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(54) **Containers or packaging**

(57) A container (2) comprises a first portion having prize information displayed thereon. Removable con-

cealment means (8) is arranged to conceal the first portion until a user removes it.

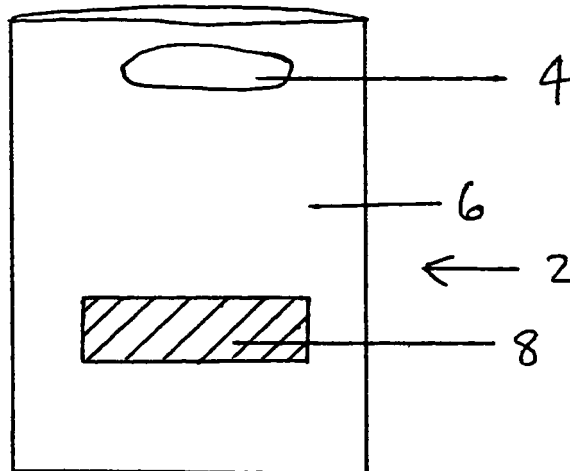


Fig 1

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Description

[0001] The present invention relates to containers or packaging, particularly, but not exclusively, to containers or packaging to carry shopping goods.

[0002] According to a first aspect of the present invention there is provided a container or packaging comprising a first portion having prize information displayed thereon and removable concealment means arranged to conceal the first portion until a user removes it.

[0003] The container or packaging may be flexible or alternatively, rigid. The container or packaging may be a bag, box, can, bottle or other similar container. Preferably the container is a carrier bag.

[0004] The container may be formed of any suitable material such as a plastics, paper, cardboard, glass, ceramics or metal. The container is preferably formed of a polymer, most preferably polyethylene.

[0005] The prize information may be a token for a free prize, a ticket for a competition, directions on how to claim a prize or any other similar information or products or services relating to prizes. Preferably, the prize information is a token for a free shopping product.

[0006] The removable concealment means is preferably a permanently removable concealment means. For example, the concealment means may be a scratch off panel or a removable cover such as a removable strip or any other suitable concealment means which is easily selectively removable by a user.

[0007] The present invention will now be described by way of example only with reference to the accompanying drawings in which:

Figure 1 shows schematically a container in the form of a bag according to a first embodiment of the present invention;

Figure 2 shows schematically a container in the form of a box according to a second embodiment of the present invention;

Figure 3 shows schematically a packaging in the form of a flexible food packet according to a third embodiment of the present invention; and

Figure 4 shows schematically a packaging in the form of a rigid drinks bottle according to a fourth embodiment of the present invention.

[0008] Referring to Figure 1, a polythene carrier bag 2 having a handle opening 4 is shown. The polythene bag 4 is formed in a standard manner and has a first side 6. The first side 6 may include advertising (not shown) e.g. a logo of a shop.

[0009] On the first side 6 of the bag 2 there is printed prize information to indicate to a user of the bag whether or not they have won a prize. The printed prize information in this embodiment includes the words NO WIN to

indicate that a user has not won a prize. Alternatively the prize information may comprise the words WIN X to indicate that a user has won a prize X where X can be any goods or service e.g. shopping goods such as items of food, drinks, cosmetics, household goods, holidays or professional services.

[0010] The prize information is covered by a removable concealment means in the form of a scratch panel 8. The scratch panel 8 covers the prize information completely. In this embodiment, a background layer of dark coating is applied to the first side 6 of the bag 2 in the region in which the prize information is to be provided. The background layer prevents unauthorised reading of the prize information through the side 6 of the bag 2 which is partially transparent. Next, a base coat layer is applied over the background layer and the prize information is then printed onto the base coat layer. At a final stage, the scratch panel 8 is applied over the printed prize information to cover it completely.

[0011] In other embodiments, the layer forming the scratch area, i.e. the background, base, printed information and scratch panel layers, can be formed separately from the container and then attached by soldering, gluing or any other suitable process to the container.

[0012] In use, a user obtains the carrier bag whilst shopping, for example at a supermarket entrance. The user then scratches off the scratch panel 8 to reveal the prize information previously concealed by the scratch panel 8.

[0013] If the prize information indicates that the user has won goods then the user can claim the relevant goods as they exit the supermarket, either at a dedicated prize collection point or at a conventional checkout where they pay for the rest of their goods or elsewhere at a different point in time.

[0014] Referring to Figure 2, a rigid container in the form of a cardboard box 10 for carrying household goods is shown. This box has handle openings 12. On a side wall 14 of the box there is provided concealment means in the form of a removable strip 16. The removable strip 16 includes perforations around its edges to assist a user in efficiently removing it. The removable strip 16 conceals prize information in a similar manner to the prize information of the first embodiment.

[0015] In use, the box 10 is used to store and carry goods by a user. The removable strip 16 is removed by peeling by a user to reveal prize information which is used in the same way as the prize information of the first embodiment.

[0016] Referring to Figure 3, a flexible packaging in the form of a packet 20 containing food items, such as crisps, is shown. On a side wall 22 of the packet 20, there is provided concealment means in the form of a scratch panel 24. The scratch panel 24 conceals prize information in a similar manner to the prize information of the first embodiment.

[0017] In use, the scratch panel 24 is removed by a user scratching off the panel 24 to reveal the prize infor-

mation concealed underneath it - the prize information is used in the same way as the prize information of the first embodiment.

[0018] Referring to Figure 4, a rigid packaging in the form of a plastic bottle 30 containing a drink is shown. The bottle has a label 32 containing information, relating to the contents of the bottle 30. A removable strip 34, similar to the removable strip shown in Figure 2 is provided on a surface 36 of the bottle 30. Additionally, or optionally, a scratch panel 38 similar to the scratch panel shown in Figure 1 is provided on the label 32. The scratch panel 38 is easy to locate on the label 32 since the label 32 is made of paper. The scratch panel 38 and the removable strip 34 conceal prize information in a similar manner to the prize information of the first embodiment.

[0019] In use, the scratch panel 38 and the removable strip 34 are removed as previously described to reveal the prize information - the prize information is used in the same way as the prize information of the first embodiment.

[0020] Various modifications may be made to the present invention without departing from its scope. For example, different types of containers/packaging may be used. For example, a paper bag may be used or a metal box or a glass bottle or a can or other known container or package. Other forms of concealment means may be used.

[0021] The prize information may be in a different form e.g. a telephone number which may be a dedicated telephone number for a user to call. The user will be charged for the telephone call - probably at a premium call rate. The prize information may also be a dedicated text (SMS) number for a user to send an SMS to claim the prize. The prize information may also be a postal address or an internet address may be provided for claiming a prize, perhaps upon presentation of the prize information by the user. Any other statements e.g. "You have won" or other similar statements may be used to indicate a winning container. The prize information may be in the form of a serial number or a barcode or a barcode indicating a winning/losing serial number. The barcode/serial number may be readable at a scanner provided in a retail outlet.

Claims

1. A container or packaging comprising a first portion having prize information displayed thereon and removable concealment means arranged to conceal the first portion until a user removes it.
2. A container or packaging according to Claim 1 which is flexible.
3. A container or packaging according to Claim 1 which is rigid.

4. A container or packaging according to any preceding claim, comprising a bag, box, can, bottle or other similar container.
5. A container or packaging according to Claim 4, comprising a carrier bag.
6. A container or packaging according to any preceding claim formed of plastic.
7. A container or packaging according to any preceding claim formed of paper, cardboard, metal or glass.
8. A container or packaging according to any preceding claim, wherein the prize information is a token for a free shopping product.
9. A container or packaging according to any preceding claim, wherein the removable concealment means is a permanently removable concealment means.
10. A container or packaging according to Claim 9, wherein the concealment means is a scratch off panel.

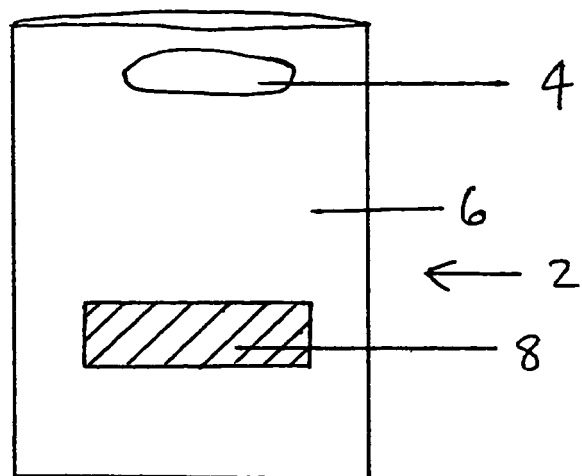


FIG 1

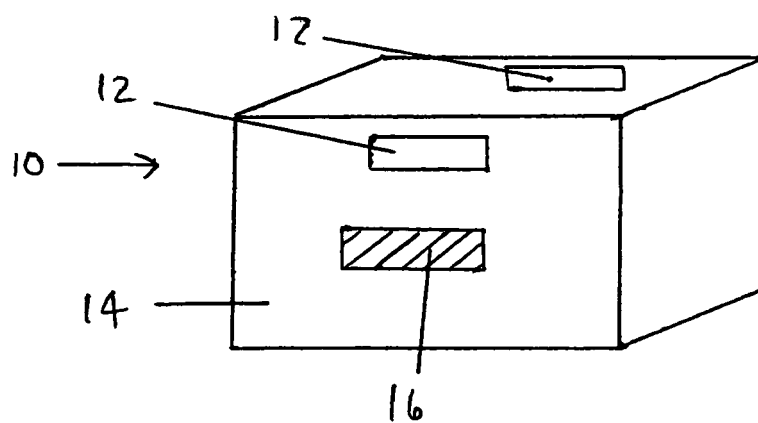


FIG 2

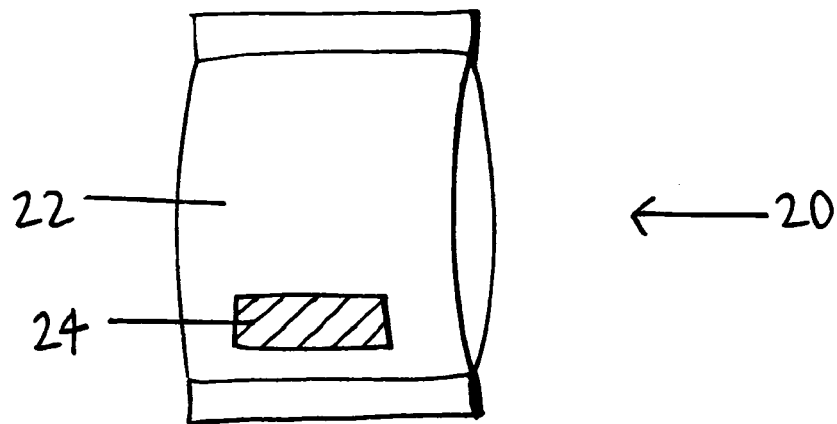


FIG 3

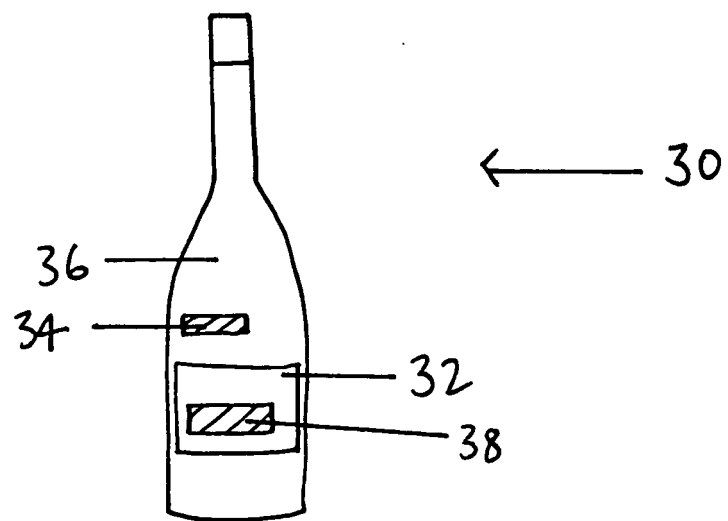


FIG 4



European Patent
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EUROPEAN SEARCH REPORT

Application Number
EP 05 25 6823

DOCUMENTS CONSIDERED TO BE RELEVANT			
Category	Citation of document with indication, where appropriate, of relevant passages	Relevant to claim	CLASSIFICATION OF THE APPLICATION (IPC)
X	US 5 871 096 A (YAKICH ET AL) 16 February 1999 (1999-02-16) * column 4, line 9 - column 5, line 37; claims 1,3,5,7; figures 1-6 *	1,2,4-6, 8,9	B65D5/42 B65D23/14 B65D25/20 B65D33/00 B65D75/54
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X	US 2003/157279 A1 (RUDISH GEORGE E) 21 August 2003 (2003-08-21) * paragraph [0014] - paragraph [0019]; claim 1; figures 1-6 *	1,3,4, 7-10	
A	WO 00/30942 A (KORPERSHOEK, MATIJS, JOHANNES) 2 June 2000 (2000-06-02) * page 1, line 25 - page 2, line 13; claims 1,4 *	1-10	
			TECHNICAL FIELDS SEARCHED (IPC)
			B65D
The present search report has been drawn up for all claims			
Place of search Munich		Date of completion of the search 30 January 2006	Examiner Janosch, J
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EPO FORM 1503 03/02 (P04C01)

**ANNEX TO THE EUROPEAN SEARCH REPORT
ON EUROPEAN PATENT APPLICATION NO.**

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This annex lists the patent family members relating to the patent documents cited in the above-mentioned European search report.
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30-01-2006

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