

Description

[0001] The present invention concerns a pack or bag made of a multilayer film with a plastic film or a lacquer layer as outermost layer on an exterior surface of the pack, and a strip of a flexible film material optionally containing printed information on at least one side of the strip is extending over the exterior surface of the pack.

[0002] Packs or bags with promotion strips welded to the outside and affixed along the length of the pack are known in the art. The strip is applied and heat sealed to the seals of the pack during the sealing of a top and bottom seal of the pack. There is no adhesive used to attach the strip to the pack. One disadvantage of the known promotion strip is that it may easily break because the strip is attached at two points only. In addition, the strip does not allow for reverse or hidden promotional activity and messages.

[0003] The present invention is therefore based on the object of creating a promotion strip which can easily be affixed to a pack or bag of the type cited initially which does not have the disadvantages associated with the strips of the prior art.

[0004] To achieve the object according to the invention, the strip is coated on one side with a cold seal or a peelable hot melt adhesive and is removably affixed along its whole length to the exterior surface of the pack.

[0005] There is almost no opportunity for breakage of the strip and the finished product has a superior aesthetic appearance.

[0006] The strip can be printed or unprinted. The strip can be a promotion strip with information printed on at least one side of the strip.

[0007] The strip can be coated all over or in a pattern with the cold seal or peelable hot melt adhesive. Preferably, the cold seal (pressure sensitive) adhesive or the peelable hot melt adhesive on the strip is in the form of a pattern selected to allow for good adhesion but still to have an access point for initiation the process of strip removal.

[0008] Preferably, the strip is completely stuck down the pack or bag which prevents breakage and allows for reverse or hidden promotional activity and messages while still being removable from the bag or pack.

[0009] It may however also be desired not to cover the strip completely along its length with the cold seal or the peelable hot melt adhesive so that it is easier to hold the strip end and pull the strip apart. Thus, a flap could be left at the strip end.

[0010] The strip can be applied to the surface of the pack or bag under pressure, e.g. in a nip draw set or over a roller. The cold seal or the peelable hot melt adhesive clings to the pack and the promotion strip is adhered until the consumer peels it off to reveal the prize or use it as a voucher. The use of the strip is dictated by the consumer.

[0011] Preferably, the strip can be applied on a packaging machine in the machine direction to all packs or

bags. It is also possible to apply the strip to occasional bags on a run if so desired.

[0012] The strip is usually wound on a reel and is cut by the packaging machine to the desired length.

[0013] The strip film material may comprise a monolayer laminate or multilayer film of any suitable materials such as plastics, paper or aluminium.

[0014] Further advantages, features and details of the invention arise from the consideration of the embodiment example described below and shown in the drawing which depicts diagrammatically:

Fig. 1 the top view of a pack with a strip affixed to the surface;

Fig. 2 a first pattern of the cold seal or peelable hot melt adhesive on a strip;

Fig. 3 a second pattern of the cold seal or peelable hot melt adhesive on a strip.

[0015] In Fig. 1 a pack in the form of a pouch 10 is shown with a strip 12 affixed to a surface 14 of the pouch 10. The side of the strip 12 adhering to the surface 14 of the pouch 10 is coated with a cold seal or peelable hot melt adhesive 16. In the embodiment shown in Fig. 1 one end of the strip 12 remains uncoated thus forming a flap 18 for easy removal of the strip 12.

[0016] Fig. 2 shows a possible pattern 20a of the cold seal or peelable hot melt adhesive 16 on the backside of the strip 12. The cold seal or peelable hot melt adhesive 16 is arranged in spots 16a surrounded by uncoated areas 17a.

[0017] Fig. 3 shows another pattern 20b of the cold seal or peelable hot melt adhesive 16 on the backside of the strip 12. The cold seal or peelable hot melt adhesive 16 is arranged in a sinuous line as a ribbon 16b leaving small uncoated areas 17b at the side edges of the strip 12.

[0018] The patterns 20a, 20b allow for good adhesion but still to have an access point for initiation the process of strip removal.

Claims

1. Pack or bag made of a multilayer film with a plastic film or a lacquer layer as outermost layer on an exterior surface (14) of the pack (10), and a removable strip (12) of a flexible film material optionally containing printed information on at least one side of the strip (12) is extending over the exterior surface (14) of the pack (10),
characterized in that
the strip (12) is coated on one side with a cold seal or a peelable hot melt adhesive (16) and is removably affixed along its whole length to the exterior surface (14) of the pack (10).

2. Pack or bag according to claim 1, **characterized in that** the strip (12) is a promotion strip with information printed on at least one side of the strip.
3. Pack or bag according to claim 1 or 2, **characterized in that** the cold seal or the peelable hot melt adhesive (16) on the strip (12) is in the form of a pattern (20) selected to allow for good adhesion but still to have an access point for initiation the process of strip removal. 5 10
4. Pack or bag according to any of claims 1 to 3, **characterized in that** the strip (12) is completely stuck down the pack (10) which prevents breakage and allows for reverse or hidden promotional activity and messages while still being removable from the bag or pack. 15

20

25

30

35

40

45

50

55

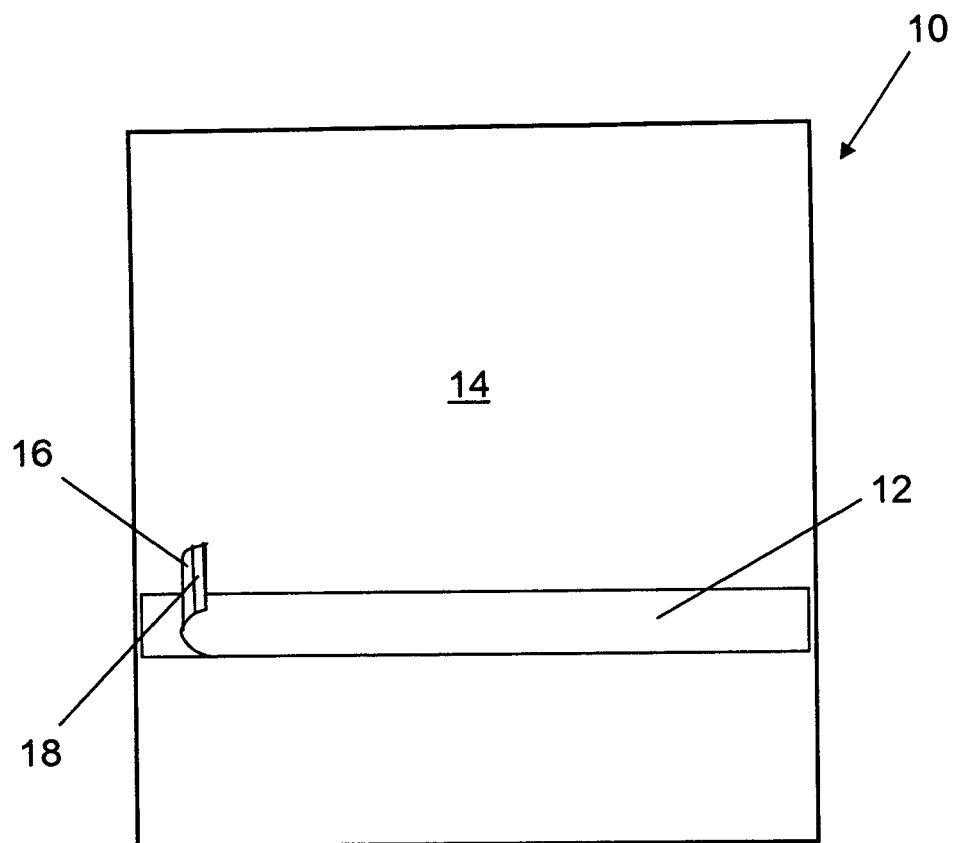


Fig. 1

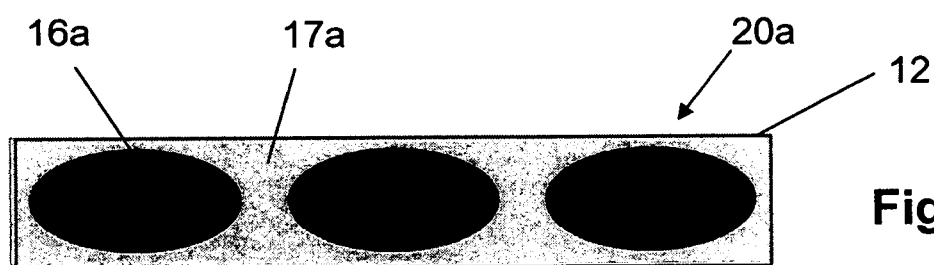


Fig. 2

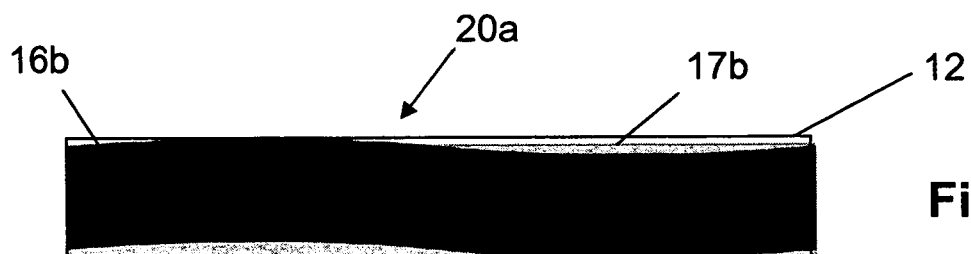


Fig. 3



EUROPEAN SEARCH REPORT

Application Number
EP 09 40 5104

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	WO 2005/090193 A (2004ADPLOY LTD PARTNERSHIP [US]; THUESEN MARCUS L [US]; BRANA LEJO C []) 29 September 2005 (2005-09-29) * page 21, line 20 - page 22, line 14 * * page 26, line 19 - page 27, line 4; figures 27-29 *	1-4	INV. B65D33/00
X	US 6 305 531 B1 (WILKMAN MICHAEL A [US]) 23 October 2001 (2001-10-23) * column 9, line 35 - column 10, line 12; figure 15 *	1,2,4	
A	US 5 242 365 A (COUNTS MARY C [US] ET AL) 7 September 1993 (1993-09-07) * column 6, line 20 - line 47; figures *	1,2	
A	US 5 264 265 A (KAUFMANN THOMAS R [US]) 23 November 1993 (1993-11-23) * column 2, line 40 - column 3, line 30; figures *	1-4	
			TECHNICAL FIELDS SEARCHED (IPC)
			B65D G09F
The present search report has been drawn up for all claims			
Place of search The Hague		Date of completion of the search 6 November 2009	Examiner Gino, Christophe
CATEGORY OF CITED DOCUMENTS 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		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 & : member of the same patent family, corresponding document	

1
EPO FORM 1503 03/02 (P04C01)

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

EP 09 40 5104

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
The European Patent Office is in no way liable for these particulars which are merely given for the purpose of information.

06-11-2009

Patent document cited in search report		Publication date	Patent family member(s)		Publication date
WO 2005090193	A	29-09-2005	US	2006157370 A1	20-07-2006
US 6305531	B1	23-10-2001	US	2002011424 A1	31-01-2002
US 5242365	A	07-09-1993	US	5341930 A	30-08-1994
US 5264265	A	23-11-1993	US	5389415 A	14-02-1995

EPO FORM P0459

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