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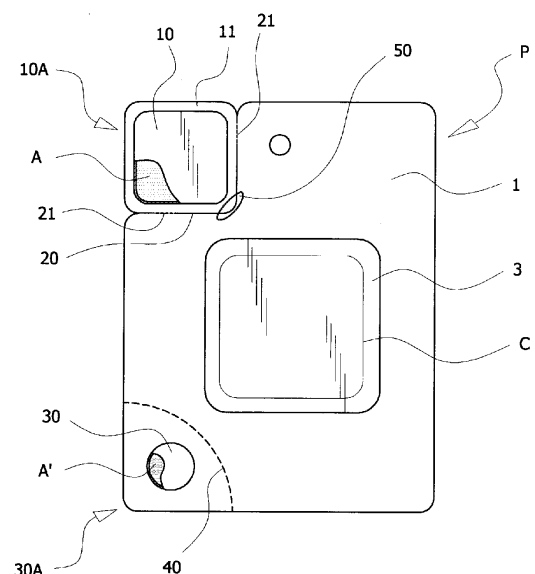
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(54) **BLISTER PACKAGE BODY HAVING IMPROVED VISIBILITY**

(57) The present invention relates to a blister package body, made of semi-solid material such as jelly, for accommodating a variety of contents, in which two container parts of identical shapes facing each other are molded on one side of a planar cover film, and a folding line is provided in the middle of the two container parts so that, during packaging, the two container parts are folded along the folding line to be combined into one to allow a set shape to be formed, a container printed part having a variety of colors or patterns is provided on the surface of each container part to supplement the shape-based identification the container part is to convey, and in the portion of the cover film for the packaging body around the entrance of the container part, a transparent part, or a transparent part having a printed cover part on a portion thereof is, provided so that the contents visible through the cover film can be shown in the interior shape of the object to be expressed by the container part.

[Fig. 1]



## Description

[Technical Field]

**[0001]** The present invention relates to a blister package body for accommodating different types of semi-solid material contents such as gel, and more particularly, to a blister package body having improved visibility which may configure two container parts of identical shapes that are protruded to one side on a flat cover film to face each other while a folding line is formed in the middle of the two container parts such that the two container parts are folded along the folding line to be combined into one to form of a certain object shape during packaging, may be provided with a container printed part having a variety of colors or patterns on a surface of each of the container parts to assist in distinguishing a shape that the container part is intended to express, and may configure a transparent part or a transparent part having a covering printed part at a portion of a covering film for the package body covering around an entrance of the container part such that contents visible through the covering film can be expressed as an interior shape of an object the container part is intended to express. Therefore, some pieces of information related to elements or characteristics of the contents may be presented through a shape, thus a consumer may simply and clearly infer or expect a product. A configuration of the package body may be dynamically changed via folding and unfolding, thereby fully highlighting exhibiting and advertising effects of the product which may promote curiosity or visual attractiveness to promote product sales to the consumer.

[Background Art]

**[0002]** Typically, a blister package is a type of package method as a thermoplastic plastic film or sheet, and is a method in which contents are put in a swollen portion of a container body, which is made of a plastic laminated cover film or sheet formed by pressure forming or vacuum forming in a shape which roughly resembles a product desired to be packaged, and then, only a flat flange part of the container body is adhered with a cover film made of a paper or a plastic laminated film by heat-sealing, a high frequency wave, an ultrasonic wave, etc., which is widely used in packaging of food, daily necessities, goods, industrial products, refined chemicals, liquid cosmetics, and the like.

**[0003]** As shown in FIG. 8, a conventional blister package body is configured to have a container part 2A where certain contents 4A are filled or stored and protruded in a direction of one side at a planar molding sheet 1A, and a covering film 3A which is attached and sealed to a back side of the molding sheet 1A in order to keep the contents 4A from unexpectedly escaping.

**[0004]** However, the conventional package body as above is a fixed structure in which a configuration itself is not dynamically changeable and has problems in pro-

moting curiosity or visual attractiveness to a consumer since the container part 2A of the package body is also formed in such a uniform and simple shape such as a hemisphere, an oval, or a square type. Therefore, it is difficult to promote product sales due to lowered exhibiting and advertising effects of the product.

**[0005]** Further, the container part 2A of the conventional package body is generally configured to simply store or preserve contents and is transparent so that the accommodated contents may be visible from the outside, therefore, it is impossible for a consumer to infer or receive some pieces of information which may be related by elements or characteristics of the contents through a shape of the container part 2A. For example, it is not possible to assume or expect in advance that contents contain a scent or elements of an apple by only seeing a container part which is in a shape of an apple. Thus, in reality, a variety of information phrases or an indication of design about contents are printed and used on a back side of the covering film 3A, and a problem brought about by lowered competitiveness without a unique difference with structures of other package bodies remains.

[Disclosure]

[Technical Problem]

**[0006]** The present invention, in order to solve the aforementioned problem, provides a blister package body having improved visibility which may simply and clearly present some pieces of information related by elements or characteristics of contents through a shape, and may dynamically change a configuration of the package body via folding and unfolding, thereby fully highlighting exhibiting and advertising effects of a product which may promote curiosity or visual attractiveness to promote product sales to a consumer.

[Technical Solution]

**[0007]** To achieve the above object of the present invention, there is provided a blister package body which may configure two container parts of identical shape that are protruded to one side on a flat cover film to face each other while a folding line is formed in the middle of the two container parts such that the two container parts are folded along the folding line to be combined into one to form a certain object shape, may be provided with a printed part having a variety of colors or patterns on a surface of each of the container parts to assist in distinguishing a shape that the container part is intended to express, and may configure a transparent part or a transparent part having a printed part at an area of a covering film for the package body covering around an entrance of the container part such that contents visible through the covering film can be expressed as an interior shape of an object the container part is intended to express.

### [Advantageous Effects]

**[0008]** According to the present invention described above, when a package body is folded along a folding line, a container part is combined and shown as a shape of one object, therefore, a consumer may infer or expect some pieces of information which may be related by elements or characteristics of contents in a state of packing and exhibiting. Further, when the package body is unfolded for use, a transparent part of a covering film or a covering printed part may be expressed as an interior or a cross sectional shape of the corresponding object which may allow curiosity or visual attractiveness to the consumer, thereby fully highlighting exhibiting and advertising effects of a product and promoting product sales.

### [Description of Drawings]

#### [0009]

FIG. 1 is a perspective view showing a configuration example according to one embodiment of the present invention.

FIG. 2 is an exploded perspective view of FIG. 1.

FIG. 3 is a perspective view showing a folded state of the present invention.

FIG. 4 is a side view of FIG. 3.

FIG. 5 is a longitudinal sectional view of FIG. 4.

FIG. 6 is an exemplary view showing a back side while a package body of the present invention is unfolded.

FIG. 7 is a perspective view showing a state in which a covering printed part is formed on a transparent part of a covering film according to another embodiment of the covering film applied to the present invention.

FIG. 8 is an exploded perspective view showing a configuration of a conventional blister package body.

### [Modes of the Invention]

**[0010]** Hereinafter, exemplary embodiments of the present invention will be described in detail. However, the present invention is not limited to the exemplary embodiments disclosed below, but can be implemented in various forms. The following exemplary embodiments are described in order to enable those of ordinary skill in the art to embody and practice the invention.

**[0011]** The present invention will be described hereinafter in detail with reference to the accompanying drawings.

**[0012]** FIG. 1 is a perspective view showing a configuration example according to one embodiment of the present invention, and FIG. 2 is an exploded perspective view of FIG. 1.

**[0013]** As illustrated, a package body P of the present invention respectively includes a set of container parts

10 and 10' which are formed in a dual manner and spaced apart from each other on a piece of a cover film 1 and are in a certain shape to fill or store certain contents A therein, container printed parts 20 and 20' which are formed on surfaces of the container parts 10 and 10' and are configured with a variety of colors or patterns to assist a visual perception of shapes that the container parts 10 and 10' are intended to express, transparent parts 30 and 30' which are on a covering film 2 sealed and attached to a back side of the cover film 1 and are formed on areas covering entrances of the container parts 10 and 10', and a folding line 40 which is formed on the cover film 1 and the covering film 2 to be disposed in the middle part of the container parts 10 and 10' and may fold the cover film 1 and the covering film 2 in half such that the container parts 10 and 10' are combined facing each other when needed.

**[0014]** FIG. 7 is another configuration example of the covering film 2 applied to the present invention.

**[0015]** Covering printed parts 50 and 50' which are formed in relatively small areas inside transparent parts 30 and 30' and are configured with a variety of colors or patterns to assist a visual perception of an interior shape of an object that container parts 10 and 10' are intended to express in association with the transparent parts 30 and 30' are further included.

**[0016]** Hereinafter, a work of the present invention configured as above will be described below.

**[0017]** Shapes of the container parts 10 and 10' to which the present invention is applied may be configured in relation to a type or an element of contents A, but are not limited thereto, and may also be denoted as a shape of any object to improve visibility to a consumer.

**[0018]** For ease of illustration, the shapes of the container parts 10 and 10' are described in a state applying a shape of an egg in the drawings.

**[0019]** In a blister package body of the present invention, container printed parts 20 and 20' in a color and a shape of an egg are printed on the transparent cover film 1, then the container printed parts 20 and 20' are protrudingly molded into a hemispherical shape corresponding to a half of the egg to configure the container parts 10 and 10', and the contents A are filled in the container parts 10 and 10' in a next process.

**[0020]** Here, the contents A may be filled with only a single content having only one element and color, and may be filled with different kinds of contents having different elements and colors which may be mixed when in use. In the drawing, as the container parts 10 and 10' are formed in the shape of an egg, different kinds of contents having different colors are applied such that arbitrary contents selected from a filling process is disposed at an inner center of the other content to be seen as a yolk and a shape of filling is also configured to have a hemispherical or circular shape.

**[0021]** After the contents A are finished being filled, the opaque covering film 2 is attached to a back side of the cover film 1 such that the transparent parts 30 and 30'

seal entrances of the container parts 10 and 10', and then the folding line 40 is processed on the covering film 2 and the cover film 1 to be foldable.

**[0022]** A blister package body of the present invention having such a configuration is sold in a sealed state as shown in FIG. 3. When the two hemispherical container parts 10 and 10' are folded to be combined, the shape of an egg will be shown by the container printed parts 20 and 20' having a color of an egg as in FIG. 4, thereby improving visibility to consumers on exhibition and encouraging interest and curiosity about a product.

**[0023]** Meanwhile, when the container parts 10 and 10' are unfolded to be used as shown in FIG. 6, the contents having different types and colors filled inside the container parts 10 and 10' is visible through the transparent parts 30 and 30' of the covering film 2 as if the shapes are associated with a yolk and a white inside an egg.

**[0024]** Meanwhile, FIG. 7 is another configuration example of the covering film 2 applied to the present invention.

**[0025]** Here, covering printed parts 50 and 50' are formed in relatively small areas inside transparent parts 30 and 30'. When contents A having only one color, not different colors, are filled, and an interior of a form which is configured by the container parts 10 and 10' has different colors, the covering printed parts 50 and 50' may realize a shape or a color which is not expressed through the contents.

**[0026]** For example, when stripes and a green color of a watermelon are printed on container printed parts 20 and 20' and contents having only a white color are filled in the container parts 10 and 10', scattered black seeds on a red background may be printed to be expressed on the covering printed parts 50 and 50' such that areas shown through the transparent parts 30 and 30' and the covering printed parts 50 and 50' are similar to an interior of a watermelon.

**[0027]** As a result, the contents in white are associated with a rind of a watermelon through the transparent parts 30 and 30' which are formed at edges of the covering printed parts 50 and 50', and an image of flesh and seeds of the watermelon may be expressed through the covering printed parts 50 and 50'.

**[0028]** Such a blister package body of the present invention is available to freely apply a variety of images of objects depending on changes in forms of the container parts 10 and 10', and shapes and colors of the container printed parts 20 and 20' and the covering printed parts 50 and 50', and thus is capable of achieving a magnificent effect of visibility to consumers.

**[0029]** While the embodiments of the present invention have been described, it should be understood by those skilled in the art that various alternations and changes in form may be made therein without departing from the spirit and scope of the invention as defined by the appended claims.

## Claims

1. A blister package body having improved visibility, the blister package body comprising:

a set of container parts (10 and 10') which are formed in a dual manner and spaced apart from each other on a piece of a cover film (1), and are in a certain shape to fill or store certain contents (A) therein;

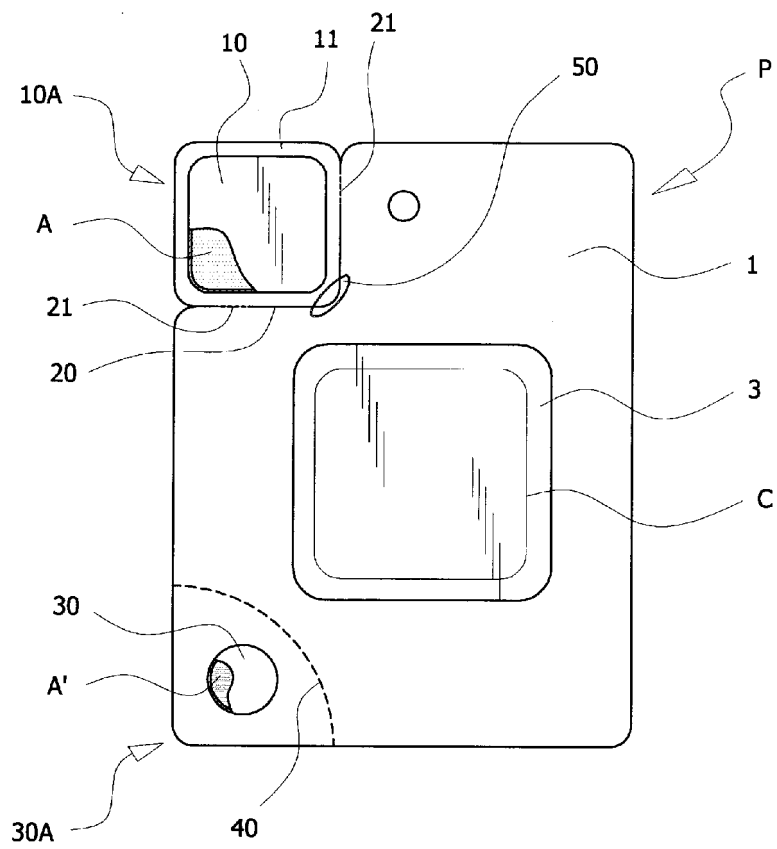
container printed parts (20 and 20') which are formed on surfaces of the container parts (10 and 10') and configured with a variety of colors or patterns to assist a visual perception of shapes that the container parts (10 and 10') are intended to express;

transparent parts (30 and 30') which are on a covering film (2) sealed and attached to a back side of the cover film (1) and are formed on areas covering entrances of the container parts (10 and 10'); and

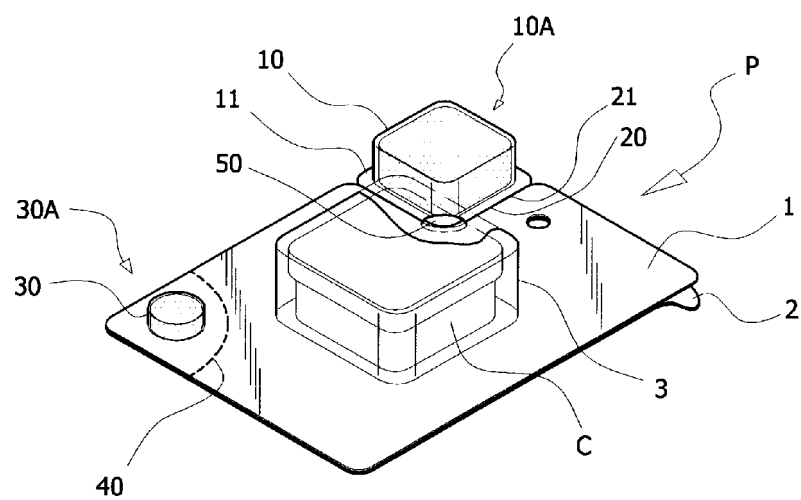
a folding line (40) which is formed on the cover film (1) and the covering film (2) to be disposed in the middle part of the container parts (10 and 10') and configured to fold the cover film (1) and the covering film (2) in half in which the container parts (10 and 10') are combined facing each other when needed,

wherein the transparent parts (30 and 30') additionally include covering printed parts (50 and 50') which are formed in relatively small areas therein and are configured with a variety of colors or patterns to assist a visual perception of an interior shape of an object that the container parts (10 and 10') are intended to express in association with the transparent parts (30 and 30').

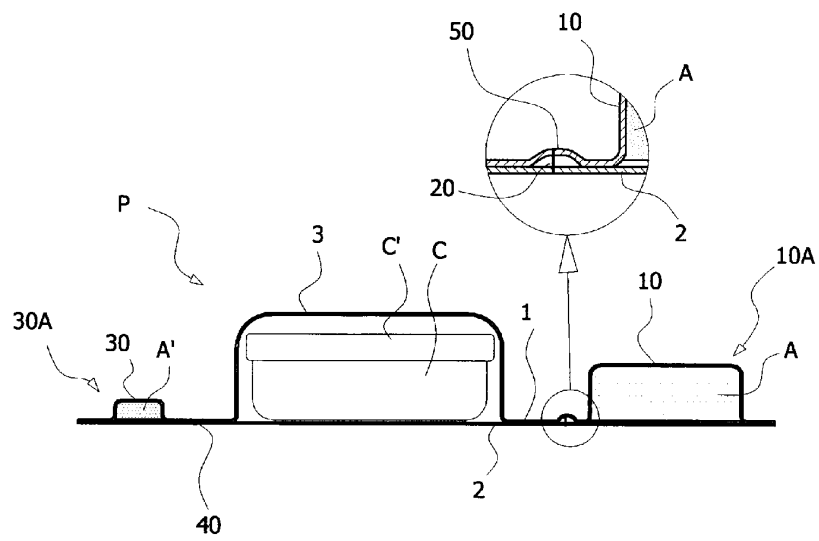
[Fig. 1]



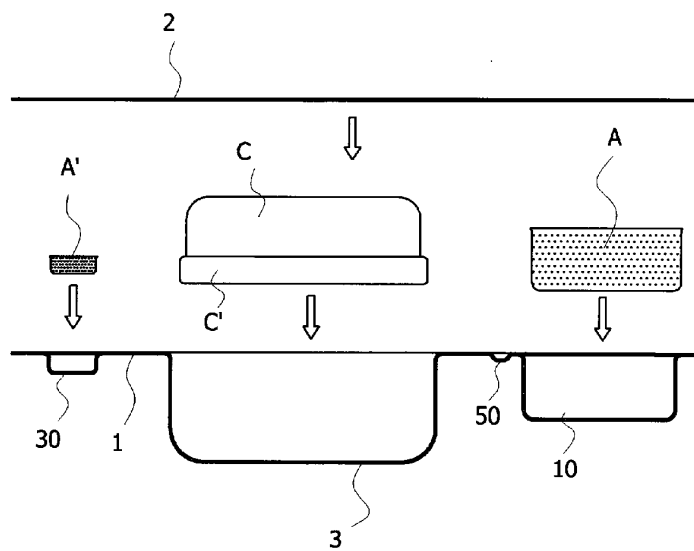
[Fig. 2]



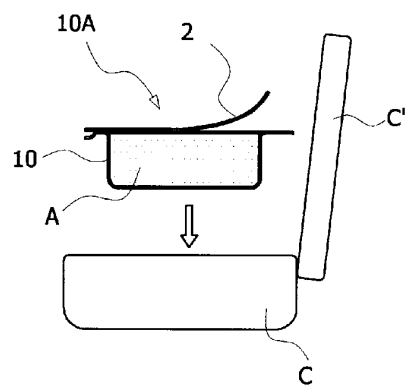
[Fig. 3]



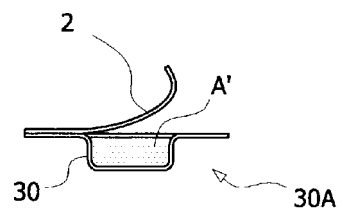
[Fig. 4]



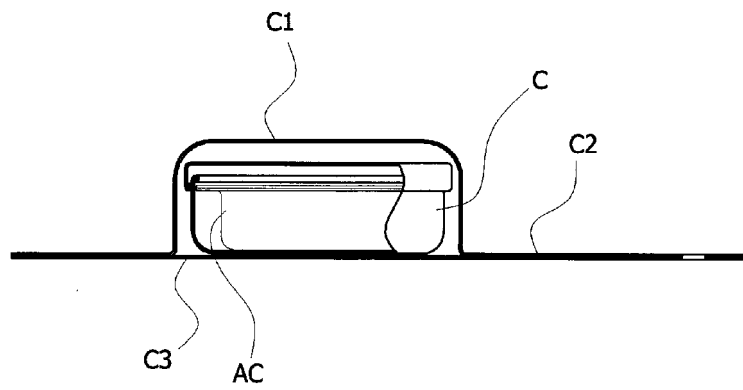
[Fig. 5]



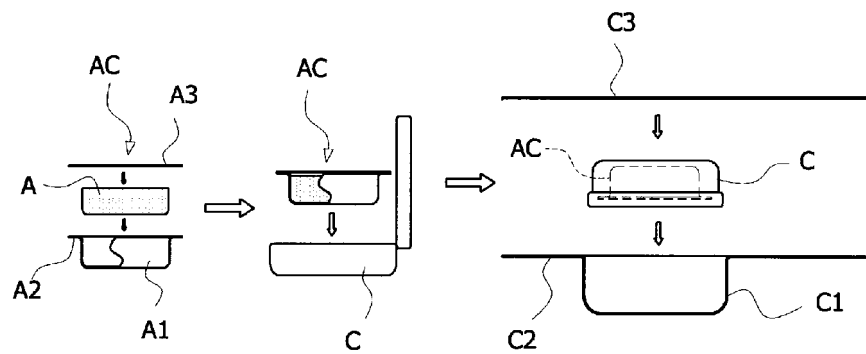
[Fig. 6]



[Fig. 7]



[Fig. 8]



## INTERNATIONAL SEARCH REPORT

International application No.

PCT/KR2014/012098

## A. CLASSIFICATION OF SUBJECT MATTER

**B65D 75/36(2006.01)i**

According to International Patent Classification (IPC) or to both national classification and IPC

## B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

B65D 75/36; B65D 75/32; B65D 77/30

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Korean Utility models and applications for Utility models: IPC as above

Japanese Utility models and applications for Utility models: IPC as above

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

eKOMPASS (KIPO internal) &amp; Keywords: "blister", "film", "fold", "print"

## C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	JP 3732261 B2 (MITSUBISHI PLASTICS IND CO., LTD.) 05 January 2006 See paragraphs [0013]-[0017] and claim 1.	1
A	KR 20-1996-0022407 U (LG CHEM, LTD.) 20 July 1996 See abstract and claim 1.	1
A	JP 06-100024 A (DAINIPPON PRINTING CO., LTD.) 12 April 1994 See abstract and claim 1.	1
A	JP 11-349042 A (HITACHI LIGHTING CO., LTD.) 21 December 1999 See abstract and claim 1.	1

☐ Further documents are listed in the continuation of Box C.☒ See patent family annex.

\* Special categories of cited documents:

"A" document defining the general state of the art which is not considered to be of particular relevance

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"P" document published prior to the international filing date but later than the priority date claimed

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"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art

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Date of the actual completion of the international search

10 MARCH 2015 (10.03.2015)

Date of mailing of the international search report

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INTERNATIONAL SEARCH REPORT  
Information on patent family members

International application No.

PCT/KR2014/012098

Patent document cited in search report	Publication date	Patent family member	Publication date
JP 3732261 B2	05/01/2006	NONE	
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JP 11-349042 A	21/12/1999	NONE	

Form PCT/ISA/210 (patent family annex) (July 2009)