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(54) **Pack, such as a cake box, as well as flat blank therefor**

(57) A pack, for example for cakes and the like, is provided with a base (1) as well as upright walls (2,3,4,5) provided around the base, which walls determine an inside (7) and an outside (9). A printed image (8) is provided on at least the inside (7). Said printed image can be of a

particular colour, but it can also be in relief. A printed image in the form of an insert such as a doily motif is mentioned as an example.

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## Description

**[0001]** The invention relates to a pack, for example for cakes and the like, provided with a base as well as upright walls provided around the base, which walls determine an inside and an outside.

**[0002]** Such a pack is generally known, in particular as packaging for cakes which is used by bakeries or delicatessen shops and the like. An extra insert is often placed in such a pack or cake box in order to reinforce the impression of quality of the product to be packed. Said insert can be, for example, a luxury table napkin, but special so-called doily motifs are also known in this connection. Such a doily motif is usually made of a luxury paper and is in a fine-meshed, intricate openwork form. The periphery of said form often has a scalloped edge, while the area further inwards also has regularly shaped holes.

**[0003]** Of course, the use of such extra inserts incurs additional costs. First of all, these inserts have to be punched in the desired shape out of a luxury paper, which preferably has to be greaseproof as well. It is necessary to have relatively expensive equipment for this purpose. The processing of such extra inserts also incurs costs. They not only have to be supplied and held in stock, but moreover have to be placed by hand in the pack, which involves an additional operation and therefore additional costs.

**[0004]** Nevertheless, quality shops prefer not to dispense with such extra inserts. On the one hand, clients are used to them and, on the other hand, leaving out such extra inserts would possibly detract from the impression of quality of the packed product.

**[0005]** There is therefore a need for a luxury pack, in particular of the type described above, which combines a substantial quality image with a relatively low cost level. This aim is achieved in that there is a printed image on at least the inside of the pack.

**[0006]** In the pack according to the invention, when the user sees the product in the pack, he gains an impression of luxury because there is a luxury motif on the walls of the pack. The difference from a separately placed insert is hardly noticeable, since both the printed image and said insert are placed on or against the walls concerned. On the other hand, the pack according to the invention offers the bakery or delicatessen shop the advantage that this pack is ready for immediate use. That is to say, it is not necessary to buy the inserts separately and then include them in the pack.

**[0007]** The printed image can be in various forms. First of all, the printed image can be in one or more particular colours which differ from the colour of the remainder of the inside of the pack. In the abovementioned example of an insert for cake boxes the printed image is preferably in white print. But the printed image can also be in relief form, combined with a particular colour or not.

**[0008]** As already mentioned, the printed image can have an openwork motif, such as a doily motif. In partic-

ular, the printed image can be present on at least the upright edges, so that said printed image is also clearly visible when the product to be packed is in the pack. The printed image on the upright edge can then preferably have a convex boundary, in such a way that it gives the impression of an insert with circular periphery, as is very commonly the case in cake packs.

**[0009]** As already mentioned, the printed image can be a reproduction or imitation of a paper napkin or paper doily.

**[0010]** The invention furthermore relates to a flat blank for producing a pack of the type described above. Said flat blank comprises at least a panel for forming the base of the pack, as well as panels provided on the periphery of the base for forming the upright walls, at least the surface of at least one of the panels, which at least one surface is on the inside in the finished pack, being provided with a printed image. The printed image can have an essentially circular periphery and extend over all panels.

**[0011]** Although reference is made a number of times above to packs in the form of cake boxes, the invention is not limited thereto. It is also possible to apply the invention to all kinds of other luxury packs. Furthermore, the pack can be in a wide variety of different shapes. It is customary for it to have a square or rectangular base, with four upright side walls. However, other shapes such as triangular, pentagonal and the like are also possible. It is even possible to simulate a circular pack with a relatively large number of upright tabs, which can then all bear the motif concerned.

**[0012]** The assembly of the pack from the flat blank can also be performed in many different known ways. For example, the walls can be connected by means of score lines to the base, in order to make it easier to fold over the walls. The walls can also be joined together in different ways, for example by tabs and slits. The material of the pack is preferably cardboard, but a wide range of other sorts of packaging materials, such as greaseproof paper, can also be considered.

**[0013]** The invention furthermore relates to a combination that comprises a pack as described above, as well as a product such as, for example, cake, which product is accommodated in the pack. In such a combination the effect of the invention is best achieved if, for example, the printed image which is on the inside of the walls is discernible/visible next to and/or above the product. The printed image that is thus visible or discernible then gives the impression that there is a luxury insert in the pack, which adds to the impression of quality.

**[0014]** In particular, for this purpose the printed image which is on the inside of the walls can extend over a greater distance relative to the base than at any rate the parts of the product situated near said walls. The printed image looks best if it extends to a higher level than the top outside edge of the product. The printed image can be in a wide range of different forms, both as regards the shape of its edge as well as regards the colour.

**[0015]** The invention will be described in greater detail below with reference to an illustrative embodiment shown in the figures.

**[0016]** Figure 1 shows a perspective view of a pack according to the invention made in the form of a cake box.

**[0017]** Figure 2 shows a combination of the pack according to Figure 1, with a cake product accommodated therein.

**[0018]** Figure 3 shows a flat blank for the pack according to Figures 1 and 2.

**[0019]** The pack according to the invention shown in Figure 1 comprises a base 1 as well as four upright walls 2, 3, 4 and 5. These upright walls are connected by means of score lines 6 to the base 1, in order to make it easier to fold over the walls 2 to 5. The walls 2 to 5 are furthermore connected to one another in a manner which is known per se and is not shown, for example by means of tabs and slits, as will be explained with reference to the flat blank shown in Figure 3.

**[0020]** As can be seen in Figure 1, a printed image indicated in its entirety by 8 is provided on the inside 7 of the pack. On the outside 9 there is also a printed image 10, which, for example, can be an advertising message, or it can indicate the origin of the product. Siting of the printed image 8 on the inside 7 is important for the invention. This printed image is made in the form of a conventional doily motif, with in the first place a scalloped edge 11. The doily motif furthermore has a large number of holes 12 positioned in a regular pattern, as a result of which a luxury insert is simulated. In the known manner the central part 12 of the printed image 8 can be of a closed nature.

**[0021]** As can be seen in Figure 1, the colour of the printed image 8 on the inside 7 of the pack differs from the remainder of said inside. A clear impression of a luxury pack is consequently obtained. As shown in Figure 2, this printed image 8 can no longer be seen fully once the cake product 13 has been placed in the pack. Nevertheless, the scalloped edge 11 of the printed image 8 can still be seen, with the result that a quality-enhancing image is produced.

**[0022]** The flat blank which is used to produce the pack according to Figures 1 and 2 can be seen in Figure 3. This flat blank has a base panel 13, which subsequently forms the base, as well as the four wall panels 14, 15, 16 and 17 adjoining this base panel 13 via the score lines 6. The printed image 8 extends over all these panels 13 - 17. The scalloped edge 11 in a curved shape is clearly visible. This scalloped edge acquires its ultimate shape in the finished pack.

**[0023]** After they have been folded upwards around the score lines 6, the wall panels 14 - 17 are attached to one another in a manner known per se by means of the tabs 18 and grooves 19, which can be inserted into one another.

## Claims

1. Pack, for example for cakes (13) and the like, provided with a base (1) as well as upright walls (2 - 5) provided around the base (1), which walls determine an inside (7) and an outside (9), **characterized in that** there is a printed image (8) on at least the inside (7).
2. Pack according to Claim 1, wherein the colour of the printed image (8) differs from the colour of the remainder of the inside (7).
3. Pack according to Claim 1 or 2, wherein the printed image (8) is in a relief form.
4. Pack according to one of the preceding claims, wherein the printed image (8) comprises an open-work motif, such as a doily motif.
5. Pack according to one of the preceding claims, wherein the printed image (8) is situated on at least the upright edges (2 - 5).
6. Pack according to Claim 5, wherein the printed image (8) on each upright edge (2 - 5) has a convex boundary (11).
7. Pack according to one of the preceding claims, wherein the printed image (8) is situated on at least the base (1).
8. Pack according to one of the preceding claims, wherein the printed image (8) is a reproduction or imitation of a paper napkin or paper doily.
9. Flat blank for producing a pack according to one of the preceding claims, comprising at least a panel (13) for forming the base (1) of the pack, as well as wall panels (14 - 17) provided on the periphery of the base panel (13) for forming the upright walls (2 - 5), at least the surface of at least one of the panels (13 - 17), which at least one surface is on the inside (7) in the finished pack, being provided with a printed image (8).
10. Flat blank according to Claim 9, wherein the printed image (8) has an essentially circular periphery and extends over all panels (13 - 17).
11. In combination, a pack according to one of Claims 1 - 8, as well as a product, such as, for example, cake (13), which product is accommodated in the pack.
12. Combination according to Claim 11, wherein the printed image (8) which is on the inside (7) of the walls (2 - 5) is discernible/visible next to and/or above the product.

13. Combination according to Claim 11 or 12, wherein the printed image (8) which is on the inside (7) of the walls (2 - 5) extends over a greater distance relative to the base (1) than at any rate the parts of the product situated near said walls (2 - 5). 5
14. Combination according to Claim 13, wherein the printed image (8) which is on the inside (7) of the walls (2 - 5) extends over a greater distance relative to the base (1) than the edge of the product. 10

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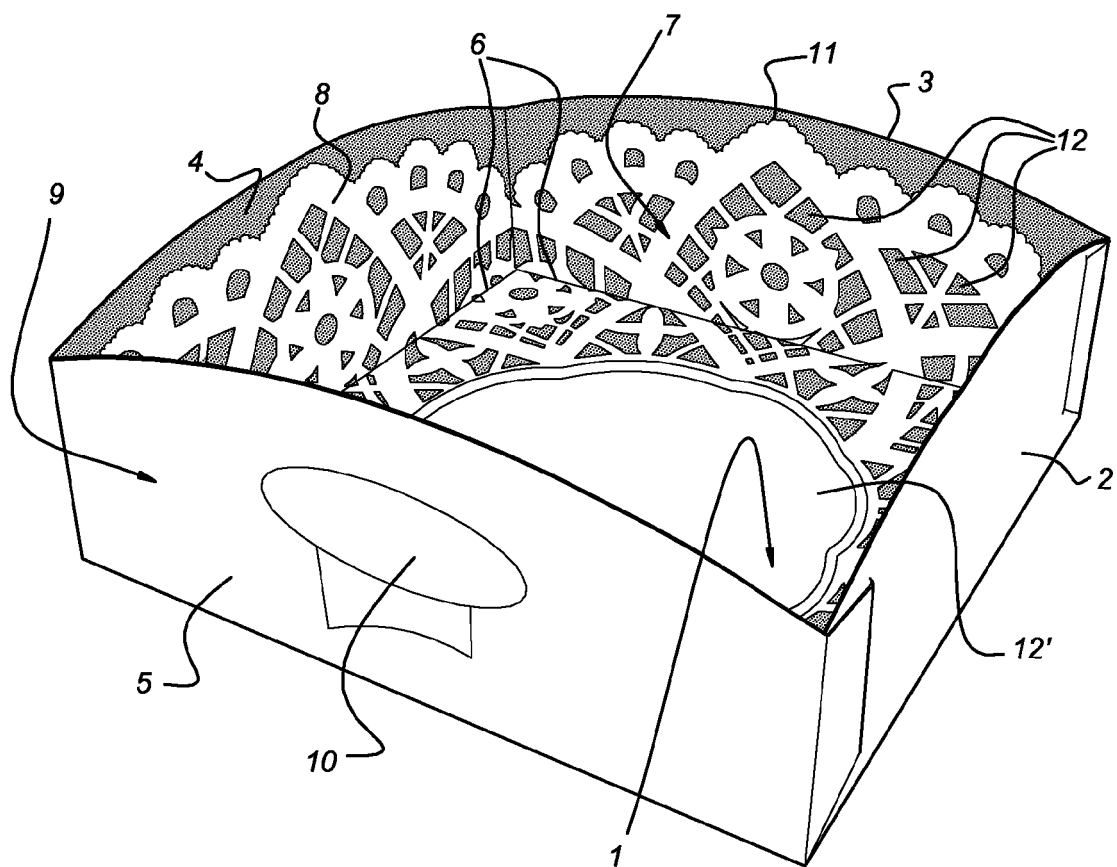
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*Fig 1*



*Fig 2*

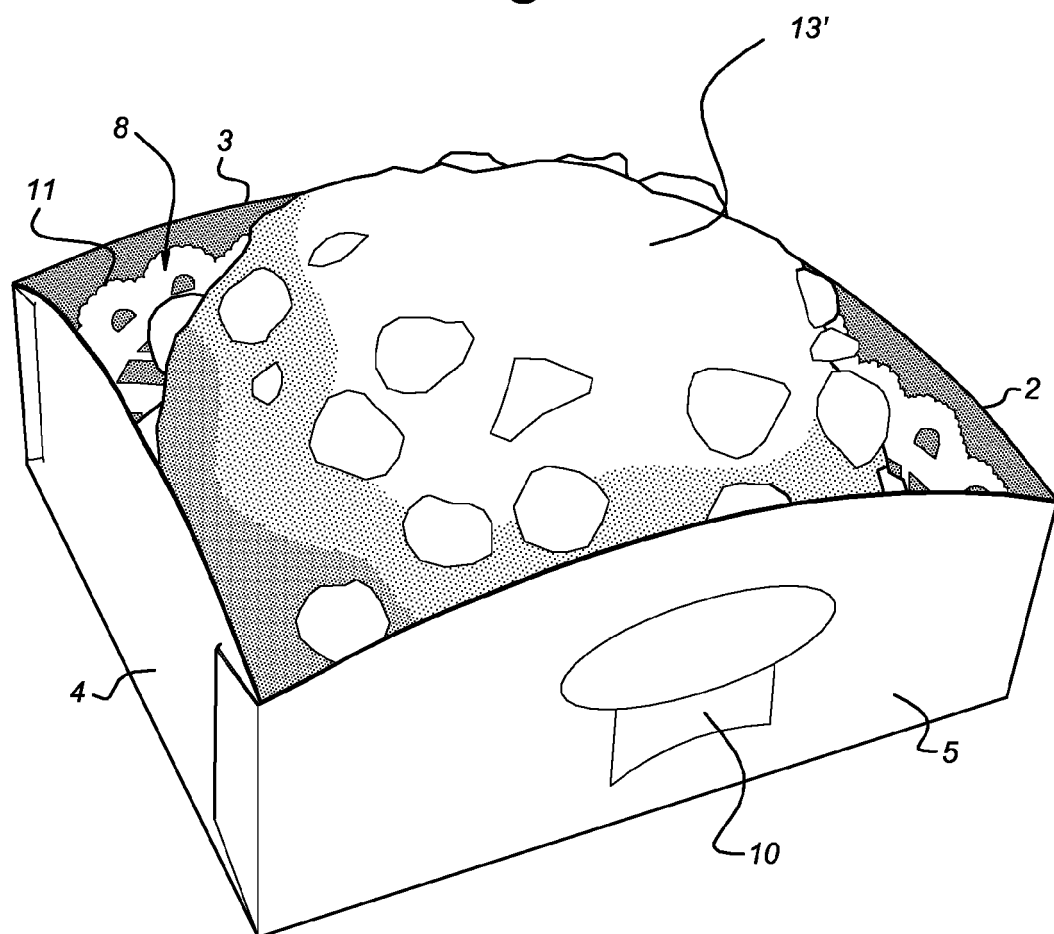
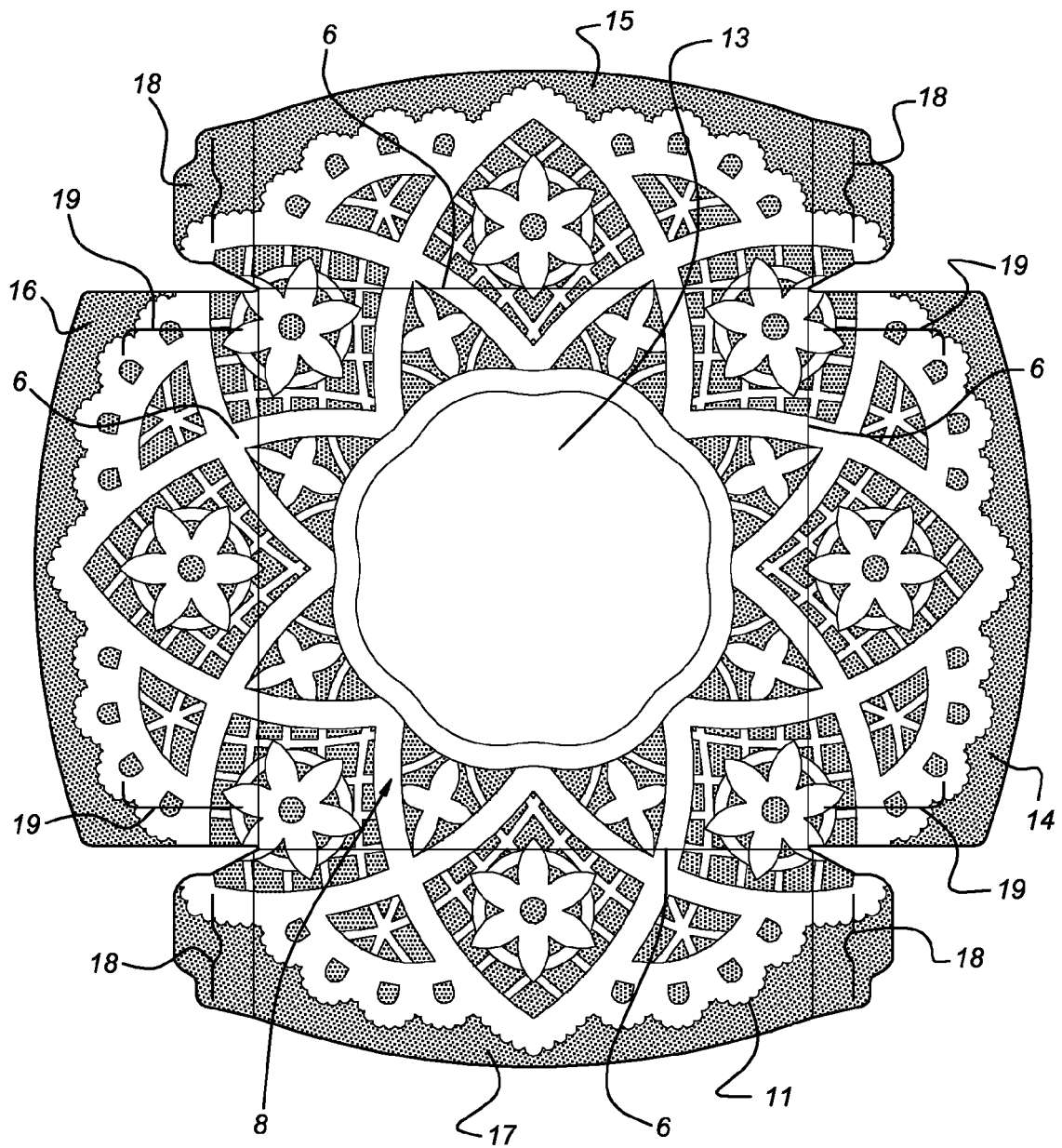


Fig 3





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# EUROPEAN SEARCH REPORT

Application Number  
EP 06 11 4385

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 4 953 779 A (DENSEN ET AL) 4 September 1990 (1990-09-04) * column 1, line 51 - line 57 * * column 2, line 59 - column 3, line 6 * * claim 1; figures 1-6 * -----	1,5,7,9,11	INV. B65D5/42  ADD. B65D5/30
X	US 3 756 495 A (BEMISS R,US) 4 September 1973 (1973-09-04) * column 4, line 37 - line 38 * * figures 5,6 *	1,9,11	
A	US 4 365 738 A (DENSEN ET AL) 28 December 1982 (1982-12-28) * column 1, line 61 - line 62 * * column 3, line 37 - line 47 * * figures 1-6 * -----	1-14	
The present search report has been drawn up for all claims			TECHNICAL FIELDS SEARCHED (IPC)  B65D
Place of search Munich		Date of completion of the search 14 August 2006	Examiner Fitterer, J
<p>CATEGORY OF CITED DOCUMENTS</p> <p>X : particularly relevant if taken alone Y : particularly relevant if combined with another document of the same category A : technological background O : non-written disclosure P : intermediate document</p> <p>T : theory or principle underlying the invention E : earlier patent document, but published on, or after the filing date D : document cited in the application L : document cited for other reasons &amp; : member of the same patent family, corresponding document</p>			

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

EP 06 11 4385

This annex lists the patent family members relating to the patent documents cited in the above-mentioned European search report.  
The members are as contained in the European Patent Office EDP file on  
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14-08-2006

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For more details about this annex : see Official Journal of the European Patent Office, No. 12/82