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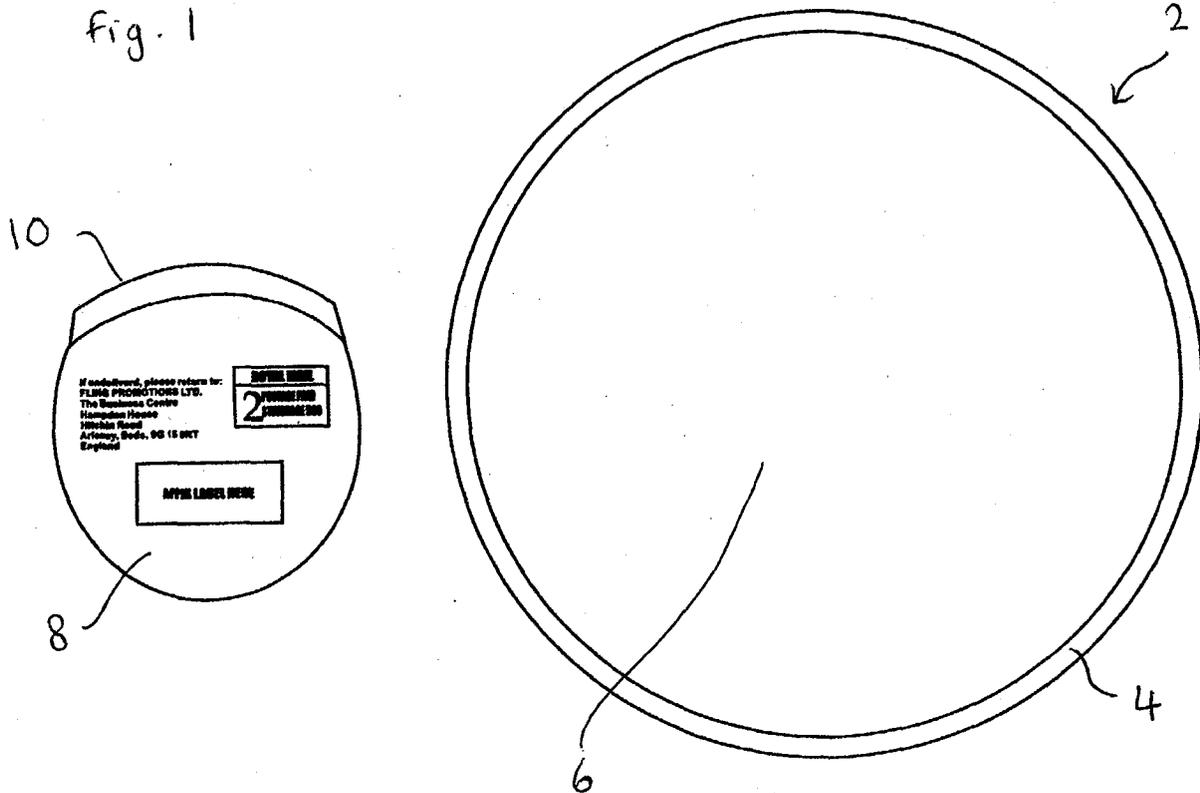
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(54) **A mailable device**

(57) A mailable device comprises a pop-up disc (2) having a spring frame and a fabric pouch (8) for retaining the pop-up product in its folded state. The retaining

pouch is printed with mailing indicia (12,14,16) and has a closing means (18). The retaining pouch containing the folded pop-up product is adapted for mailing.



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Description

[0001] The present invention relates to a mailable device. In particular it relates to a mailable device that comprises a pop-up product and a retaining pouch.

[0002] Pop-up products in the form of tents, containers and toys are known. They generally comprise at least one nylon fabric sheet having an internal spring metal frame. To retain the product in its collapsed and folded state, an elasticated garter is commonly provided. The product springs to its pop-up state upon its removal from the restraint.

[0003] The present invention seeks to provide a device comprising a pop-up product that is suitable for mailing.

[0004] According to the present invention, there is provided a mailable device comprising a pop-up product having a spring frame and a pouch for retaining the pop-up product in its folded state; wherein the pop-up product and the retaining pouch are adapted for mailing.

[0005] Preferably, the retaining pouch is adapted to be printed with mailing indicia and/or to have mailing indicia affixed thereto.

[0006] The retaining pouch preferably comprises means to close the opening of the pouch.

[0007] In a preferred embodiment, the pop-up product in its unfolded state is substantially two dimensional. Its longest dimension in its unfolded state may be between 20 and 30 cm. Preferably, the pop-up product in its unfolded state is substantially disc-shaped. Alternatively, it may be oval or heart-shaped.

[0008] Embodiments of the present invention will now be described, by way of example only, with reference to the accompanying diagrammatic drawings, in which:

FIGURE 1 is a plan view of a pop-up disc in its unfolded state and a retaining pouch therefor;

FIGURE 2 is a plan view of a pop-up disc in its folded state and a retaining pouch therefor;

FIGURE 3 is a side view of the pop-up disc in a partially-folded state;

FIGURE 4 is a rear view of the retaining pouch having the folded disc therein; and

FIGURE 5 is a front view of the retaining pouch having the folded disc therein.

[0009] Referring to figure 1, a pop-up disc 2 comprises a border 4 within which is a spring steel frame.

[0010] The disc is made of nylon or a similar fabric. For example, it is made of nylon taffeta 190T fabric. The fabric is cut to size and may be screen printed in its centre 6 with a promotional logo or message, for example. The fabric is edged with ribbon and stitched to form border 4. The spring steel frame is inserted therein and the border is sewn to retain the frame therein.

[0011] Typically the disc is about 25cm in diameter and the retaining pouch is about 10cm in diameter, although smaller and larger sizes may be used. The

pouch containing the device may weight about 14 g. The pouch containing the disc is suitable for mailing as a standalone item. The relative sizes of the folded and unfolded disc relative to the pouch are illustrated in figures 1 and 2.

[0012] Referring to figures 2 and 3, the disc is folded to fit within retaining pouch 8. To effect this, the disc is twisted and folded and reduced to about a third of its original diameter. It is then inserted into retaining pouch 8 through opening 10. Retaining pouch 8 acts as an envelope for mailing the device.

[0013] With reference to figure 2, pouch 8 is printed with mailing indicia: the face of the pouch has an area 12 for affixing an address label for a recipient, printed indicia 14 being a return address and printed indicia 16 being a postage paid frank.

[0014] Referring to figure 5, opening 10 of pouch 8 is closed by way of a hook and loop fastener 18. This prevents the folded disc from falling out of the pouch during mail handling.

[0015] The mailing device of the present invention provides an effective means of gaining its recipient's attention. The pouch acts as an envelope and stands out from the usual mail. When the disc is removed from the retaining pouch by the recipient it rapidly springs open to its full size, usually revealing a printed message. It may be used for direct mail advertising purposes since the disc may be printed with promotional matter. The disc can then be used as a frisbee toy and refolded into its pouch as required. The mailing device is toy-safety tested and is suitable for promotions targeted at any age group.

[0016] Since no envelope or packing is required for the mailing device of the present invention, it is relatively cost-effective.

Claims

1. A mailable device comprising a pop-up product (2) having a spring frame and a pouch (8) for retaining the pop-up product in its folded state; wherein the pop-up product and the retaining pouch are adapted for mailing.
2. A mailable device as claimed in claim 1, wherein the retaining pouch is adapted to be printed with mailing indicia (16) and/or to have mailing indicia affixed thereto.
3. A mailable device as claimed in claim 1 or claim 2, wherein the retaining pouch comprises means (18) to close the opening of the pouch.
4. A mailable device as claimed in any preceding claim, wherein the pop-up product in its unfolded state is substantially two dimensional

5. A mailable device as claimed in any preceding claim, wherein the longest dimension of the pop-up product in its unfolded state is between 20 and 30 cm.

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6. A mailable device as claimed in any preceding claim, wherein the pop-up product in its unfolded state is substantially disc-shaped.

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Fig. 1

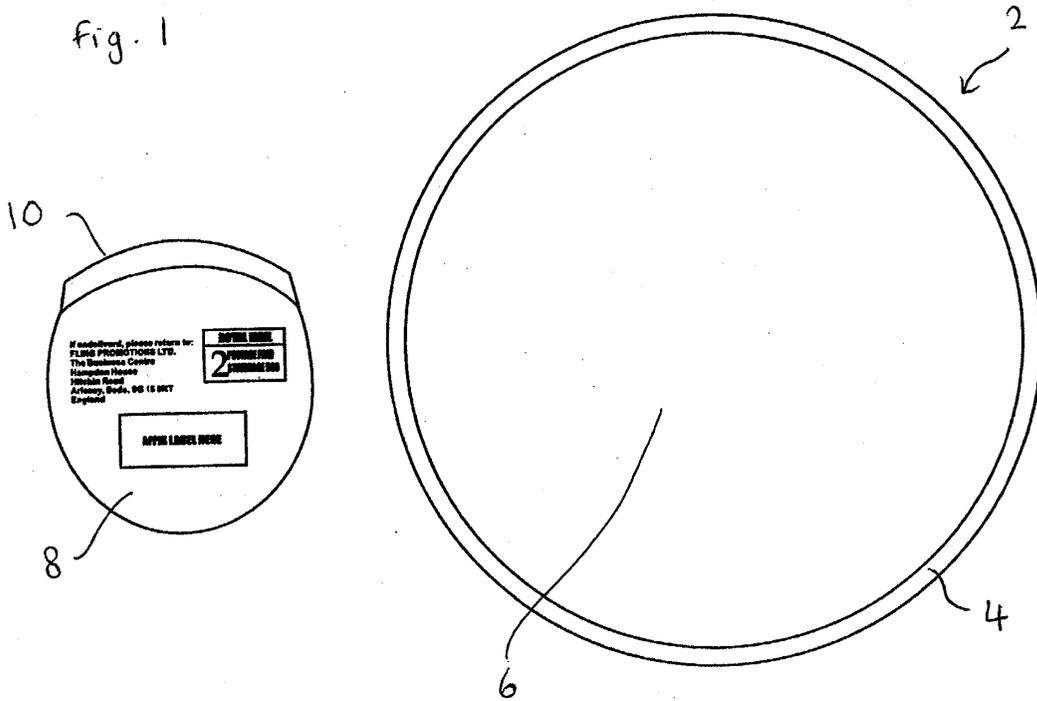


Fig. 2

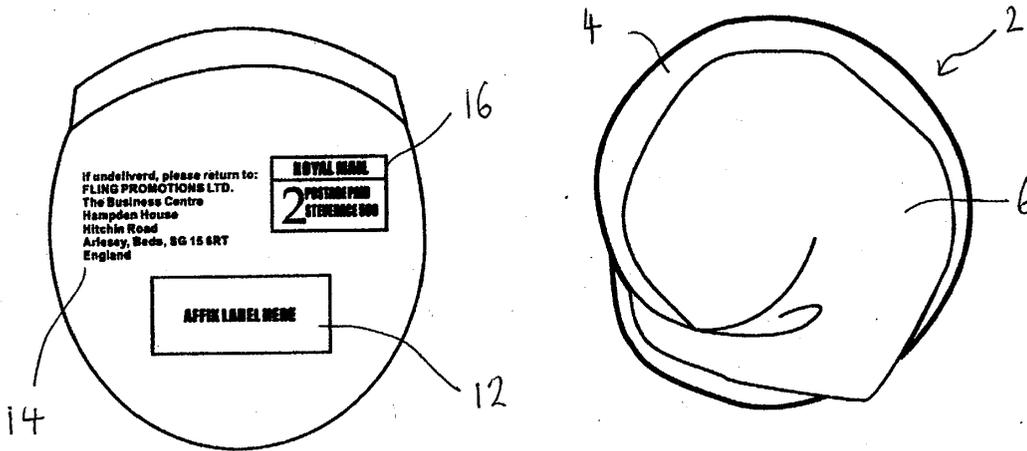


Fig. 3

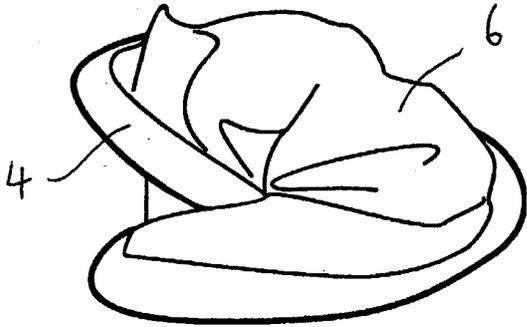


Fig. 4

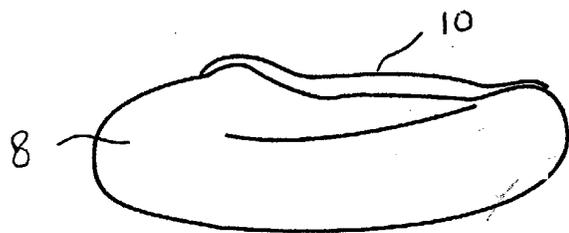


Fig. 5

