



Europäisches Patentamt
European Patent Office
Office européen des brevets



(11) **EP 1 586 507 A2**

(12) **EUROPEAN PATENT APPLICATION**

(43) Date of publication:
19.10.2005 Bulletin 2005/42

(51) Int Cl.7: **B65D 1/34**

(21) Application number: **05008035.7**

(22) Date of filing: **13.04.2005**

(84) Designated Contracting States:
**AT BE BG CH CY CZ DE DK EE ES FI FR GB GR
HU IE IS IT LI LT LU MC NL PL PT RO SE SI SK TR**
Designated Extension States:
AL BA HR LV MK YU

(72) Inventor: **Vimercati, Giancarlo**
20040 Usmate, Milano (IT)

(74) Representative: **Cicogna, Franco**
Ufficio Internazionale Brevetti
Dott.Prof. Franco Cicogna
Via Visconti di Modrone, 14/A
20122 Milano (IT)

(30) Priority: **16.04.2004 IT MI20040175**

(71) Applicant: **PILOT ITALIA S.p.A.**
20040 Usmate Milano (IT)

(54) **Improved food packaging and label**

(57) An improved food packaging and label arrangement construction comprises a tray for holding a food product and encompassed by a clear film, and being characterized in that said construction further comprises

a label on a surface of which is applied a removable type of adhesive, so as to allow the label to be momentarily removed and then relocated, while holding the packaging in an integral condition.

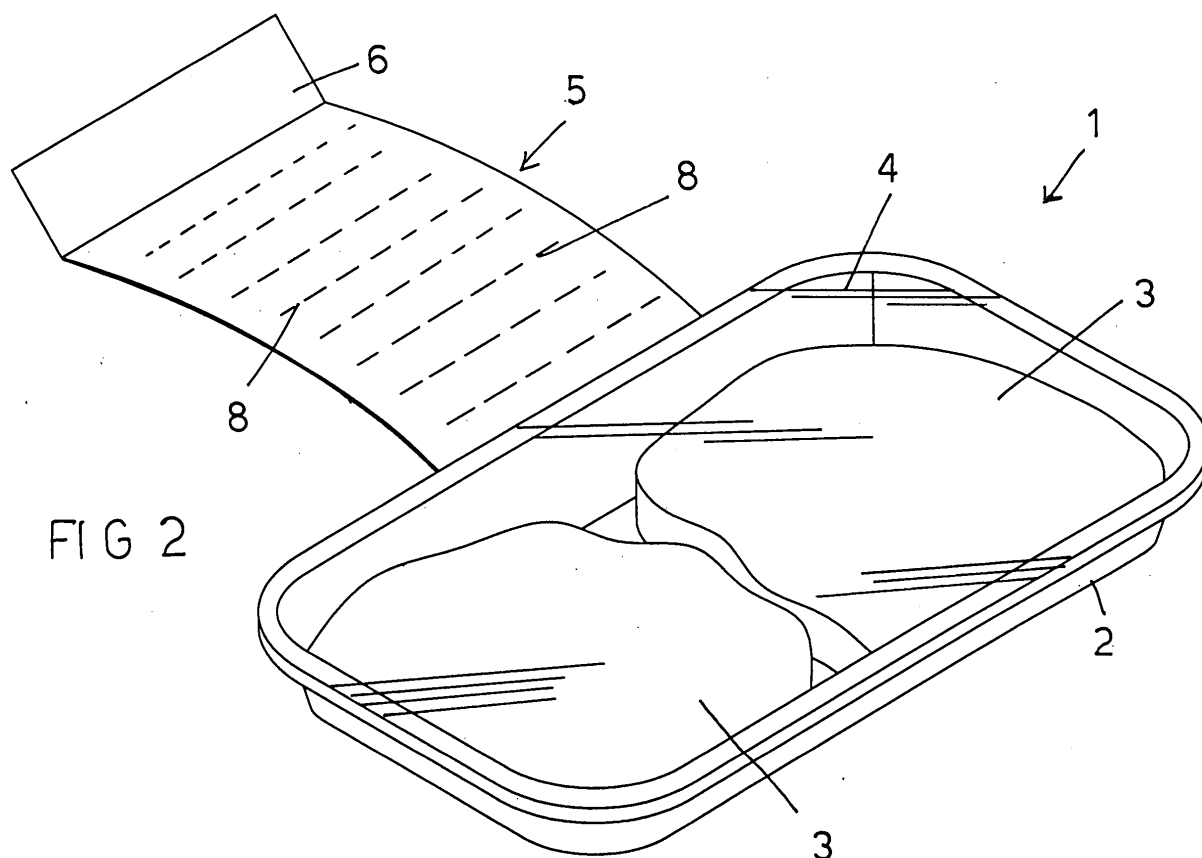


FIG 2

EP 1 586 507 A2

Description

BACKGROUND OF THE INVENTION

[0001] The present invention relates to an improved food packaging and label arrangement construction.

[0002] As is known, food packagings conventionally comprising trays holding meat and food products in general, encompassed by a thermoshrinkable or resilient plastic material film are broadly commercially available.

[0003] Prior packagings of the above mentioned type were encompassed or coated by a paperboard sleeve, reproducing information related to the contained product as well as other advertising information and pictures.

[0004] However, the above mentioned paperboard sleeve can be applied only by a manual method, which requires a lot of labour.

SUMMARY OF THE INVENTION

[0005] Accordingly, the aim of the present invention is to overcome the above mentioned drawback, by providing a food packaging in which the above mentioned paperboard sleeve is not required.

[0006] Within the scope of the above mentioned aim, a main object of the present invention is to provide such a food packaging which comprises a novel and advantageous label arrangement.

[0007] Another object of the present invention is to provide such a packaging construction, for food products, which can be made with a reduced labour.

[0008] Yet another object of the present invention is to provide such a food product packaging which allows a user to easily see the packaged product, while holding the packaging in a perfectly integral condition.

[0009] Yet another object of the present invention is to provide such a food packaging which can be held in a perfectly hygienic condition during all its handling operations, such as making, conveying, storing, exhibiting and selling operations.

[0010] According to one aspect of the present invention, the above mentioned aim and objects, as well as yet other objects, which will become more apparent hereinafter, are achieved by an improved food packaging and label arrangement construction comprising a tray designed for holding a food product and encompassed by a clear film, characterized in that it further comprises a label, on a surface of which a removable adhesive is applied, to allow said label to be momentarily removed and then relocated again, while holding said packaging construction in a perfectly integral condition.

BRIEF DESCRIPTION OF THE DRAWINGS

[0011] Further characteristics and advantages of the invention will become more apparent hereinafter from the following detailed disclosure of a preferred, though not exclusive, embodiment of the invention, which is il-

lustrated, by way of an indicative but not limitative example, in the accompanying drawings, where:

Figure 1 is a perspective view of the packaging construction according to the present invention; and Figure 2 is a further perspective view, similar to figure 1, but showing the packaging construction according to the present invention with the adhesive label momentarily raised.

DESCRIPTION OF THE PREFERRED EMBODIMENT

[0012] With reference to the number references of the above mentioned figures, the improved food packaging and label arrangement construction according to the present invention, which has been generally indicated by the reference number 1, comprises a tray 2, designed for holding therein a food product 3, and being encompassed by a clear or transparent film 4.

[0013] According to the invention, the packaging construction 1 comprises a label 5, having a surface thereof on which a removable type of adhesive is applied, so as to allow said label to be momentarily removed and then so relocated as to hold the packaging in an integral condition.

[0014] More specifically, said label 5 is automatically applied on the top front surface of the packaging and is upturned so as to allow the upturned flaps thereof to cover the side surfaces of the tray 2.

[0015] In particular, said label 5 comprises wordings and decorations on its outer side, which have been schematically indicated by the reference number 7, as well as other wordings or decorations on the back of the label, which have been schematically indicated by the reference number 8 in the accompanying figures.

[0016] Since the adhesive material applied on the surface of the label is of a removable type, the user, before using the contents of the tray 2, can detach the label and read the wordings on the back of said label, while seeing the tray contents, and then relocating the label.

[0017] It has been found that the invention fully achieves the above mentioned aim and objects.

[0018] In fact, the invention provides a food product packaging which can be made at a very low cost, and, moreover, is very functional from a user standpoint.

[0019] In practicing the invention, the used materials, as well as the contingent size and shapes can be any, depending on requirements and the status of the art.

Claims

1. An improved food packaging and label arrangement construction comprising a tray designed for holding a food product and encompassed by a clear film, **characterized in that** it further comprises a label, on a surface of which a removable adhesive is applied, to allow said label to be momentarily removed

and then relocated again, while holding said packaging construction in a perfectly integral condition.

2. A food packaging, according to claim 1, **characterized in that** said label is automatically applied on a top front surface of said packaging and is so folded as the folded flaps of said label covers the side surfaces of said tray. 5
3. A food packaging, according to claim 1 or 2, **characterized in that** said label comprises an outer side having wordings and decorations and a back side also having wordings or decorations. 10
4. A food packaging according to one or more of the preceding claims, **characterized in that** since said adhesive applied to said label is of a removable type, an user can detach, before using the tray contents, said label to read said wordings on said back portion thereof while verifying said tray contents, said label being then adhesively relocated. 15 20
5. A food packaging, according to one or more of the preceding claims, **characterized in that** it comprises one or more of the disclosed and/or illustrated features. 25

30

35

40

45

50

55

