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(54) **Improvements on the field of products with multiple fragrances.**

(57) By the present invention, we can create a large range of products on the food, beverage, detergent field and the most common consumer goods.

The first characteristic feature concerns the double flavour of products that can be eaten and drunk, the flavour should always be double; linking choices and mixtures can be numberless, of course (for example vanilla and coffee or strawberry and bilberry).

The second characteristic feature regards the fra-

grance and cleaning products fall within this field.

The third characteristic feature regards the colour of packaging that reflects the combined mixture of flavour and/or fragrance (as for example lemon -strawberry - yellow and red packaging).

The fourth characteristic feature concerns the name of products that recalls exactly the colour of packaging, for example: (yellow-red) - (red-black).

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Description

[0001] Description of the industrial invention entitled "Innovation on the field of beverages, ice-creams, sweets and the most common consumer goods", due to Vittorio Torresi, born in Messina on June 21st, 1971, fiscal code TRRVTR71H21F158B, Italian nationality, residing in Messina, Viale della Libertà, is. 521.

[0002] The present invention concerns remarkable innovations on the beverages field, and more generally, on most consumer goods. At present, consumer goods offered on the market have one single flavour and one single fragrance, as for example on the field of beverages. They have almost all only one flavour and their classic tastes are: orangeade, lemonade, froth etc.

[0003] The package of these items is very standardized, they have a normal one-colour plug, a normal label showing the name of the producer, the flavour of the product; therefore everything concerning the packing, i.e. plug and label is very standardized.

[0004] As for cleaning products, the label shows the name of the product and of the producer, the plug is one-colored and the scent is only one.

[0005] The innovation we propose aims at giving and original and ingenious look and content, avoiding the monotonous usual flavours and fragrances. We would like to provide consumer goods with a more modern and appealing design, as the market of the new millennium requests.

[0006] The first characteristic point regards the flavour, that should be double, meaning that beverages (drinks and spirits) and food (ice-creams, sweets, jams, honey) should have a double flavour. Being the flavours always double, the choice and possibility of mixage can be very numerous, as for example vanilla and coffee, or strawberry and bilberry.

[0007] The second characteristic point regards the double fragrance of products, that can be combined, or whose peculiarity concerns the fragrance, as it occurs with cleaning products generally.

The third characteristic point regards the colour of the packing, that should conform to the colour of the various components making up the flavour or fragrance chosen, as for example lemon and strawberry, packing yellow and red.

[0008] The fourth characteristic point regards the name of the products, that should recall the packing, i.e. (yellow-red, red-blue). In order to carry out the invention, it is possible to create a whole range of large consumer products having a double flavour and fragrance, packed in two-colours packages, recalling the different flavours and fragrances mixtures produced. As for the four characteristic points mentioned, we would like to enlarge our concept of invention: as for the flavour that should be double, it concerns two main categories: beverages in general, therefore a very large range of drinkable articles both soft and alcoholic, and food, meaning eatable products, i.e. a large range of products that can be eaten and

are suitable to get a double taste, as for example ice-creams and sweets.

[0009] Creating these products is very easy, because it is sufficient to add two flavours.

[0010] There are countless possibilities to create these double flavours, for example vanilla and coffee, or strawberry and bilberry. As for the second characteristic point of the invention, meaning the fragrance, it must be double.

[0011] The double fragrance allows to create a large range of cleaning articles, that can be easily produced, as it occurs with the flavours, because it is sufficient to add to the usual cleaning products double scenting fragrances, according to the different mixtures we want to create. For the fragrances as well, there are numberless blending possibilities; just to give an example of the many products we can create, we mention the deterging products in general, tooth-paste, soaps etc. Moreover, besides the already mentioned products, divided as for flavour and/or fragrance, there can be many others products that can be included in this invention, since they are suitable to a double flavour or fragrances, as for example the cigarettes.

[0012] As for the third characteristic point of the invention, i.e. the packing, it should be double-coloured.

[0013] This type of packing is very easy to perform, since it is the usual one, but double-coloured: in case of beverages the usual but double-coloured plug, the usual, but double-coloured label, representing the double flavour of the beverage, in case of sweets, the usual paper or art-paper wrapping, in case of ice-creams the usual plastic box with a very normal, but double-coloured label, according to the flavour or fragrance mixture involved.

[0014] As for the fourth main characteristic point, i.e. the name, it should recall the colours of the packing, meaning that the label should conform to precise rules (for example, if the product has the flavour and/or fragrance of strawberry and lemon, the writing should be yellow-red and coloured).

[0015] To conclude, this invention is very easy to apply on the industrial field and conforms to precise rules, promoting a new look of the products, that become more original, fanciful and cheerful.

[0016] This patent mainly consists in the double flavour and/or fragrance, in the package reflecting the colours of the two main components, and in the name, recalling the colours of the packing, in the writing (red-blue) if it concerns a mixture of strawberry and bilberry. Other possible names are: yellow-red, white-red, white-black, green-white, black-blue, yellow-black, pink-black and red-black. Due to this original and versatile patent, products can be granted with particular characteristics. For example the advertising can be reproduced on the label, so that the finished product shows small advertising on the label. Even this minor aspect falls within this patent. of the invention entitled: "Innovation on the field of beverages, ice-creams, sweets and the most common consumer goods", due to Vittorio Torresi, born in Messina

on June 21st, 1971, fiscal code TRRVTR71H21F158B, Italian nationality, residing in Messina, viale della Libertà, is. 521.

Claims

1. Products got by this invention are **characterized by** a very remarkable improvement that grants a remarkable innovation on most consumer goods, as for instance beverages, ice-creams, sweets and cleaning products, etc.

2. Products as claimed in claim 1), are suitable as consumer goods and aim at smashing the monotonous chain of large consumer goods, that up to now have only one flavour and one fragrance, show the usual packing and names. The main challenge of this invention concerns products that have appeared very dull or severe for many years and need a fanciful spark and an imaginative gleam.

3. Products as claimed in previous claims aim at breaking the monotonous chain of large consumer goods, but in order to achieve this aim, it is necessary to take into account the four main characteristic points concerning this innovation, so that finished products may have a new original and fanciful look. The producing factories should not leave out these points, if they want to put on the market true and original products according to this invention.

4. Products as claimed in previous claims are **characterized by** four main points, building up the core of the invention, i.e.:

1) the double flavour and/or fragrance of different drinkable and eatable items (meaning drinks and spirits on one side and ice-creams, sweets, chewing gums, honey, jams, snacks, cakes, biscuits, yoghourts and many other products on the other side).

In order to get double flavours, there are numberless choices and mixing possibilities, as for example vanilla and coffee, or strawberry and bilberry.

The products with double fragrance are mainly employed in cleaning purposes and body care.

5. Products as claimed in previous claims are **characterized by** the double flavour and/or fragrance of the various products that can be drunk or eaten, but beside these characteristics, there are many others, as the packing and the name of the producer. As for packing, it must have two colours, and this is easy to comply, since it is very normal, as for example in case of beverages, normal double-coloured plugs and very normal labels, provided they show only the

two-colours making up the double flavour of the beverage. The sweets and the normal ice-creams boxes must show very usual double coloured labels recalling the double flavour and/or fragrance mixture of referring products. Therefore it is very important that packing observes this double coloration, recalling the double flavour and/or fragrance.

6. The products claimed in previous claims are **characterized** not only by double flavours and/or fragrances and by double coloured packing, but also by the name, that should recall the two-coloured packing, i.e. if the product is a double mixture of flavour and/or fragrance (strawberry and black bilberry) the packing must be red and black and the name must be red-black. The name reflects the packing colours, other possible names are yellow-red, red-blue, white-black, yellow-black, black.blue etc.

7. The products claimed in previous claims must take into account four characteristic points, i.e. double flavour, double fragrance, double coloured packing and double name; however there can be on the market items that do not fall within one of the above mentioned commodities, but fall within the characteristics of this invention and are suitable to a double flavour and/or fragrance, as for example the cigarettes.



European Patent
Office

DECLARATION

Application Number

which under Rule 45 of the European Patent Convention EP 07 42 5014 shall be considered, for the purposes of subsequent proceedings, as the European search report

<p>The Search Division considers that the present application, does not comply with the provisions of the EPC to such an extent that it is not possible to carry out a meaningful search into the state of the art on the basis of all claims</p> <p>Reason:</p> <p>Claims 1-7 fall into the exclusions of Article 52.2(b) EPC (aesthetic creations) and are therefore not patentable.</p> <p>The applicant's attention is drawn to the fact that a search may be carried out during examination following a declaration of no search under Rule 45 EPC, should the problems which led to the declaration being issued be overcome (see EPC Guideline C-VI, 8.5).</p> <p>-----</p>		<p>CLASSIFICATION OF THE APPLICATION (IPC)</p> <p>INV. B65D85/72</p>
<p>Place of search</p> <p>The Hague</p>	<p>Date</p> <p>13 June 2007</p>	<p>Examiner</p> <p>SERRANO GALARRAGA, J</p>

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