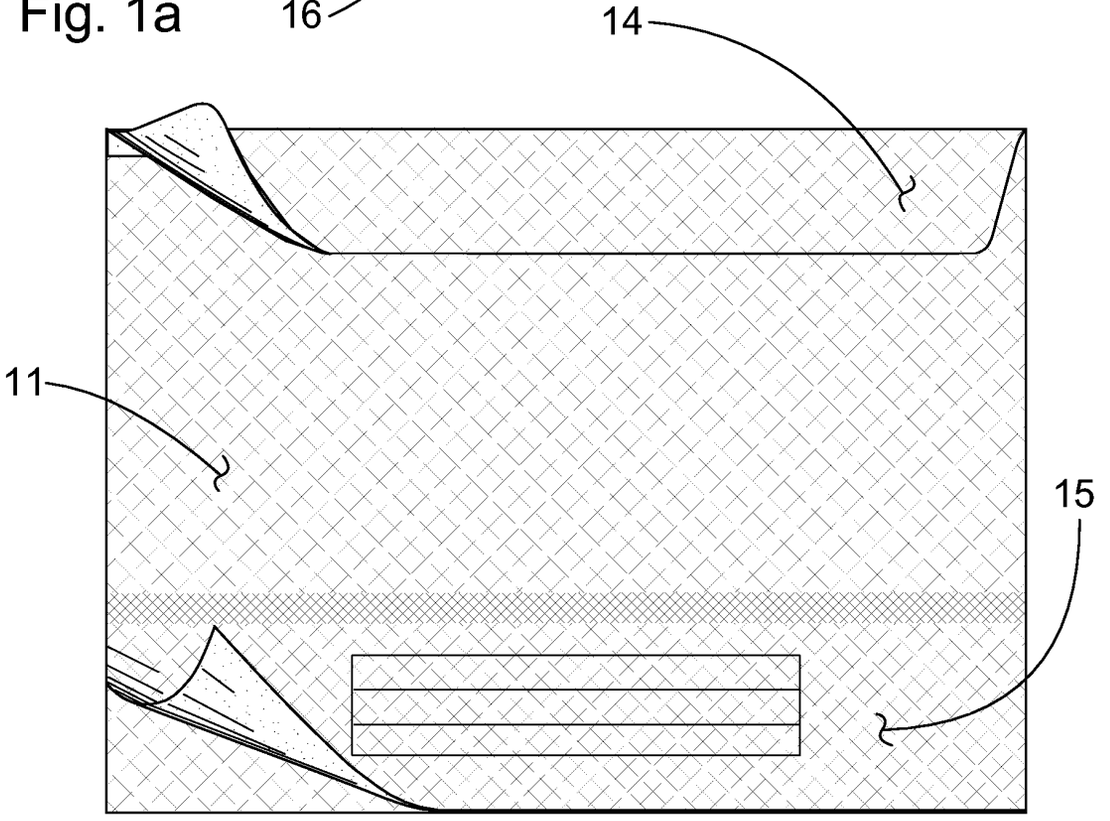

Fig. 1b

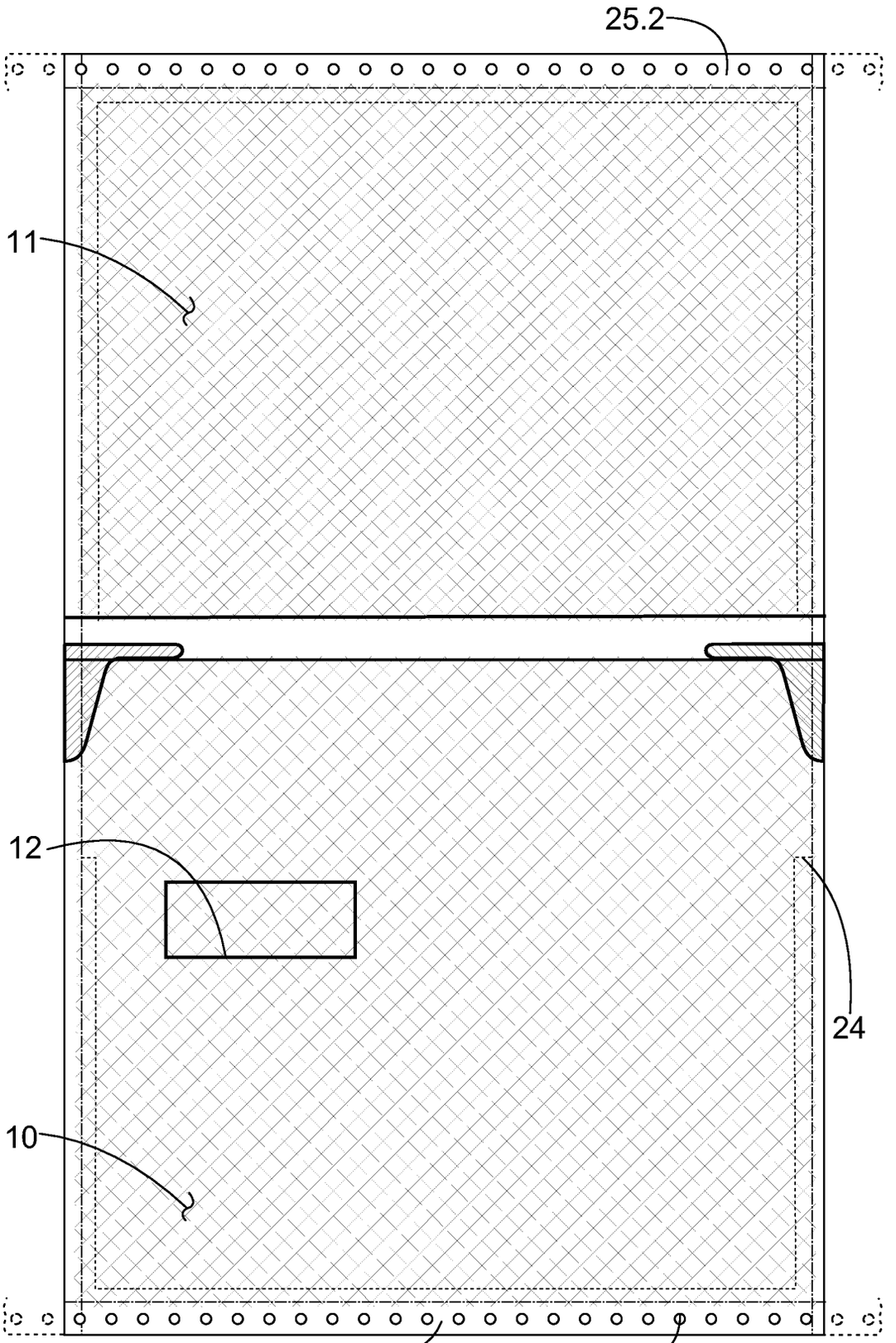

Fig. 2

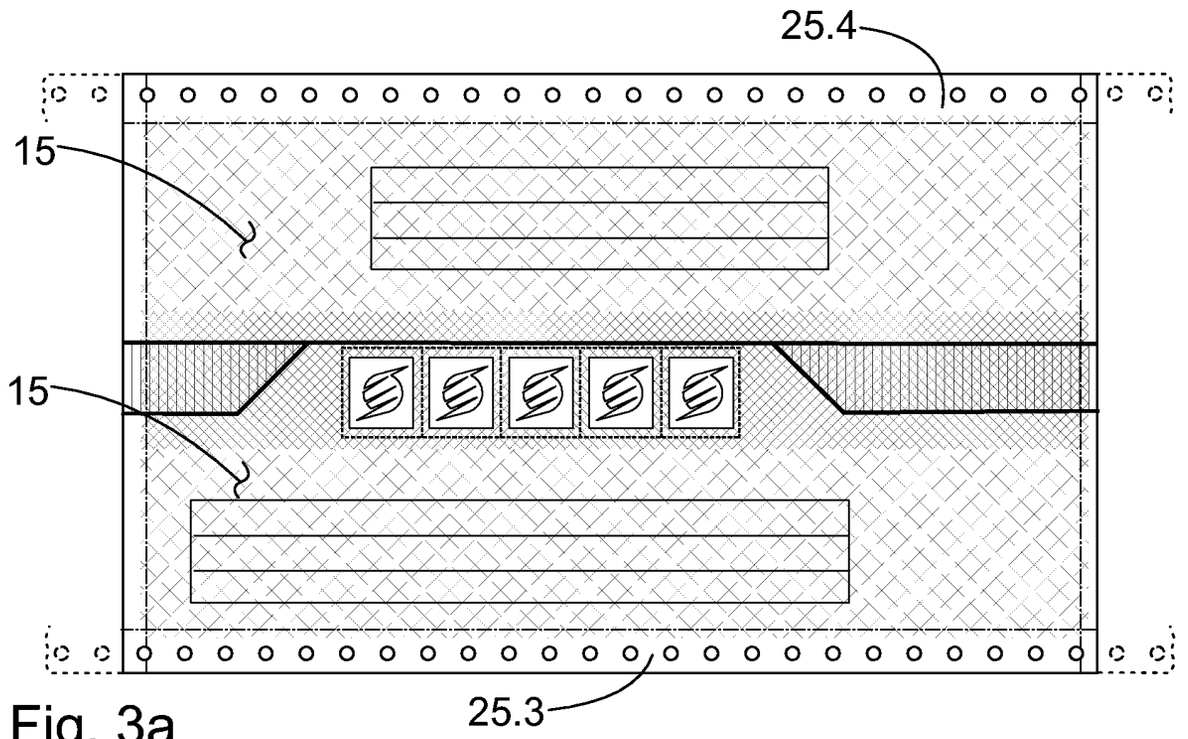

Fig. 3a

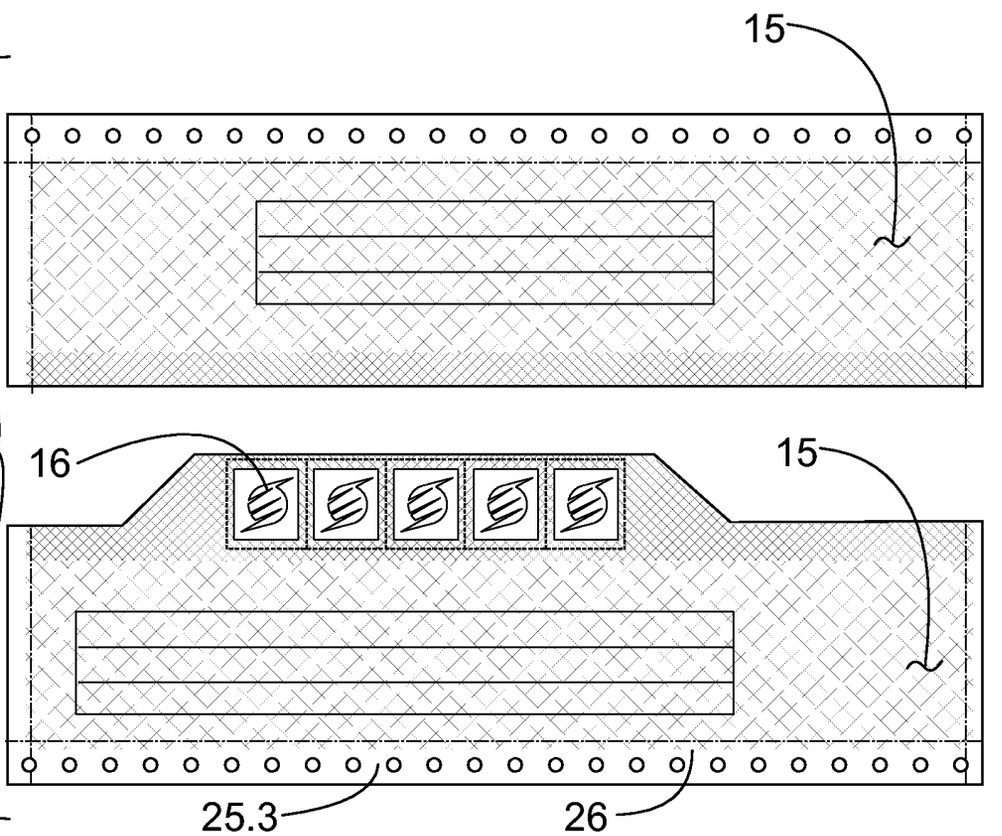

Fig. 3b

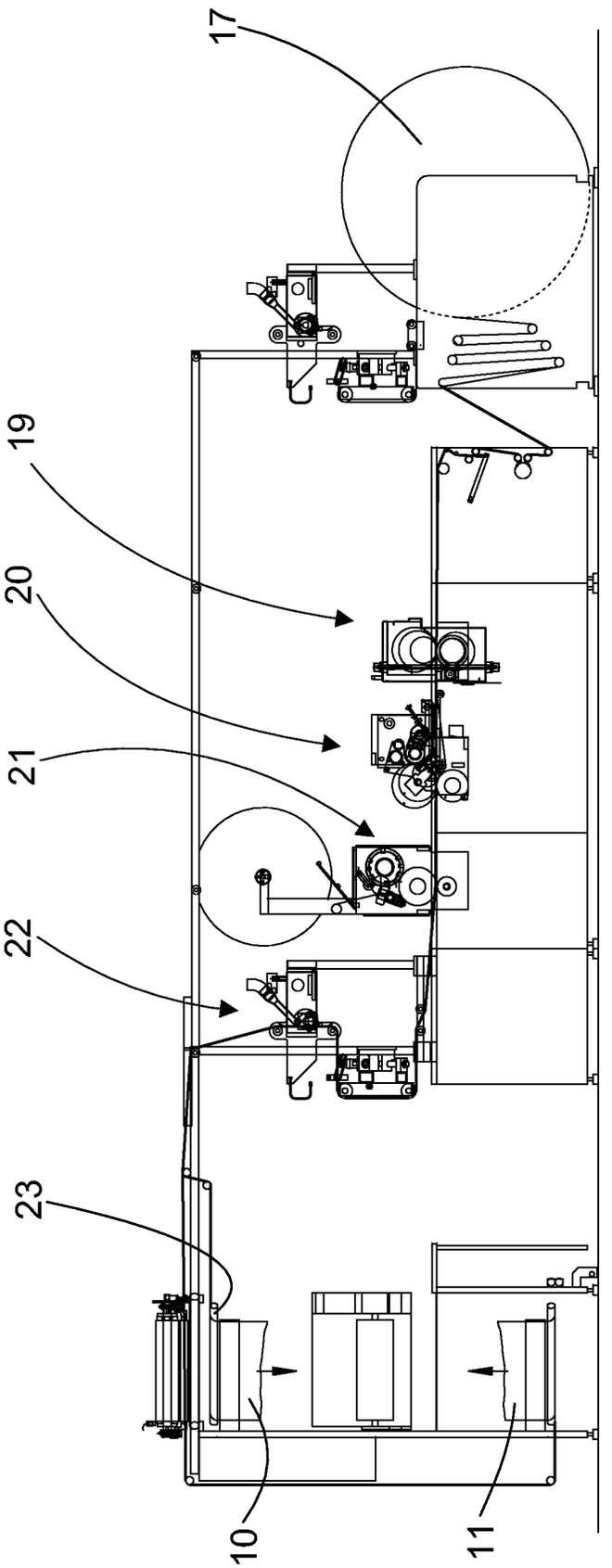

Fig. 4

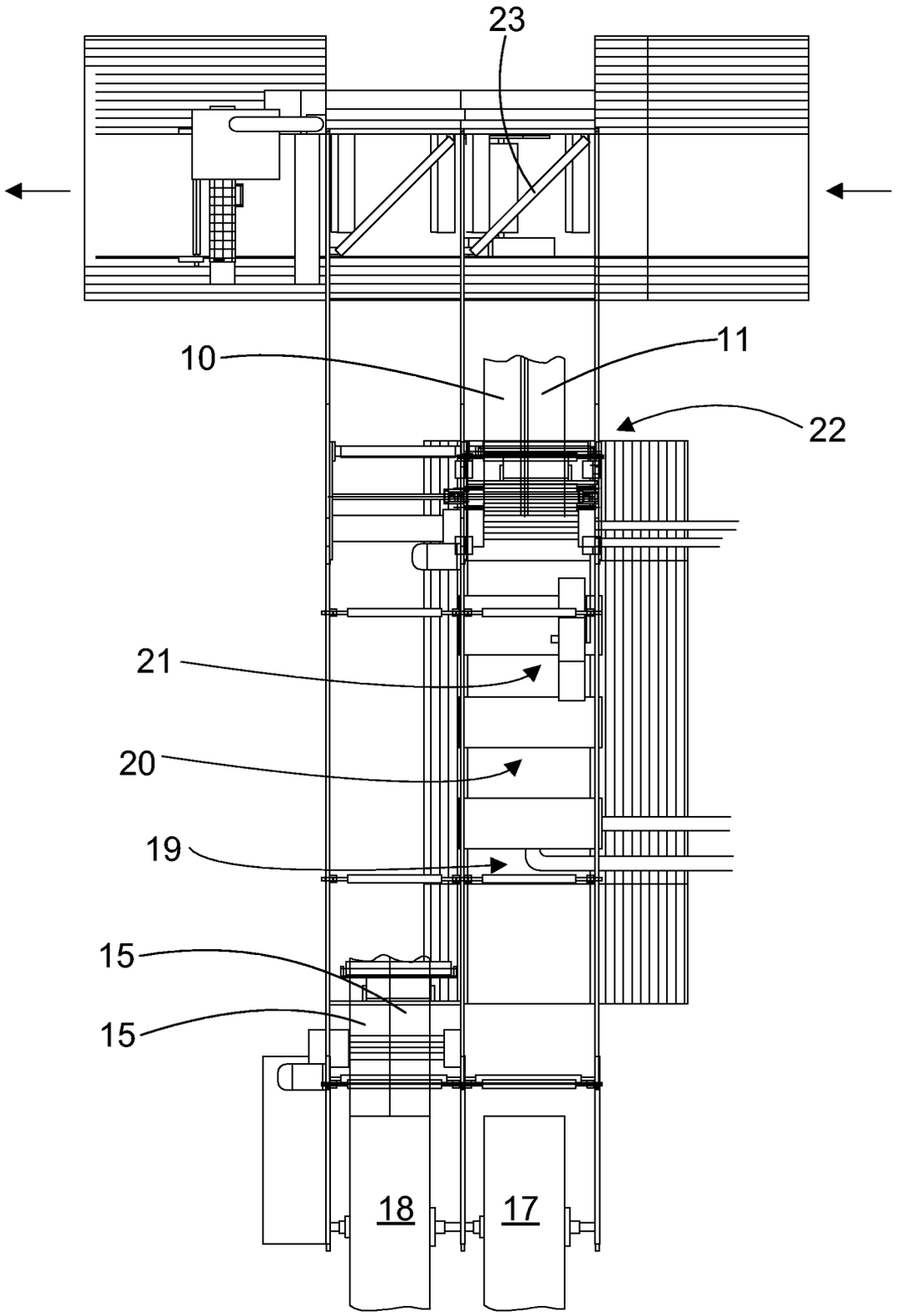

Fig. 5

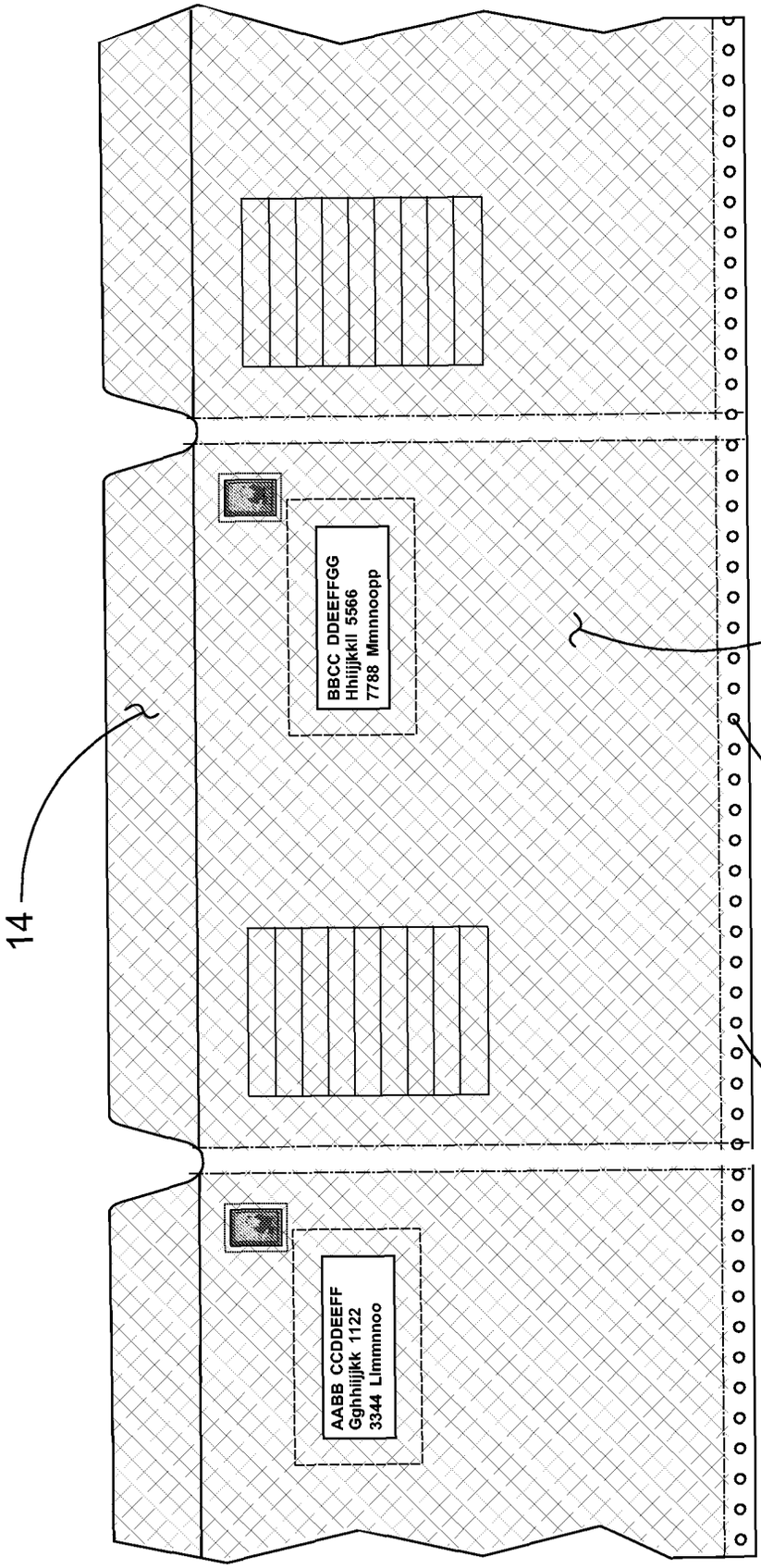
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Fig. 6

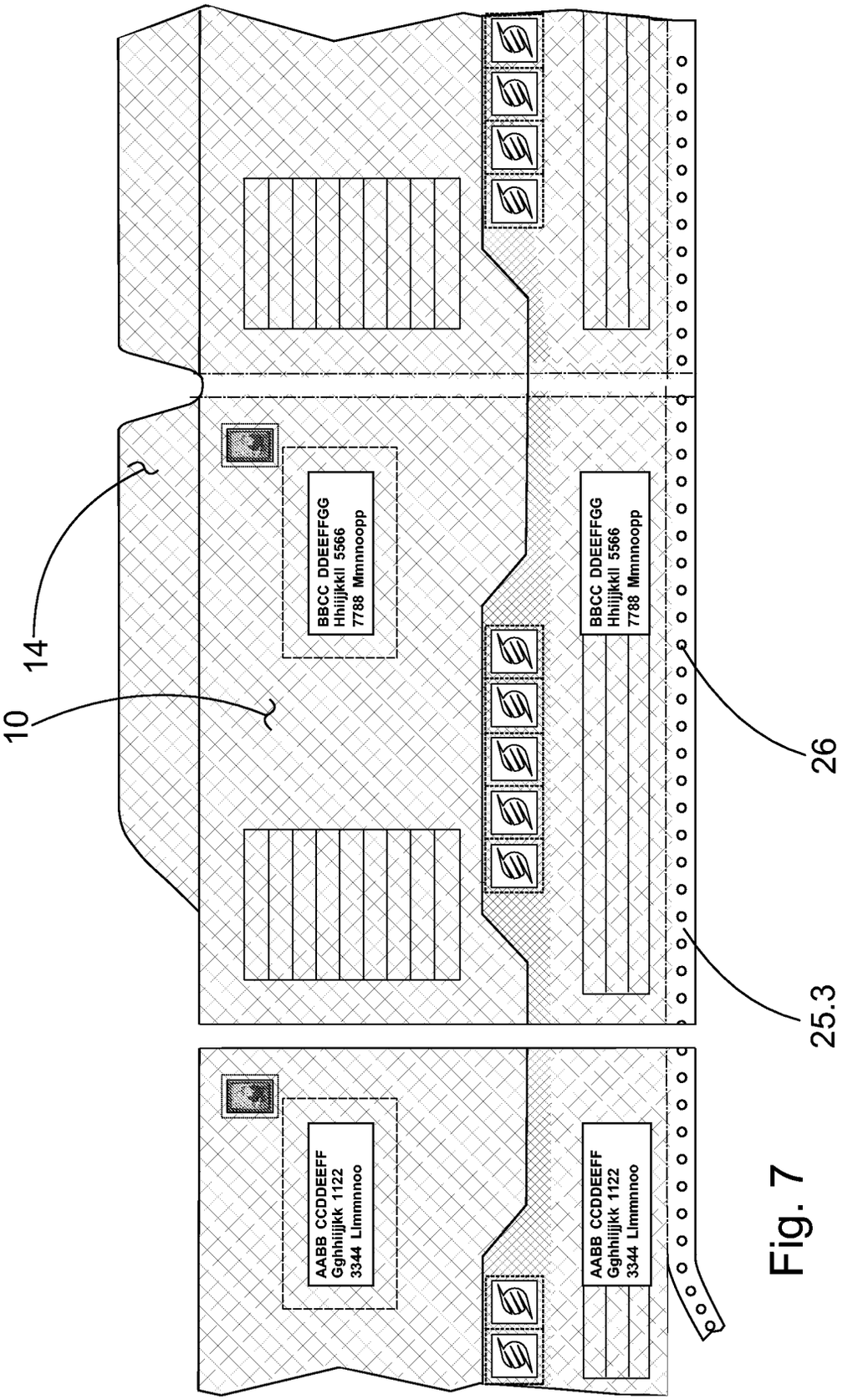
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Fig. 7

European Patent Office

EUROPEAN SEARCH REPORT

Application Number
EP 04 10 1577

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.7)
Y	US 2 824 685 A (PATTON THEODORE H) 25 February 1958 (1958-02-25) * column 1, line 61 - column 2, line 22; figure 1 *	1-15	B65D27/10 B31B19/00 B65D27/00
Y	US 6 406 586 B1 (RODRIGUEZ LUIS JOAQUIN) 18 June 2002 (2002-06-18) * column 20, line 11 - line 27; figures 20A,20B,20C *	1-15	
Y	US 5 289 972 A (SAUERWINE DEAN N ET AL) 1 March 1994 (1994-03-01) * column 3, line 62 - column 4, line 3; figure 2 *	2,3	
A	US 5 573 277 A (PETKOVSEK GLENN) 12 November 1996 (1996-11-12) * figures 4,5 *	1-15	
A	US 5 776 285 A (BLUEMLE MARTIN) 7 July 1998 (1998-07-07) * figure 3 *	11-15	TECHNICAL FIELDS SEARCHED (Int.Cl.7) B42D B65D B31B
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A	PATENT ABSTRACTS OF JAPAN vol. 1999, no. 11, 30 September 1999 (1999-09-30) & JP 11 165739 A (DAINIPPON PRINTING CO LTD), 22 June 1999 (1999-06-22) * abstract *	1-10	

The present search report has been drawn up for all claims

Place of search	Date of completion of the search	Examiner
Munich	16 June 2004	Vesterholm, M

CATEGORY OF CITED DOCUMENTS

X : particularly relevant if taken alone
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L : document cited for other reasons

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