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(54) **CARTON WITH ADVERTISING MEANS**

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Description

Background of the Invention

[0001] The present invention relates to a carton for containing a plurality of articles and in particular to a carton which is provided with a shaped panel to increase the advertising effect of the carton.

[0002] It is known to provide cartons having apertures shaped to accommodate the articles they are intended to contain, GB 2346602 to Grimes and GB 1481559 to Von Nell and Jaekel, as well as WO0220367 are examples of this.

[0003] Cartons for packaging multiple articles, such as beverage or food containers are often formed from high-grade paperboard and have graphic printable surfaces, which are necessary for providing cartons with advertising printed on the carton. When using cartons constructed from a minimum amount of material the surface area available for printing such graphics may be reduced. Similarly, if low-grade paperboard material is used to construct a carton, the outer surfaces of the carton may not be printable with graphic or the quality may be poor. It is therefore desirable to provide a carton having other means of incorporating advertising and marketing material.

Summary of the Invention

[0004] According to a first aspect of the present invention, there is provided a carton for containing a plurality of articles, such as yoghurt pots, the carton comprising a plurality of main panels for forming the carton top, side and bottom walls, the carton further comprising a shaped panel struck from at least one of said carton walls, the shaped panel being defined in part by a first aperture struck from the one carton wall and in part by an end edge of the one carton wall wherein the shaped panel provides means for enhancing the visual impact of the carton upon an observer.

[0005] Preferably, the first aperture is struck entirely from a side wall of the carton and is defined in part by a substantially vertical straight edge extending between the top wall and the bottom wall, which substantially vertical straight edge provides a frame of reference against which a user can discern the shaped panel.

[0006] Preferably, the end edge of the one carton wall is contoured to define a first edge of the shaped panel.

[0007] Preferably, first aperture is defined in part by a contoured edge which defines a second edge of the shaped panel.

[0008] Preferably, the shaped panel is shaped similarly to an outline of an article to be contained within the carton to emulate a feature of that article on said one carton wall.

[0009] Preferably, the shaped panel contains/displays a graphical representation of an object and at least part of an outline of the object is defined by one or both of the

first aperture and the cut line.

[0010] Preferably, the first aperture and said end edge are spaced from each other and do not intersect such that the shaped panel remains integral with said one wall.

[0011] Preferably, the shaped panel is shaped to enhance the visual impact upon the observer of a message to be displayed upon the carton.

[0012] Preferably, the message to be displayed may be indicative of a quality of the contents of the carton said quality for example being a health benefit provided by the contents.

[0013] Preferably, the shaped panel is shaped to enhance a trademark or trade name displayed upon the carton.

Brief Description of the Drawings

[0014] Exemplary embodiments of the invention will now be described, by way of example only, with reference to the accompanying drawings in which;

Figure 1 shows a side panel of a carton which is provided with a shaped panel according to a first embodiment of the invention;

Figure 2 shows a side panel of a carton which is provided with a shaped panel according to a second embodiment of the invention;

Figure 3 shows a side panel of a carton which is provided with a shaped panel according to a third embodiment of the invention;

Figure 4 shows a side panel of a carton which is provided with a shaped panel according to a fourth embodiment of the invention;

Figure 5 shows a perspective view of the carton of Figure 5 loaded with articles;

Detailed Description of the Preferred Embodiments

[0015] A first embodiment of the present invention is illustrated in Figure 1. Figure 1 illustrates a panel 10 which may form a main panel of a carton, such as a side panel of a wraparound carton. Figure 5 illustrates a wraparound carton 450 comprising the main panel 10 of the fourth embodiment shown in Figure 4, the main panel 10 forms the side panel of the wraparound carton 450. The main panel 10 is vertically elongate as viewed in Figure. 1 and is formed of paperboard or other foldable sheet material such as a plastic sheet or the like. In the embodiments shown in figures 1-5 the main panel 10 is designed to form part of a carton 450 for packaging articles such as pots of foodstuff (e.g., yoghurt; pudding; processed fruits, vegetables or meat; etc.), beverage containers (e.g., cans, bottles, bricks, cups, glasses, etc.), wrapped or packaged dried leaves (e.g., tea bags, cigars, cigarettes,

etc.), wrapped candies or the like.

[0016] Figure 5 shows a carton 450 containing sixteen articles C which are arranged in two tiers each tier comprising a 2x4 array of 8 yoghurt pots. It is however envisaged that other articles and/or different numbers of articles in different arrangements may be contained within the carton 450 and that the blank may therefore be sized accordingly. Furthermore, the wraparound carton 450 is shown by way of example only to illustrate the type of carton in which the main panels 10, 110, 310, 410 of the illustrated embodiments may be incorporated.

[0017] The main panel 10 will now be described in detail with specific reference to Figure 1. The other embodiments of the present invention, illustrated in Figures 2-5, each contain similar features to those of the first embodiment. Such features are depicted by similar reference numerals in the figures, but for ease of understanding the reference numerals in subsequent embodiments have been raised by a factor of 100, 300 or 400.

[0018] Main panel 10 may form a complete carton wall or may only form part of a composite carton wall, when incorporated in a set up carton (such as that shown in Figure 5). Main panel 10 comprises an upper edge 28 and a lower edge 30. It is envisaged that in a setup carton the upper and lower edges 28, 30 may be defined by a hinged connection between the main panel 10 and a top wall and a bottom wall of the carton respectively such that the main panel 10 provides a side wall of the carton. This is illustrated in Figure 5 where main panel 410, shown in Figure 5, forms a side wall of a wraparound carton 450 and the main panel 410 is hingedly connected between a top wall 428 and a bottom wall 430. The other side wall 429 of the carton 450 is hingedly connected between the top and bottom walls 428, 430. As a result, the walls 410, 428, 429, 430 form the carton 450 of a tubular structure.

[0019] Returning to the main panel 10 of Figure 1, a shaped panel 18 is formed from the main panel 10, the remainder of which panel is denoted as a graphic portion 16. In Figure 1, it can be seen that the shaped panel 18 is formed from the main panel 10, and the outline of the shaped panel 18 is defined in part by an aperture 20 and in part by an end edge 26 of the main panel 10. The other opposed end edge of the main panel 10 is designated by reference numeral "27". The graphic portion of the main panel 10 is defined between the aperture 20 and the other end edge 27 of the main panel 10. The first aperture 20 comprises a substantially vertical straight edge 22 which extends along a notional line between the top side edge 28 of the graphic portion 16 and the bottom side edge 30. This vertical straight edge 22 serves to define a frame of reference against which an observer can distinguish the shape of the shaped panel 18.

[0020] The first aperture 20 is also defined by a first contoured edge 24, which edge 24 also defines an edge of the shaped panel 18. In this embodiment the shaped panel 18 has an outline shape which represents a cartoon character's head, such as a monkey or dinosaur. The

shaped panel 18 is further defined by a second contoured edge provided by the end edge 26, which edge 26 is also shaped to depict a portion of the character's head. The shaped panel 18 remains integral with the graphic portion 16 by the spacing and separation between the cut edge 26 and the aperture 20.

[0021] It can be seen by referring to Figures 1-5 that the shaped panel is formed solely from one panel forming part of the carton. In the embodiments shown this is the side wall, however in alternative embodiments this may be the top, bottom or end panel. Turning now to Figure 2, 3, 4 and 5 it can be seen that the end edge 126, 326, 426 and the aperture 120, 320, 420 both extend substantially between the top and the bottom walls of a setup carton.

[0022] Figure 3 shows that the end edge 326 and the aperture 320 in combination define a shaped panel shaped to represent a downwardly pointing arrow. The shaped panel 18 is formed having a symmetrical shape.

[0023] It will further be appreciated that removal of a portion of the main panel 10 to define the shaped panel 18 has the effect of exposing to view at least part of the contents of the carton 450. The location of the aperture and the contoured end edges may be selected so as to expose a specific portion of the carton contents so as to cooperate with the message enhancing quality of the shaped panel 18.

[0024] The shaped panel 18 forms a shaped panel which may serve to enhance the visual impact of the carton upon a potential purchaser. The shaped panel may highlight or enhance or otherwise represent a message which it is desired to be conveyed to the purchaser. For example the message may be that the contents of the package have some health benefit such as weight control, cholesterol reduction, immune system enhancement or intestinal health benefit. Such a message may be printed on or otherwise carried by one or more of the articles to be packaged in the carton of the invention or by the graphic portion or other portion (including the top, bottom and side walls) of the carton of the invention. Alternatively the shaped panel may be shaped to enhance a trademark, trade name or a cartoon image to be printed or otherwise displayed on one or more of the articles or on the graphic portion or other portion of the carton.

[0025] It will be appreciated that any of the embodiments shown in Figures 1-4 may form part of a carton as shown in Figure 5. Turning to the construction of the carton 450 from a blank (not shown), a series of sequential folding and gluing operations are required, which preferably can be performed in a straight line machine, so that the carton 450 and/or blank are not required to be rotated or inverted to complete the construction. The folding process is not limited to that described below and can be altered according to particular manufacturing requirements. It is envisaged that the carton 450 will be formed around a group of articles C. However in cartons other than the wraparound carton 450 shown in Figure 5 the carton may be formed into a tubular structure prior to

loading of the articles C.

[0026] In other embodiments of the invention it is envisaged that other articles may be contained within the carton and that the invention is not limited to a carton, or a blank for forming a carton, for containing yoghurt pots arranged in two tiers or 2x4 arrays. Accordingly alterations may be made to accommodate other articles.

[0027] It can be appreciated that various changes may be made without departing from the scope of the present invention, for example, the size and shape of the panels may be adjusted to accommodate articles of differing size or shape. The shaped panel may be shaped according to a variety of user requirements. Other variations may also be made within the scope of the invention.

[0028] It will be recognised that as used herein, directional references such as "top", "bottom", "front", "back", "end", "side", "inner", "outer", "upper" and "lower" do not limit the respective panels to such orientation, but merely serve to distinguish these panels from one another. Any reference to hinged connection should not be construed as necessarily referring to a single fold line only; indeed it is envisaged that hinged connection can be formed from one or more of the following, a score line, a frangible line or a fold line without departing from the scope of the invention.

Claims

1. A carton for containing a plurality of articles (C), such as pots of foodstuff, the carton comprising a plurality of main panels (10) for forming the carton top, side and bottom walls, the carton further comprising a shaped panel (18) formed from one of said carton walls having first (26) and second (27) opposed end edges, the shaped panel being disposed between said first end edge of said one carton wall and a first aperture (20) struck at least in part from said one carton wall, **characterised in that** said shaped panel being defined in part by said first end edge and in part by said first aperture, both said first end edge and said first aperture are contoured such that the shape of said shaped panel represents visual information associated with said articles.
2. A carton according to claim 1 wherein said articles (C) carry printed information associated with said articles, and said visual information represented by the shape of said shaped panel (18) includes at least a part of said printed information.
3. A carton according to claim 1 or claim 2 wherein one or more of said main panels (10) carry printed information associated with said articles (C), and said visual information represented by the shape of said shaped panel (18) includes at least a part of said printed information.
4. A carton according to any of claims 1 to 3 wherein said first aperture (20) is defined in part by a substantially straight edge (22) and in part by a contoured edge (24) for defining said shaped panel (18), said contoured edge of said first aperture being positioned across said first aperture from said straight edge.
5. A carton according to claim 4 wherein said one carton wall comprises a graphic portion (16) defined between said straight edge (22) of said first aperture (20) and said second end edge (27) of said one carton wall.
6. A carton according to claim 5 wherein said graphic portion (16) carries printed information associated with said articles (C), and said first end edge (26) and said contoured edge (24) are configured such that said visual information represented by said shaped panel (18) includes at least a part of said printed information.
7. A carton according to any of claims 4 to 6 wherein said second end edge (27) of said one carton wall is substantially straight, and said straight edge (22) of said first aperture (20) is disposed substantially parallel to said second end edge,
8. A carton according to any of claims 4 to 7 wherein said main panels (10) include a pair of opposed carton walls (428, 430) hingedly connected respectively to opposed side edges (28, 30) of said one carton wall, and said straight edge (22) of said first aperture (20) is disposed substantially perpendicularly to said side edges of said one carton wall.
9. A carton according to claim 5 or 6 wherein said first aperture (20) is struck solely from said one carton wall such that said shaped panel (18) is continuous with said graphic portion (16) through part of said one carton wall.
10. A carton according to any preceding claim wherein said first aperture (20) extends entirely across said one carton wall such that said contoured edge (24) of said first aperture extends between opposed side edges (28, 30) of said one carton wall extending between said first (26) and second (27) end edges of said one carton wall.
11. A carton according to any preceding claim wherein the shaped panel (18) is shaped similarly to an outline of one of said articles (C).
12. A carton according to any preceding claim wherein the shape of said shaped panel (10) represents an object

13. A blank for forming a carton for containing articles (C), the blank comprising a plurality of main panels (10) for forming top, side and bottom walls of the carton, the blank further comprising a shaped panel (18) formed from one of said main panels having first (26) and second (27) opposed end edges, the shaped panel disposed between the first end edge of said one main panel and a first aperture (20) struck at least in part from said one main panel, said shaped panel being defined in part by said first end edge and in part by said first aperture, both said first end edge and said first aperture being contoured such that the shape of said shaped panel represents visual information associated with articles to be contained by the carton.

14. A blank according to claim 13 further comprising means for forming a carton according to any of claims 2-12.

15. A package comprising a carton according to any of claims 1 to 12 and one or more articles (C) wherein both a first end edge (26) and a first aperture (20) are contoured such that the shape of a shaped panel (18) represents visual information associated with the or each article.

Patentansprüche

1. Schachtel zum Aufnehmen einer Vielzahl von Gegenständen (C), wie beispielsweise Nahrungsmittelbecher, wobei die Schachtel eine Vielzahl von Hauptwandflächen (10) zum Ausbilden der Decken-, Seiten- und Bodenwände der Schachtel umfasst, wobei die Schachtel ferner eine geformte Wandfläche (18) umfasst, die aus einer der Schachtelwände ausgebildet ist und eine erste (26) und eine zweite (27) gegenüberliegende Endkante aufweist, wobei die geformte Wandfläche zwischen der ersten Endkante der einen Schachtelwand und einer ersten Öffnung (20) angeordnet ist, die zumindest teilweise aus der einen Schachtelwand ausgestanzt ist, **dadurch gekennzeichnet, dass** die geformte Wandfläche zum Teil durch die erste Endkante und zum Teil durch die erste Öffnung definiert wird, wobei sowohl die erste Endkante als auch die erste Öffnung derart konturiert sind, dass die Form der geformten Wandfläche visuelle Informationen darstellt, die mit den Gegenständen im Zusammenhang steht.

2. Schachtel nach Anspruch 1, wobei die Gegenstände (C) aufgedruckte Informationen aufweisen, die mit den Gegenständen im Zusammenhang stehen, und die visuelle Information, die durch die Form der geformten Wandfläche (18) dargestellt wird, wenigstens einen Teil der gedruckten Information enthält.

3. Schachtel nach Anspruch 1 oder Anspruch 2, wobei eine oder mehrere der Hauptwandflächen (10) aufgedruckte Informationen aufweisen, die mit den Gegenständen (C) im Zusammenhang stehen, und die visuelle Information, die durch die Form der geformten Wandfläche (18) dargestellt wird, wenigstens einen Teil der aufgedruckten Information enthält.

4. Schachtel nach einem der Ansprüche 1 bis 3, wobei die erste Öffnung (20) zum Teil durch eine im Wesentlichen gerade Kante (22) und zum Teil durch eine konturierte Kante (24) definiert wird, um die geformte Wandfläche (18) zu definieren, wobei die konturierte Kante der ersten Öffnung von der geraden Kante entlang der ersten Öffnung angeordnet ist.

5. Schachtel nach Anspruch 4, wobei die eine Schachtelwand einen Grafikabschnitt (16) umfasst, der zwischen der geraden Kante (22) der ersten Öffnung (20) und der zweiten Endkante (27) der einen Schachtelwand definiert ist.

6. Schachtel nach Anspruch 5, wobei der Grafikabschnitt (16) aufgedruckte Informationen aufweist, die mit den Gegenständen (C) im Zusammenhang stehen, und die erste Endkante (26) und die konturierte Kante (24) derart konfiguriert sind, dass die visuelle Information, die durch die geformte Wandfläche (18) dargestellt wird, wenigstens einen Teil der aufgedruckten Information enthält.

7. Schachtel nach einem der Ansprüche 4 bis 6, wobei die zweite Endkante (27) der einen Schachtelwand im Wesentlichen gerade ist und die gerade Kante (22) der ersten Öffnung (20) im Wesentlichen parallel zu der zweiten Endkante verläuft.

8. Schachtel nach einem der Ansprüche 4 bis 7, wobei die Hauptwandflächen (10) ein Paar von gegenüberliegenden Schachtelwänden (428, 430) umfassen, die jeweils gelenkig mit gegenüberliegenden Seitenkanten (28, 30) der einen Schachtelwand verbunden sind, und die gerade Kante (22) der ersten Öffnung (20) im Wesentlichen senkrecht zu den Seitenkanten der einen Schachtelwand verläuft.

9. Schachtel nach Anspruch 5 oder 6, wobei die erste Öffnung (20) nur aus der einen Schachtelwand ausgestanzt ist, so dass die geformte Wandfläche (18) entlang eines Teils der einen Schachtelwand kontinuierlich mit dem Grafikabschnitt (16) ist.

10. Schachtel nach einem der vorhergehenden Ansprüche, wobei die erste Öffnung (20) sich vollständig über die eine Schachtelwand erstreckt, so dass die konturierte Kante (24) der ersten Öffnung sich zwischen gegenüberliegenden Seitenkanten (28, 30) der einen Schachtelwand erstreckt, die sich zwi-

schen der ersten (26) und der zweiten (27) Endkante der einen Schachtelwand erstrecken.

11. Schachtel nach einem der vorhergehenden Ansprüche, wobei die geformte Wandfläche (18) ähnlich zu einem Umriss von einem der Gegenstände (C) geformt ist. 5
12. Schachtel nach einem der vorhergehenden Ansprüche, wobei die Form der geformten Wandfläche (10) ein Objekt darstellt. 10
13. Zuschnitt zum Ausbilden einer Schachtel zum Aufnehmen von Gegenständen (C), wobei der Zuschnitt eine Vielzahl von Hauptwandflächen (10) umfasst, um Dekken-, Seiten- und Bodenwände der Schachtel auszubilden, wobei der Zuschnitt ferner eine geformte Wandfläche (18) umfasst, die aus einer der Hauptwandflächen ausgebildet ist und eine erste (26) und eine zweite (27) gegenüberliegende Endkante aufweist, wobei die geformte Wandfläche zwischen der ersten Endkante der einen Hauptwandfläche und einer ersten Öffnung (20) angeordnet ist, die wenigstens zum Teil aus der einen Hauptwandfläche ausgestanzt ist, wobei die geformte Wandfläche zum Teil durch die erste Endkante und zum Teil durch die erste Öffnung definiert wird, wobei sowohl die erste Endkante als auch die erste Öffnung derart konturiert sind, dass die Form der geformten Wandfläche visuelle Information darstellt, die mit Gegenständen im Zusammenhang steht, die in der Schachtel aufgenommen werden sollen. 15 20 25 30
14. Zuschnitt nach Anspruch 13, ferner umfassend Mittel zum Ausbilden einer Schachtel gemäß einem der Ansprüche 2 bis 12. 35
15. Verpackung, umfassend eine Schachtel gemäß einem der Ansprüche 1 bis 12 sowie einen oder mehrere Gegenstände (C), wobei sowohl eine erste Endkante (26) als auch eine erste Öffnung (20) derart konturiert sind, dass die Form einer geformten Wandfläche (18) visuelle Information darstellt, die mit dem oder jedem Gegenstand im Zusammenhang steht. 40 45

Revendications

1. Une boîte de carton destinée à contenir une pluralité d'articles (C), tels que des pots de denrées alimentaires, la boîte en carton comprend une pluralité de panneaux principaux (10) pour constituer des parois supérieure, latérale et inférieure, la boîte en carton comprend en outre un panneau profilé (18) constitué de l'une des parois de la boîte en carton ayant les premier (26) et deuxième (27) bords d'extrémité opposés, le panneau profilé étant disposé entre ledit 50 55

premier bord d'extrémité de ladite une paroi de la boîte en carton et la première ouverture (20) découpée au moins en partie dans ladite une paroi de la boîte en carton, **caractérisée en ce que** ledit panneau profilé est délimité en partie par ledit premier bord d'extrémité et en partie par ladite première ouverture, ledit premier bord d'extrémité ainsi que ladite première ouverture sont configurés de telle sorte que la forme dudit panneau profilé représente l'information visuelle associée avec lesdits articles.

2. Une boîte en carton selon la revendication 1 où lesdits articles (C) portent les données imprimées, qui sont associées avec lesdits articles, et ladite information visuelle représentée par la forme dudit panneau profilé (18) inclut au moins une partie desdites données imprimées.
3. Une boîte en carton selon la revendication 1 ou la revendication 2 où l'un ou plusieurs desdits panneaux principaux (10) portent les données imprimées, associées avec lesdits articles, et ladite information visuelle représentée par la forme dudit panneau profilé (18) inclut au moins une partie desdites données imprimées.
4. Une boîte en carton selon l'une quelconque des revendications 1 à 3, où ladite première ouverture (20) est délimitée en partie par un bord sensiblement droit (22) et en partie par un bord profilé (24) pour ainsi délimiter ledit panneau profilé (18), ledit bord profilé de ladite première ouverture étant placé en travers de ladite première ouverture depuis ledit bord droit.
5. Une boîte en carton selon la revendication 4 où ladite une paroi de la boîte en carton comprend une portion graphique (16) délimitée entre ledit bord droit (22) de ladite première ouverture (20) et ledit deuxième bord d'extrémité (27) de ladite une paroi de la boîte en carton.
6. Une boîte en carton selon la revendication 5 où ladite portion graphique (16) porte les données imprimées, associées avec lesdits articles (C) et ledit premier bord d'extrémité (26) et ledit bord profilé (24) sont configurés de telle manière que ladite information visuelle représentée par ledit panneau profilé (18) comporte au moins une partie desdites données imprimées.
7. Une boîte en carton selon l'une quelconque des revendications 4 à 6 où ledit deuxième bord d'extrémité (27) de ladite une paroi de la boîte en carton est essentiellement droit, et ledit bord droit (22) de ladite première ouverture (20) est disposé de manière sensiblement parallèle par rapport audit deuxième bord d'extrémité.

8. Une boîte en carton selon l'une quelconque des revendications 4 à 7 où lesdits panneaux principaux (10) comprennent une paire de parois opposées formant la boîte en carton (428, 430), reliées de manière articulée respectivement aux bords latéraux opposés (28, 30) de ladite une paroi de la boîte en carton, et ledit bord droit (22) de ladite première ouverture (20) est disposé de manière sensiblement perpendiculaire auxdits bords latéraux de ladite une paroi de la boîte en carton. 5
9. Une boîte en carton selon la revendication 5 ou 6 où ladite première ouverture (20) est découpée entièrement dans ladite une paroi de la boîte en carton de telle manière que ledit panneau profilé (18) est continu avec ladite portion graphique (16) au travers d'une partie de ladite une paroi de la boîte en carton. 10 15
10. Une boîte en carton selon l'une quelconque des revendications précédentes où ladite première ouverture (20) s'étend entièrement en travers de ladite une paroi de la boîte en carton de telle manière que ledit bord profilé (24) de ladite première ouverture s'étend entre les bords latéraux opposés (28, 30) de ladite une paroi de la boîte s'étendant entre lesdits premier (26) et deuxième (27) bords d'extrémité de ladite une paroi de la boîte en carton. 20 25
11. Une boîte en carton selon l'une quelconque des revendications précédentes où le panneau profilé (18) présente une forme similaire à celle du contour de l'un desdits articles (C). 30
12. Une boîte en carton selon l'une quelconque des revendications précédentes où la forme dudit panneau profilé (10) représente un objet. 35
13. Une ébauche permettant de former une boîte en carton destinée à contenir des articles (C), l'ébauche présente une pluralité de panneaux principaux (10) pour constituer des parois supérieure, latérale et inférieure de la boîte en carton, l'ébauche présente en outre un panneau profilé (18) constitué de l'un des panneaux principaux de la boîte en carton ayant le premier (26) et le deuxième (27) bords d'extrémité opposés, le panneau profilé étant disposé entre ledit premier bord d'extrémité dudit un panneau principal et une première ouverture (20) découpée au moins en partie dans ledit un panneau principal, ledit panneau profilé est délimité en partie par ledit premier bord d'extrémité et en partie par ladite première ouverture, ledit premier bord d'extrémité ainsi que ladite première ouverture sont configurés de telle sorte que la forme dudit panneau profilé représente l'information visuelle associée avec des articles destinés à être contenus par la boîte en carton. 40 45 50 55
14. Une ébauche selon la revendication 13 comprenant en outre des moyens permettant de former une boîte en carton selon l'une quelconque des revendications 2-12.
15. Un emballage comportant une boîte en carton selon l'une quelconque des revendications 1 à 12 et un ou plusieurs articles (C) où le premier bord d'extrémité (26) ainsi que la première ouverture (20) sont configurés de telle sorte que la forme d'un panneau profilé (18) représente l'information visuelle associée avec le ou chaque article.

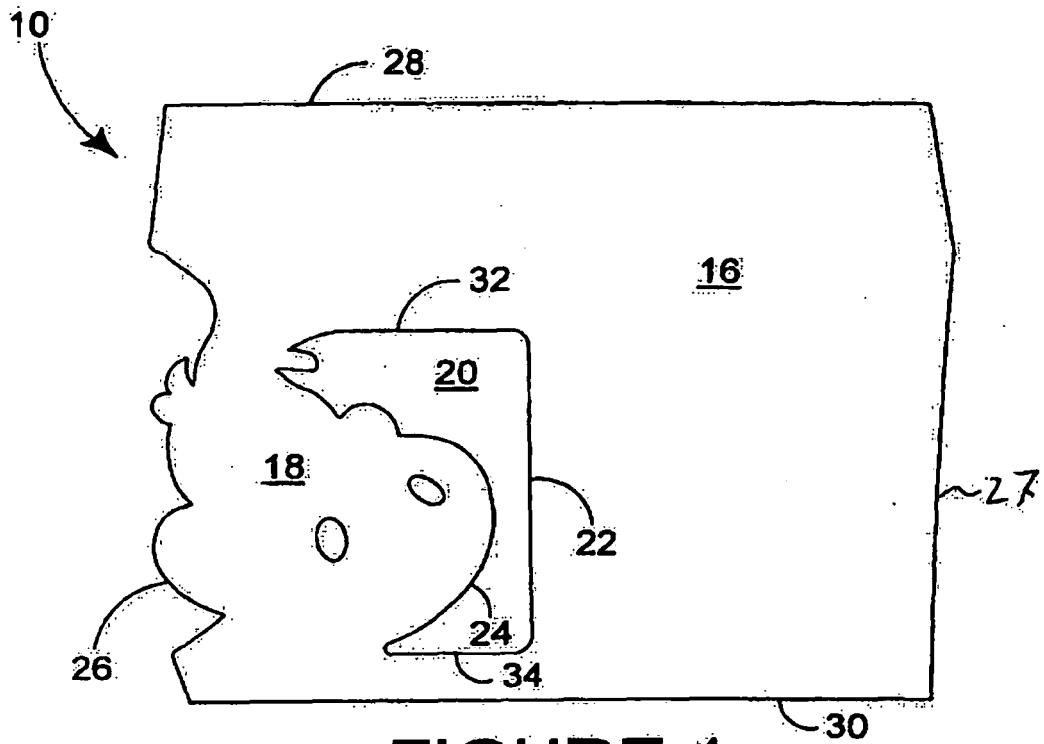


FIGURE 1

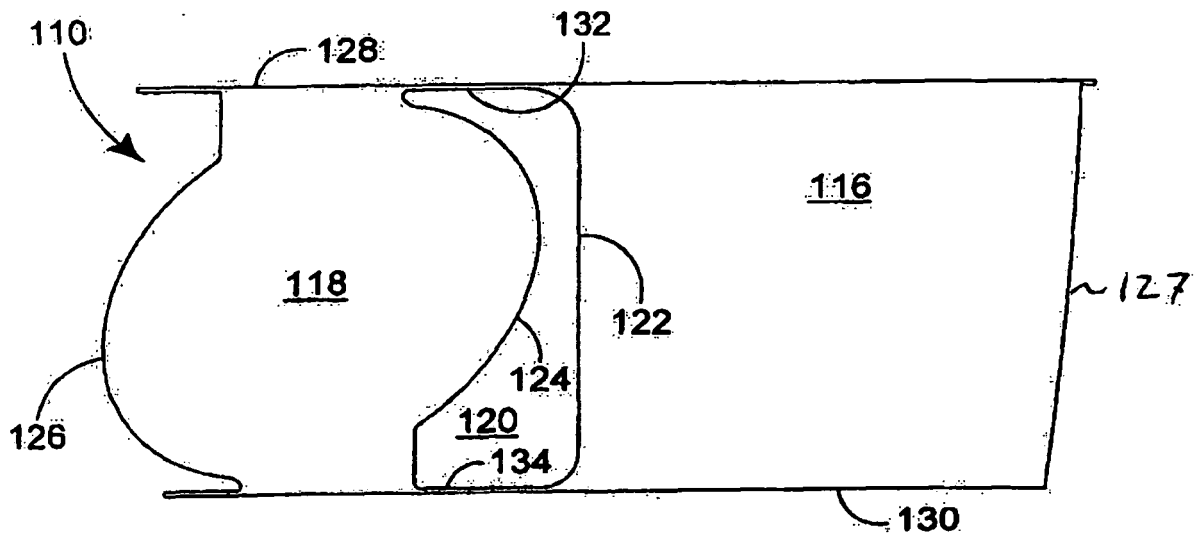


FIGURE 2

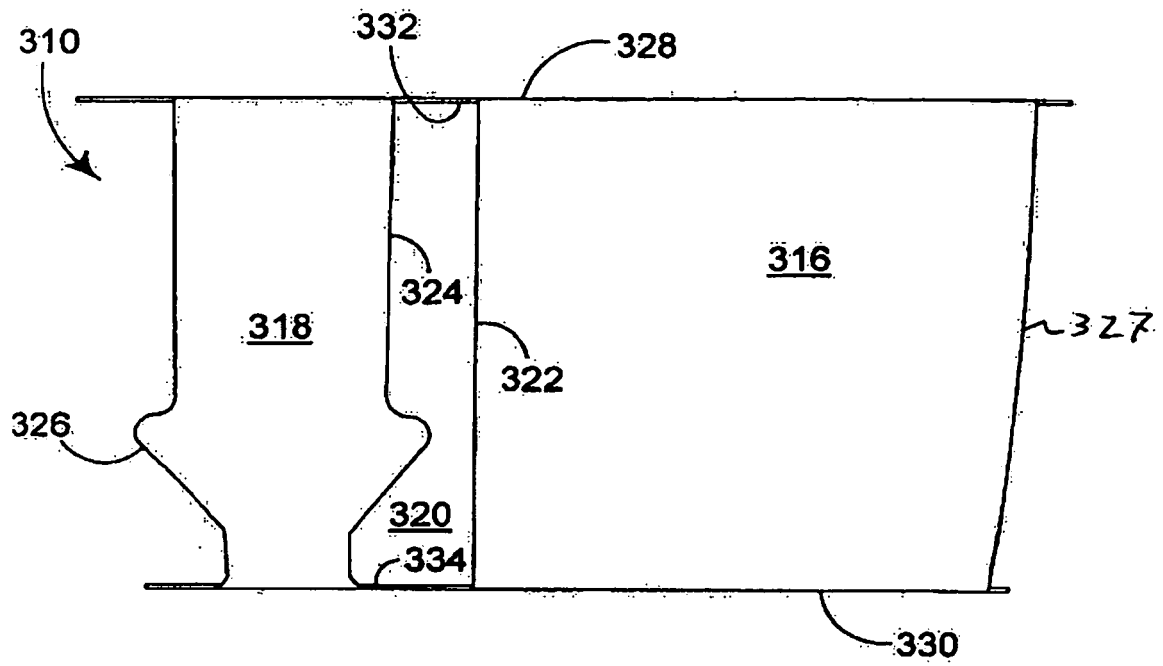


FIGURE 3

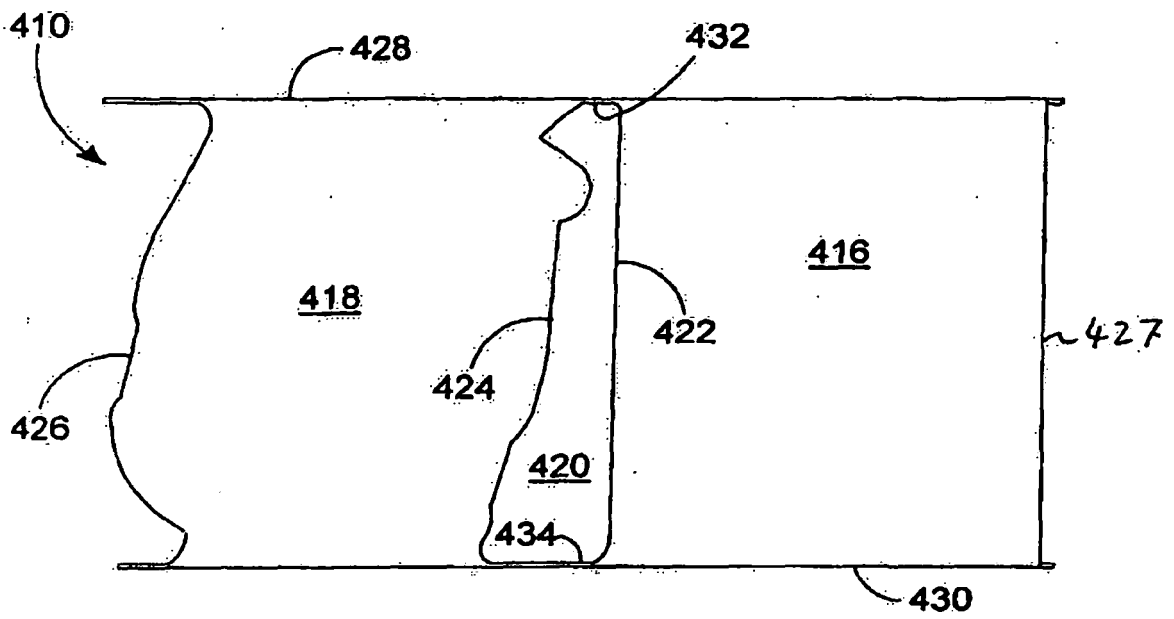


FIGURE 4

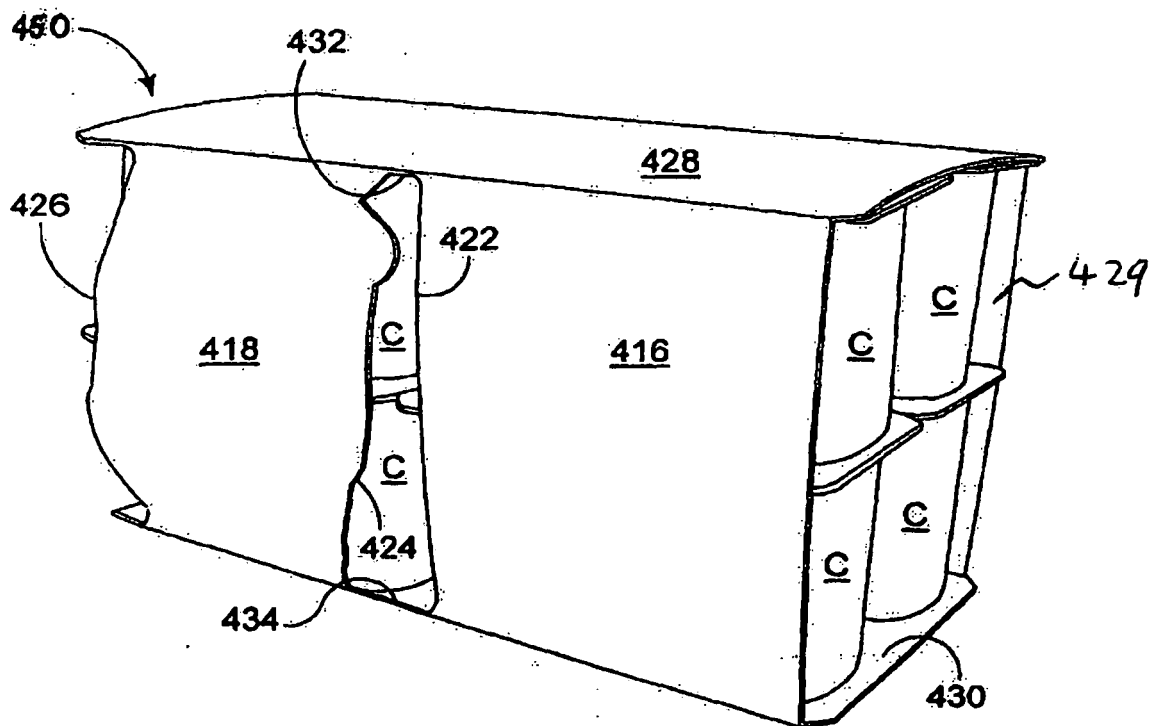


FIGURE 5

REFERENCES CITED IN THE DESCRIPTION

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