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(54) **Presentation article**

(57) A presentation article, of the type of those used
as a presentation card, characterized in that it comprises
a flat metallic body of cylindrical or polygonal section,

of markedly parallel bases, and having at least on one
of its bases, and optionally on its side surface, several
embossments representative of advertising and/or in-
formative motifs

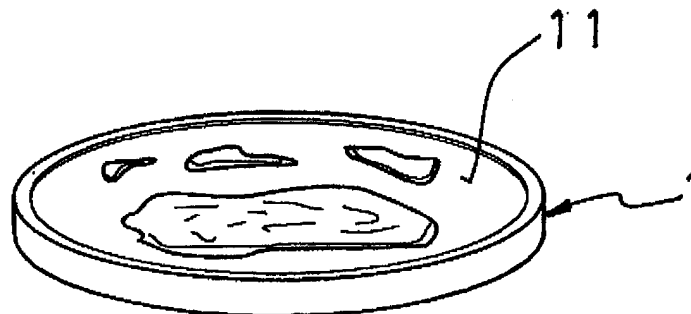


Fig. 1

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Description

Object of the Invention

[0001] The present invention refers, as its title indicates, to a presentation article, of the type of those used as a business card.

Background of the Invention

[0002] Currently, it is usual practice for companies and professionals to use business cards as a presentation article, usually made up of a sheet of a cellulose material on which different motifs are printed, such as: the logo, the company name, contact telephone numbers, etc.

[0003] These business cards easily become damaged due to the nature of the material of which they are constituted, usually having folds or scratches on them when they are presented, remarkably reducing the quality of the presentation.

[0004] On the other hand, an objective both for the users and for the companies in charge of manufacturing presentation articles is to obtain presentation articles different from standard business cards, since a clear differentiation of the presentation article used with regard to those of the competition constitutes an important advertising since it attracts the attention of the person receiving it.

Description of the invention

[0005] The presentation article object of this invention has several constructive particularities designated on one hand to prevent the damage thereof, and on the other hand, to be clearly differentiated from standard business cards in order to capture the attention of the person receiving it.

[0006] According to the invention, this presentation article comprises a flat metallic body, of cylindrical or polygonal section and of markedly parallel bases, having at least on one of its bases, and optionally on its side surface, several embossments representative of advertising and/or informative motifs such as: identifying logos, company names, contact telephone numbers or any other motifs of those usually included on business cards.

[0007] The metallic nature of this presentation article provides it with the sufficient strength for ensuring the preservation thereof in a perfect condition for an extended time.

[0008] On the other hand, the definition of the advertising and/or informative motifs by means of embossments on the metallic body prevents, at least at a reasonable cost, the elimination of said embossments and subsequently the fraudulent use of the presentation article by third persons.

Description of the Drawings

[0009] To complement the description being made and for the purpose of facilitating the understanding of the features of the invention, a set of drawings is attached to the present specification, in which the following has been shown in an illustrative and non-limiting manner:

Figure 1 shows a perspective view of an embodiment example of the presentation article object of the invention, in which the metallic body has a cylindrical section.

Figures 2 and 3 show respective front elevational and rear elevational views of the presentation article, the embossments representative of advertising and/or informative motifs being observed on the opposite sides or bases thereof.

Preferred Embodiment of the Invention

[0010] As can be observed in the mentioned Figures, the presentation article object of this invention comprises a flat metallic body (1) of cylindrical section, the bases (11 and 12) of which are markedly parallel and have several embossments (13 and 14), respectively, representative of advertising and/or informative motifs such as logos, company names or contact telephone numbers, etc.

[0011] In the embodiment example shown in the Figures the metallic body (1) has a smooth side surface (15); although, as previously mentioned, it could have several embossments similar to those shown on the bases (11 and 12).

[0012] Having sufficiently described the nature of the invention as well as a preferred embodiment example, it is hereby stated that the materials, shape, size and arrangement of the described elements may be modified as long as this does not imply an alteration of the essential features of the invention, which are claimed below.

Claims

1. A presentation article, of the type of those used as a presentation card, **characterized in that** it comprises a flat metallic body (1) of cylindrical or polygonal section, of markedly parallel bases (11 and 12), and having at least on one of its bases (11, 12), and optionally on its side surface (15), several embossments (13, 14) representative of advertising and/or informative motifs.

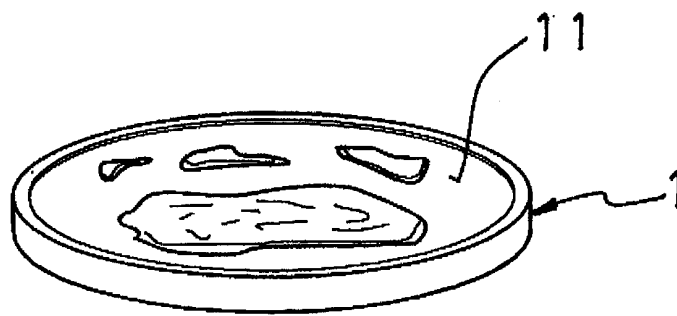


Fig. 1

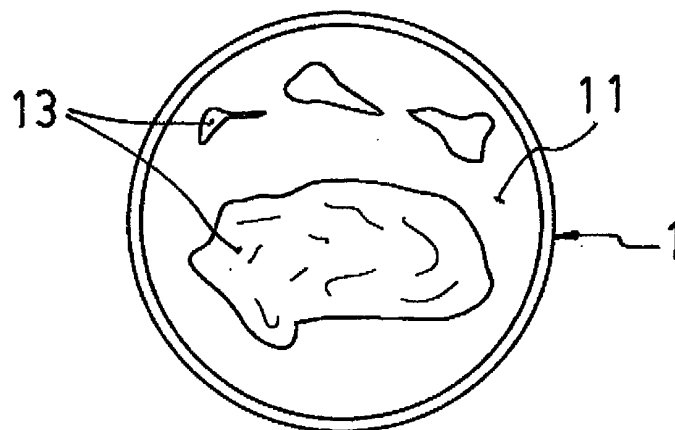


Fig. 2

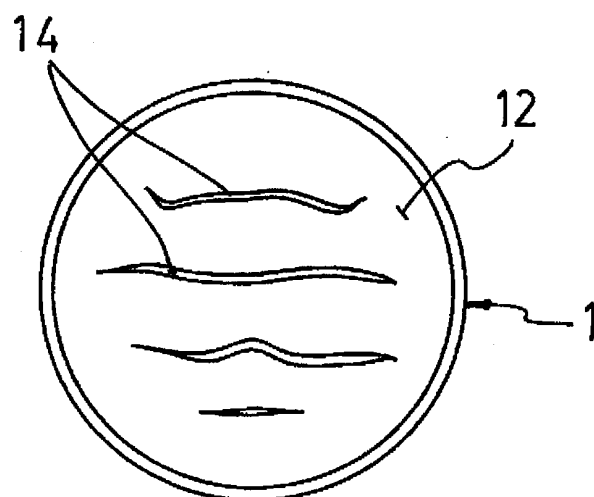


Fig. 3