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(54) **SOFT CUP PACKAGE FOR TOBACCO PRODUCTS WITH ADHESIVE LABEL FOR RESEALING**

(57) The present invention is directed to a soft cup package for tobacco products, comprising a cup-shaped outer container; an inner liner housed by the outer container, and an adhesive label for resealing an opening of the inner liner, wherein the adhesive label is formed of a laminate of at least a first and a second layer bonded by an adhesive layer, the adhesive label comprising a closure portion arranged and configured to allow resealable closure of the cover, wherein the closure portion comprises a flap and a landing zone, the flap being formed by the second layer of the laminate and the landing zone

being formed by the first layer of the laminate, wherein the landing zone is separated from the remainder of the first layer of the label e.g. by a cut through the first layer, wherein the adhesive between the first and second layer of the laminate in the closure portion is a non-permanent adhesive, and wherein the landing zone is adhesively attached to a side wall of the outer container such that the cover is closable by releasably attaching the flap to the landing zone; as well as to an adhesive label for manufacturing of said soft cup package.

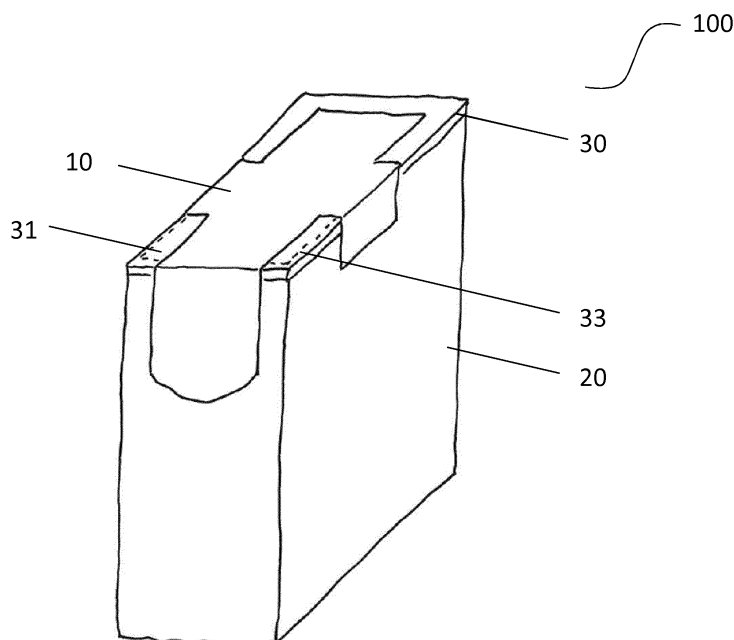


Fig. 1

Description

[0001] The present invention relates to a soft cup package for tobacco products, and in particular for tobacco products such as cigarettes, cigars, cigarillos and the like. In particular, the soft cup package of the present invention comprises an adhesive label for resealing of the package. Further, the present invention is directed to an adhesive label for use in the manufacturing of said soft cup package for tobacco products.

[0002] Soft cup packages are well known in the art. A soft cup package typically comprises a soft cup formed of a cup-shaped outer container made of paper which is open at the top to receive an inner liner comprising the tobacco products. Further, the soft cup package comprises an inner liner housed within the cup-shaped outer container, the inner liner is surrounding the tobacco products. In order to allow access to the tobacco products at least part of one wall of the inner liner needs to be opened. Exemplary embodiments of soft cup packages are described in US 4,776,461. Usually, formation of an opening in the inner liner is irreversible so that tobacco products may fall off the package or may deteriorate over time. In order to prevent loss and impairment of tobacco products, soft cup packages have been proposed which are resealable. Exemplary embodiments are disclosed in WO 2011/023983 A1 or EP 2 769 929 A1.

[0003] However, resealable soft cup packages of the prior art either require cost and labor extensive manufacturing like the built-in closure disclosed in EP 2 769 929 A1 or suffer from the fact that the closure is adhesively fixed directly against the paper wall of the outer container like in WO 2011/023983 A1 which leads to a resealable closure which wears off quickly due to direct contact of the non-permanent adhesive of the closure with the paper surface of the outer container. The sticky surface of the closure is rapidly contaminated with paper remainders and, thus, stickiness is impaired.

[0004] It is an object of the present invention to provide a resealable soft cup package for tobacco products which overcomes one or more of the drawbacks of the prior art. In particular it is an object of the invention to provide a soft cup package for tobacco products with improved resealing means.

[0005] The present invention provides a soft cup package for tobacco products, comprising:

- a cup-shaped outer container with opposing front and back walls, a bottom wall and two side walls defining an opening at the top;
- an inner liner housed by the outer container, the inner liner comprising top, bottom, front and back walls as well as two side walls to wrap the tobacco products, wherein the top wall comprises a weakening line, like e.g. a perforation, defining an access portion to allow, upon breakage of the weakening line, formation of an opening to access the content of the inner

liner; and

- an adhesive label for resealing an opening of the inner liner, wherein the adhesive label is formed of a laminate of at least a first and a second layer bonded by an adhesive layer in-between, the adhesive label comprising:
 - a banderole portion formed of first and second wing portions and a retention portion arranged between the first and second wing portions, wherein the first and second wing portions are attached to opposing front and back walls of the outer container, respectively, and wherein the retention portion extends across the top wall of the inner liner;
 - a cover portion, wherein the cover portion is adhesively attached to the access portion of the top wall of the inner liner and, upon breakage of the weakening line, together with the access portion forms a cover of an opening in the inner liner; and
 - a closure portion arranged and configured to allow resealable closure of the cover, wherein the closure portion comprises a flap and a landing zone, the flap being formed by the second layer of the laminate and the landing zone being formed by the first layer of the laminate, wherein the landing zone is separated from the remainder of the first layer of the adhesive label e.g. by a cut through the first layer, wherein the adhesive between the first and second layer of the laminate in the closure portion is a non-permanent adhesive, and wherein the landing zone is adhesively attached to a side wall of the outer container such that the cover is closable by releasably attaching the flap to the landing zone.

[0006] Since the adhesive label of the soft cup package of the invention comprises a closure portion which not only provides a flap but also an adequate landing zone for said flap, the closure portion allows easy and reliable resealing of the package over a prolonged period of time. Direct contact of the non-permanent adhesive of the flap with paper or carton of one of the walls of the outer container is prohibited and, thus, the flap is not contaminated and stays tacky for an increased number of resealing events.

[0007] The soft cup package of the invention comprises an access portion defined by a weakening line, e.g. a perforation, in the top wall of the inner liner and the adhesive label comprises a cover portion attached to this access area. When the adhesive label is pulled to open the soft cup package for the first time using the flap of the closure portion, the cover portion is lifted, the weakening line of the top wall defining the access area of the

inner liner is broken and an opening is formed which allows access to the interior of the inner liner. The cover portion together with the access portion forms a cover over said opening of the inner liner which can be releasably sealed by the closure portion of the adhesive label. Thus, the soft cup package of the invention can be initially opened simply by pulling the flap of the adhesive label; no additional manipulation on the inner liner is necessary. The consumer can have initial access to the tobacco products with one single pull of the flap of the adhesive label.

[0008] The soft cup package can be opened and resealed simply by using the flap of the adhesive label without removal or disposal of any material of the inner liner. The access portion remains adhered to the cover portion of the adhesive label. No additional waste is produced.

[0009] The adhesive label of the soft cup package of the invention encompasses a banderole portion with a first and a second wing portion and a retention portion arranged between the wing portions. The first and second wing portions are attached to opposing front and back walls of the outer container, respectively, whereas the retention portion extends across the top wall of the inner liner. By doing so, it is ensured that the inner liner is fixed in the outer container and is efficiently prevented from unintentional loss. Thus, the soft cup package of the present invention does not need any additional banderole or the like to fix the inner liner in the outer container.

[0010] The soft cup package of the present invention can be easily manufactured without the need for cost intensive materials or measures. While the outer container and inner liner can be prepared by conventional means, the soft cup package of the invention is finished by subsequent application of a pre-produced adhesive label of the invention.

[0011] The soft cup package of the invention comprises a cup-shaped outer container with opposing front and back walls, a bottom wall and two side walls. Usually, the front and back walls represent opposing wide walls, whereas the side walls represent opposing narrow walls of the outer container. The width of the front and back walls is defined by the distance between opposing side walls of the outer container, whereas the width of the side walls is defined by the distance between opposing front and back walls. The walls define an opening and a cavity for housing an inner liner which wraps the tobacco products. Thus, the cup-shaped outer container lacks a top wall, thereby defining an opening which allows access to the cavity build by the other walls of the outer container. Preferably, the outer container has a cuboid shape with an opening at the top. Usually, the walls of the outer container are formed of paper or carton. Preferably, paper or carton is used with a weight of 5 to 200 g/m², more preferably with a weight of 7 to 150 g/m², more preferably with a weight of 80 to 150 g/m².

[0012] The soft cup package of the invention comprises an inner liner housed by the outer container. The inner liner comprises opposing top and bottom walls, opposing

front and back walls as well as two opposing side walls. Usually, the front and back walls represent opposing wide walls, whereas the side walls as well as top and bottom walls represent opposing narrow walls of the inner liner.

5 The width of the front and back walls is defined by the distance between opposing side walls of the inner liner, whereas the width of the side walls as well as top and bottom walls is defined by the distance between opposing front and back walls. The walls define a cavity for housing tobacco products. Preferably, the inner liner has a cuboid or box shape which corresponds to the shape of the outer container to ensure that the inner liner properly fits into the cavity of the outer container. The inner liner may be folded in a soap style fold on the top wall or in a square and fold style. The present invention is not dependent on a certain folding style; however, if the inner liner is prepared in a square and fold style it is easier to arrange the weakening line defining the access portion. Usually, the walls of the inner liner are formed of paper, cardboard, polymer or metal foils, or combinations thereof. Preferably, the walls of the inner liner are metallized on at least one surface. In order to access the content of the inner liner properly housed by the outer container, it is necessary to prepare an opening into the top wall of the inner liner. To facilitate this, the top wall of the inner liner comprises a weakening line defining an access portion. Weakening may be facilitated by removal of material of the top wall along the weakening line. Said weakening may be achieved by perforation, a slit or a groove or combinations thereof. Upon breakage of said weakening line the part of the top wall of the inner liner corresponding to the access portion can be lifted or bend and an opening is formed which allows access to the tobacco products contained in the interior of the inner liner. The access portion is dimensioned to allow proper access to the interior of the inner liner and to allow the consumer to conveniently access the tobacco products contained therein. Preferably, the weakening line defines the access portion on three sides, whereas, upon breakage of the weakening line, the access portion remains connected with the remainder of the top wall over one side of the access portion. In particular, the weakening line may be arranged in parallel to the edge of the front and back wall as well as one side wall of the outer container.

45 **[0013]** The soft cup package of the invention comprises an adhesive label for resealing an opening of the inner liner. The adhesive label is formed of a laminate of at least a first and a second layer, wherein the first and second layer are bonded together by an adhesive layer. The laminate may comprise further layers in addition to said first and second layers. It is also possible that the first and second layers of the laminate each independently comprises or consists of one or more than one layer.

50 **[0014]** The laminate of the adhesive label may comprise or consist of a first layer, a second layer and an adhesive layer there between for bonding the first layer and the second layer together, wherein the adhesive layer for bonding is arranged between an upper surface of

the first layer and a lower surface of the second layer. The upper surface of the second layer faces away from the soft cup package, whereas the lower surface of the first layer is in contact with a surface of the outer container or the inner liner. The laminate may comprise further adhesive provided on the lower surface of the first layer e. g. in order to attach the adhesive label to the outer container and/or inner liner. Preferably, the adhesive label is attached to the outer container and inner liner by a permanent adhesive. This permanent adhesive is preferably provided on part or the whole lower surface of the first layer of the adhesive label.

[0015] The first and second layers of the laminate of the adhesive label are formed of a polymer or a mixture of polymers. Preferably, the first and second layers are each independently formed of a polymer selected from polyethylene (PE), metallized polyethylene terephthalate (MPET), polypropylene (PP), cast polypropylene (CPP), oriented polypropylene (OPP), biaxially oriented polypropylene (BOPP) or combinations thereof.

[0016] The adhesive label can be made transparent. For the purpose of the present invention, the term transparent refers to a transmission for visible light of 50% or more, preferably of 75% or more, more preferably of 90% or more. If the adhesive label is made transparent, application of the adhesive label does not interfere with any printed elements present on a surface of the soft cup package of the invention. In particular, it is possible to apply the adhesive label to partially or fully cover a tax stamp without impairing visibility of the tax stamp.

[0017] The adhesive label comprises multiple portions which exhibit different functions.

[0018] The adhesive label comprises a banderole portion which serves as hinge for the cover portion and the closure portion as well as means to properly retain the inner liner in the outer container. The banderole portion is formed of opposing first and second wing portions which are interconnected via a retention portion arranged between the first and second wing portions. The first and second wing portions are attached to opposing walls of the outer container, preferably to opposing front and back walls of the outer container, respectively. The retention portion connects the first and second wing portion and thereby extends across the top wall of the inner liner. Preferably, the first and second wing portions are attached to front and back walls of the outer container by a permanent adhesive. The first and second wing portions may be attached to an outside surface or to an inside surface of the front and back wall of the outer container. The retention portion connects the first and second wing portions and spans across the top wall of the inner liner. Preferably, the retention portion is adhesively attached to a surface of the top wall of the inner liner, more preferably the retention portion of the adhesive label is attached to a surface of the top wall of the inner liner by a permanent adhesive. The first and second wing portions as well as the retention portion of the banderole portion are dimensioned to allow proper opening and closure of

the package using the flap of the adhesive label while ensuring that the inner liner is not lost unintentionally from the outer container.

[0019] The adhesive label comprises a cover portion which is arranged between the banderole portion and a closure portion of the adhesive label. The cover portion is adhesively attached to the access portion of the top wall of the inner liner. Thus, upon breakage of the weakening line, the cover portion of the adhesive label together with the access portion of the inner liner forms a cover to open and close an opening in the inner liner which allows access to the interior of the inner liner. Preferably, the cover portion is attached to the surface of the top wall of the inner liner by a permanent adhesive. The cover portion is dimensioned to correspond to the access portion of the top wall of the inner liner.

[0020] The adhesive label further comprises a closure portion which is connected to the cover portion. The closure portion is arranged and configured to allow resealable closure of an opening in the inner liner by the cover. The closure portion comprises a flap and a landing zone. The flap is formed of the second layer of laminate of the closure portion of the adhesive label, whereas the landing zone is formed of the corresponding first layer of the laminate of the closure portion. The landing zone is separated from the first layer of the remainder of the adhesive label by a complete physical separation like e.g. a cut. In the closure portion of the adhesive label, the adhesive between the first and second layer of the laminate is a non-permanent adhesive allowing peeling of the flap from the landing zone and releasable re-attachment of the flap to the landing zone. The landing zone is adhesively attached to a side wall of the outer container such that the cover is closable by releasably attaching the flap to the landing zone. Preferably, the landing zone is attached to a side wall of the outer container by a permanent adhesive. In order to allow convenient grabbing of the flap, the flap and landing zone of the closure portion can comprise an area wherein the first and second layers of the laminate lack adhesives there between. Preferably, said grabbing area is arranged at a location which allows easy manual access. Alternatively or in addition, the landing zone may protrude over the flap or the flap may protrude over the landing zone in order to allow easy manual access to the flap and separation of the flap from the landing zone.

[0021] The architecture of the closure portion together with the further functional portions of the adhesive label leads to significant advantages mentioned above. Upon initial application of the adhesive label to the outer container and inner liner of the soft cup package of the invention, the landing zone is attached to a side wall of the outer container, the cover portion is attached to an access portion of the top wall of the inner liner, whereas the banderole portion is attached to opposing walls of the outer container. When the adhesive label is pulled to open the soft cup package for the first time using the flap of the closure portion, the flap is detached from the landing

zone, whereas the landing zone stays attached to the side wall of the outer container and is available for re-sealing of the soft cup package by re-attaching the flap to the landing zone. Thus, the soft cup package is opened and resealed while direct contact of the flap with a surface of the side wall of the outer container is prohibited.

[0022] By initially pulling the flap of the adhesive label, the cover portion is lifted, the weakening line of the top wall defining the access area of the inner liner is breaking up and an opening is formed which allows access to the interior of the inner liner. The cover portion together with the access portion forms a cover over said opening of the inner liner which can be releasably sealed by the closure portion of the adhesive label. The banderole portion represents a hinge around which the cover portion can be lifted or bend to open and close the cover by pulling or fastening the flap of the closure portion.

[0023] The adhesive label of the soft cup package of the invention may comprise further functional elements or portions. E.g. the adhesive label may comprise a reinforcing portion which is arranged on a side of the banderole portion opposite to the cover portion. The reinforcing portion is attached to the top wall of the inner liner, preferably by permanent adhesives. The reinforcing portion provides additional surface which is attached to the inner liner of the soft cup package and, therefore, increases overall adhesive strength of the adhesive label to the soft cup package. In other words, the reinforcing portion provides additional adhesion power in order to compensate or withstand force applied to the adhesive label during opening and closure of the package using the flap.

[0024] The width of the cover portion of the adhesive label and optionally of the closure portion and/or the reinforcing portion does not exceed the width of the top wall of the inner liner. This ensures that the cover portion does not extend beyond the top wall of the inner liner and limits the risk of an accidental contact with a surface of the outer container. Avoidance of such contact leads to improved operability of the cover portion during opening and closure of the package. Preferably, the width of the cover portion and, optionally, of the closure and/or reinforcing portion is in the range of 25% to 99% of the width of the top wall of the inner liner.

[0025] In order to allow for convenient access to the tobacco products contained in the soft cup package and to reduce the risk of unintentional loss of the inner liner, it is preferable that the adhesive label covers at least half of the outward surface of the top wall of the inner liner. More preferably, the adhesive label covers at least 75% or even at least 90% of the outward surface of the top wall of the inner liner.

[0026] In the soft cup package of the invention adhesives are used, in particular permanent and non-permanent adhesives are used. Permanent adhesives represent adhesives which cannot be repeatedly released and resealed without significant loss of adhesion strength. Non-permanent adhesives can be released and resealed without significant loss of adhesion strength for a number

of at least 5 release-and-reseal-cycles. The skilled person is well aware of suitable permanent and non-permanent adhesives which can be used. Exemplary embodiments of non-permanent adhesives to be used herein include pressure sensitive adhesives (PSA).

[0027] The adhesive with which the first and second layers of the laminate of the cover portion of the adhesive label are bonded together is a permanent adhesive in order to ensure that, upon pulling of the flap, the cover portion is lifted together with the access portion of the top wall of the inner liner in order to uncover the opening in the inner liner and allowing proper access to the tobacco products therein. Preferably, the adhesive with which the first and second layers of the laminate of the adhesive label are bonded together is a permanent adhesive with the exception of the closure portion, wherein the landing zone and the flap are bonded together by a non-permanent adhesive. In particular, the adhesive with which the first and second layers of the laminate of the retention portion of the adhesive label are bonded together is a permanent adhesive

[0028] Excessive force applied during pulling of the flap may lead to damage of the adhesive label; particularly the passage of transmission from the cover portion to the banderole portion may be affected. In order to ensure functionality of the adhesive label even if inadequate force has been applied, a pre-determined breaking point may be introduced. In order to facilitate this, the first layer of the laminate of the cover portion may be separated by physical separation from the first layer of the banderole portion in addition to the physical separation of the first layer between the closure portion and the cover portion. Said physical separations may be formed as a cut. Further, the adhesive with which the first and second layers of the laminate of the retention portion of the adhesive label are bonded together may be a non-permanent adhesive. If this is the case, the second layer of the laminate of the banderole portion is preferably weakened to define a pre-determined breaking line in an area where the retention portion transmits into the first and second wing portions, respectively, in order to allow for pre-determined separation of the first and second layers in that region. Said weakening is preferably oriented in pulling direction of the flap, e.g. said weakening may be arranged perpendicular to the width of the inner liner. Weakening may be facilitated by removal of material of the second layer along the pre-determined breaking line. Said weakening may be achieved by perforation, a slit or a groove or combinations thereof. This allows release of excessive force by partially tearing the second layer of the retention portion from the second layer of the first and second wing portions while maintaining physical integrity of the first layer of the adhesive label in this region. Thus, even if the second layer is teared, the adhesive label remains functional because of the first layer being intact in this region.

[0029] The present invention is also directed to an adhesive label for use in the manufacture of a soft cup pack-

age of the present invention. The adhesive label of the invention is disclosed and described by the features, elements and functions already put forth in detail above when describing the soft cup package of the invention. The adhesive label is formed of a laminate of at least a first and a second layer bonded by an adhesive layer, the adhesive label comprising:

- a banderole portion formed of first and second wing portions and a retention portion arranged between the first and second wing portions, wherein the first and second wing portions are configured to be attached to opposing front and back walls of the outer container, respectively, and the retention portion is configured to extend over the top wall of the inner liner;
- a cover portion, wherein the cover portion is configured to be adhesively attached to the access portion of the top wall of the inner liner and, upon breakage of the weakening line (e.g. perforation), together with the access portion configured to form a cover of an aperture in the inner liner; and
- a closure portion configured to allow resealable closure of the cover, wherein the closure portion comprises a flap and a landing zone, the flap being formed by the second layer of the laminate and the landing zone being formed by the first layer of the laminate, wherein the landing zone is separated from the remainder of the first layer of the adhesive label e.g. by a cut through the first layer, wherein the adhesive between the first and second layer of the laminate in the closure portion is a non-permanent adhesive, and wherein the landing zone is configured to be adhesively attached to a side wall of the outer container such that the cover is closable by releasably attaching the flap to the landing zone.

[0030] The present invention is also directed to a method of manufacturing the soft cup package of the invention. The method of the invention comprises the step of applying an adhesive label of the invention to a pre-prepared soft cup package comprising an outer container and an inner liner enclosed in the outer container. Preferably, the adhesive label of the invention is applied to the outer container and the inner liner by a permanent adhesive, the permanent adhesive may be present on the lower surface of the first layer of the laminate of the adhesive label. Preferably, the adhesive label is applied such that the first and second wing portions of the banderole portion are attached to opposing front and back walls of the outer container and the closure portion is attached to a side wall of the outer container, wherein the cover portion, the retention portion and optionally the reinforcing portion of the adhesive label are attached to the top wall of the inner liner.

[0031] In the following, the invention is described in

more detail by way of exemplary embodiments.

FIGURES

5 **[0032]** The drawings show:

- Fig. 1 a soft cup package for tobacco products according to the invention in a closed state;
- 10 Fig. 2 an adhesive label of the invention for use in the manufacture of the soft cup package or Fig. 1, wherein (A) shows a top view of the adhesive label and (B) shows a lateral view of the same adhesive label;
- 15 Fig. 3 a soft cup package of Fig. 1 in a partially opened state;
- Fig. 4 a soft cup package of Fig. 1 in an opened state;
- 20 Fig. 5 a soft cup package for tobacco products according to a second embodiment of the invention in an opened state;
- 25 Fig. 6 a soft cup package for tobacco products according to a third embodiment of the invention in an opened state;
- 30 Fig. 7 an adhesive label of the invention for use in the manufacture of the soft cup package or Fig. 6, wherein (A) shows a top view of the adhesive label and (B) shows a lateral view of the same adhesive label.

35 EXAMPLES

[0033] In the below explanation of different exemplary embodiments, the same reference numbers are used for components with the same names.

40 **[0034]** In Fig. 1 a first embodiment of a soft cup package for tobacco products of the present invention is shown.

[0035] The soft cup package 100 comprises an outer container 20 which is cup-shaped. Said cup-shaped outer container 20 is formed of opposing front and back walls, a bottom wall and two opposing side walls defining an opening at the top of the outer container 20.

[0036] Further, the soft cup package 100 comprises an inner liner 30. The inner liner 30 is formed of top, bottom, front and back walls, as well as two side walls to wrap the tobacco products. Preferably, the inner liner is folded from a single blank using a soap style or square and fold style folding. The outer container 20 is wrapped around the inner liner 30 such that the inner liner 30 is housed by the outer container 20. Alternatively, the inner liner 30 may be inserted into the outer container 20 using the opening in the outer container 20 such that the inner liner 30 is housed by the outer container 20. The top wall

of the inner liner 30 comprises a weakening line 33, like e.g. a perforation, defining an access portion 31 to allow, upon breakage of the weakening line, the formation of an opening 32 in the inner liner 30 to access the tobacco products wrapped by the inner liner 30.

[0037] The soft cup package 100 of Fig. 1 comprises an adhesive label 10 which is designed for resealing the opening 32 of the inner liner 30. The adhesive label 10 is attached to the outer container 20 and the inner liner 30 by a permanent adhesive.

[0038] As shown in Fig. 2 (A) and (B), the adhesive label 10 is formed of a laminate of at least a first 22 and a second 21 layer, wherein first 22 and second 21 layers of the adhesive label 10 are bonded by an adhesive. The adhesive label 10 is divided in multiple functional portions.

[0039] The adhesive label 10 comprises a banderole portion 17. The banderole portion 17 is formed of first 14 and second 15 wing portions and a retention portion 13 arranged between the first wing portion 14 and the second wing portion 15 in order to connect the two wing portions 14 and 15 with each other while the retention portion 13 extends across the top wall of the inner liner 30. The first wing portion 14 and the second wing portion 15 of the adhesive label 10 are attached to opposing front and back walls of the outer container 20, respectively.

[0040] The adhesive label 10 comprises a cover portion 12. The cover portion 12 is arranged between the banderole portion 17 and the closure portion 11. The cover portion 12 is adhesively attached to the access portion 31 of the top wall of the inner liner 30 such that, upon breakage of the weakening line 33, the cover portion 12 together with the access portion 31 forms a cover of an opening 32 in the inner liner 30.

[0041] Further, the adhesive label 10 comprises a closure portion 11 arranged and configured to allow resealable closure of the cover formed, upon breakage of the weakening line 33, by the cover portion 12 together with the access portion 31. The closure portion 11 comprises a flap 28 and a landing zone 29. The flap 28 is formed by the second layer 21 of the laminate, whereas the landing zone 29 is formed by the first layer 22 of the adhesive label 10. The landing zone 29 is physically separated from the remainder of the first layer e.g. by a cut 24. The adhesive between the first 22 and second 21 layer in the closure portion 11 is a non-permanent adhesive 25. The landing zone 29 is adhesively attached to a side wall of the outer container 20 such that the cover is closable by releasably attaching the flap 28 to the landing zone 29.

[0042] Optionally, the adhesive label may further comprise a reinforcing portion 16 arranged on the retention portion 13 opposite to the cover portion 12. The reinforcing portion 16 is attached to the top wall of the inner liner 30 by a permanent adhesive.

[0043] The architecture of the closure portion 11 together with the further functional portions of the adhesive label 10 leads to significant advantages mentioned above. Upon initial application of the adhesive label 10

to the outer container 20 and inner liner 30 of the soft cup package 100, the landing zone 29 is attached to a side wall of the outer container 20, the cover portion 12 is attached to the access portion 31 of the top wall of the inner liner 30, whereas the banderole portion 17 is attached to opposing front and back walls of the outer container 20. When the adhesive label 10 is pulled to open the soft cup package 100 for the first time using the flap 28 of the closure portion 11, the flap 28 is detached from the landing zone 29, whereas the landing zone 29 stays attached to the side wall of the outer container 20 (see Fig. 3) and is available for resealing of the soft cup package 100 by re-attaching the flap 28 to the landing zone 29. Thus, the soft cup package 100 is opened and resealed while direct contact of the flap 28 with a surface of the side wall of the outer container 20 is prohibited.

[0044] By initially pulling the flap 28 of the adhesive label 100, the cover portion 12 is lifted, the weakening line 33 (e.g. perforation) of the top wall defining the access portion 31 of the inner liner 30 is breaking up and an opening 32 is formed which allows access to the interior of the inner liner (see Fig. 4). The cover portion 12 together with the access portion 31 forms a cover over said opening 32 of the inner liner 30 which can be releasably sealed by the closure portion 11 of the adhesive label 10. The banderole portion 17 represents a hinge around which the cover portion can be lifted or bend to open and close the cover by pulling or fastening the flap 28 of the closure portion 11.

[0045] In Fig. 5 and Fig. 6, the adhesive label 10 further comprises breaking lines 18 which may be formed as a slit/groove (see Fig. 5) or as perforation (see Fig. 6). The first layer 22 in the cover portion is physically separated by a cut 24 from the landing zone 29 and from the first layer 22 of the retention portion 13. Further, the adhesive used to bond the first layer 22 and the second layer 21 of the adhesive label 10 in the cover portion 12 is a permanent adhesive 27 and in the retention portion 13 is a non-permanent adhesive 26 or may even be completely absent. By doing so, a pre-determined breaking-point is introduced. This allows release of excessive force by partially tearing the second layer 21 of the retention portion 13 from the second layer 21 of the first 14 and second 15 wing portions while maintaining physical integrity of the first layer 22 of the adhesive label 10 in this region. Thus, even if the second layer 21 is teared, the adhesive label 10 remains functional because of the first layer 22 remaining intact in this region.

Claims

1. A soft cup package (100) for tobacco products, comprising:

- a cup-shaped outer container (20) with opposing front and back walls, a bottom wall and two side walls defining an opening at the top;

- an inner liner (30) housed by the outer container (20), the inner liner (30) comprising top, bottom, front and back walls as well as two side walls to wrap the tobacco products, wherein the top wall comprises a weakening line (33) defining an access portion (31) to allow, upon breakage of the weakening line (33), formation of an opening (32) to access the content of the inner liner (30); and
 - an adhesive label (10) for resealing an opening (32) of the inner liner (30), wherein the adhesive label (10) is formed of a laminate of at least a first (22) and a second (21) layer bonded by an adhesive layer, the adhesive label (10) comprising:
 - a banderole portion (17) formed of first and second wing portions (14, 15) and a retention portion (13) arranged between the first and second wing portions (14, 15), wherein the first and second wing portions (14, 15) are attached to opposing front and back walls of the outer container (20), respectively, and the retention portion (13) extends across the top wall of the inner liner (30);
 - a cover portion (12), wherein the cover portion (12) is adhesively attached to the access portion (31) of the top wall of the inner liner (30) and, upon breakage of the weakening line (33), together with the access portion (31) forms a cover of an opening (32) in the inner liner (30); and
 - a closure portion (11) arranged and configured to allow resealable closure of the cover, wherein the closure portion (11) comprises a flap (28) and a landing zone (29), the flap (28) being formed by the second layer (21) of the laminate and the landing zone (29) being formed by the first layer (22) of the laminate, wherein the landing zone (29) is separated from the remainder of the first layer (22) of the adhesive label e.g. by a cut through the first layer (22), wherein the adhesive between the first and second layer (22, 21) of the laminate in the closure portion (11) is a non-permanent adhesive, and wherein the landing zone (29) is adhesively attached to a side wall of the outer container (20) such that the cover is closable by releasably attaching the flap (28) to the landing zone (29).
2. The soft cup package (100) of claim 1, wherein the adhesive label (10) is attached to the outer container (20) and inner liner (30) by a permanent adhesive.
 3. The soft cup package (100) of one of the preceding claims, wherein the retention portion (13) of the adhesive label (10) is attached to the top wall of the inner liner (30) by a permanent adhesive.
 4. The soft cup package (100) of one of the preceding claims, wherein the adhesive with which the first and second layers (22, 21) of the laminate of the cover portion (12) of the adhesive label (10) are bonded is a permanent adhesive, preferably the adhesive with which the first and second layer (22, 21) of the laminate of the adhesive label (10) are bonded is a permanent adhesive with the exception of the closure portion (11).
 5. The soft cup package (100) of claim 4, wherein the first layer (22) of the laminate of the cover portion (12) is separated from the first layer (22) of the banderole portion (17) and from the first layer (22) of the closure portion (11) by a physical separation, respectively, e.g. by a cut.
 6. The soft cup package (100) of one of the preceding claims, wherein the adhesive with which the first and second layers (22, 21) of the laminate of the retention portion (13) of the adhesive label (10) are bonded is a permanent adhesive.
 7. The soft cup package (100) of one of claims 1 to 5, wherein the adhesive with which the first and second layer (22, 21) of the laminate of the retention portion (13) of the adhesive label (10) are bonded is a non-permanent adhesive.
 8. The soft cup package (100) of claim 7, wherein the second layer (21) of the laminate of the adhesive label (10) connecting the retention portion (13) and the first and second wing portions (14, 15) is weakened by material removal, preferably is weakened by a perforation, slit or groove or combinations thereof.
 9. The soft cup package (100) of one of the preceding claims, wherein the flap (28) and landing zone (29) of the closure portion (11) comprise an area wherein the first and second layer (22, 21) of the laminate are not bonded together by an adhesive in order to form a grab portion.
 10. The soft cup package (100) of one of the preceding claims, wherein the adhesive label (10) further comprises a reinforcing portion (16) which is arranged on a side of the banderole portion (17) opposite to the cover portion (12).
 11. The soft cup package (100) of one of the preceding claims, wherein the adhesive label (10) covers at least half of the outward surface of the top wall of the inner liner (30), preferably the adhesive label (10) covers at least 75% of the outward surface of the top

wall of the inner liner (30), more preferably the adhesive label (10) covers at least 90% of the outward surface of the top wall of the inner liner (30).

12. The soft cup package (100) of one of the preceding claims, wherein the walls of the outer container (20) are formed of paper or carton, preferably of paper or carton with a weight of 5 to 200 g/m², more preferably of 7 to 150 g/m², even more preferably of 80 to 150 g/m². 5 10
13. The soft cup package (100) of one of the preceding claims, wherein the first and second layers (22, 21) of the laminate of the adhesive layer (10) are formed of a polymer, preferably the first and second layers (22, 21) are each independently formed of a polymer selected from polyethylene (PE), metallized polyethylene terephthalate (MPET), polypropylene (PP), cast polypropylene (CPP), oriented polypropylene (OPP), biaxially oriented polypropylene (BOPP) or combinations thereof. 15 20
14. The soft cup package (100) of one of the preceding claims, wherein the width of the cover portion (12) and, optionally, of the closure portion (11) and the reinforcing portion (16) does not exceed the width of the top wall of the inner liner (30), preferably the width of the cover portion (12) and, optionally, of the closure portion (11) and the reinforcing portion (16) is 25 to 99% of the width of the top wall of the inner liner (30). 25 30
15. The soft cup package (100) of one of the preceding claims, wherein the soft cup package does not include a banderole in addition to the banderole portion (17) of the adhesive label (10). 35
16. The soft cup package (100) of one of the preceding claims, wherein the adhesive label (10) is transparent, preferably the adhesive label (10) exhibits a light transmission of 50% visible light or more. 40
17. Adhesive label (10) for use in the manufacture of a soft cup package (100) of one of claims 1 to 16, wherein the adhesive label (10) is formed of a laminate of at least a first and a second layer (22, 21) bonded by an adhesive layer, the adhesive label (10) comprising: 45
- a banderole portion (17) formed of first and second wing portions (14, 15) and a retention portion (13) arranged between the first and second wing portions (14, 15), wherein the first and second wing portions (14, 15) are configured to be attached to opposing front and back walls of the outer container (20), respectively, and the retention portion (13) is configured to extend over the top wall of the inner liner (30); 50 55

- a cover portion (12), wherein the cover portion (12) is configured to be adhesively attached to the access portion (31) of the top wall of the inner liner (30) and, upon breakage of the weakening line (33), together with the access portion (31) configured to form a cover of an opening (32) in the inner liner (30); and

- a closure portion (11) configured to allow re-sealable closure of the cover, wherein the closure portion (11) comprises a flap (28) and a landing zone (29), the flap (28) being formed by the second layer (21) of the laminate and the landing zone (29) being formed by the first layer (22) of the laminate, wherein the landing zone (29) is separated from the remainder of the first layer (22) of the adhesive label (10) e.g. by a cut through the first layer (22), wherein the adhesive between the first and second layer (22, 21) of the laminate in the closure portion (11) is a non-permanent adhesive, and wherein the landing zone (29) is configured to be adhesively attached to a side wall of the outer container (20) such that the cover is closable by releasably attaching the flap (28) to the landing zone (29).

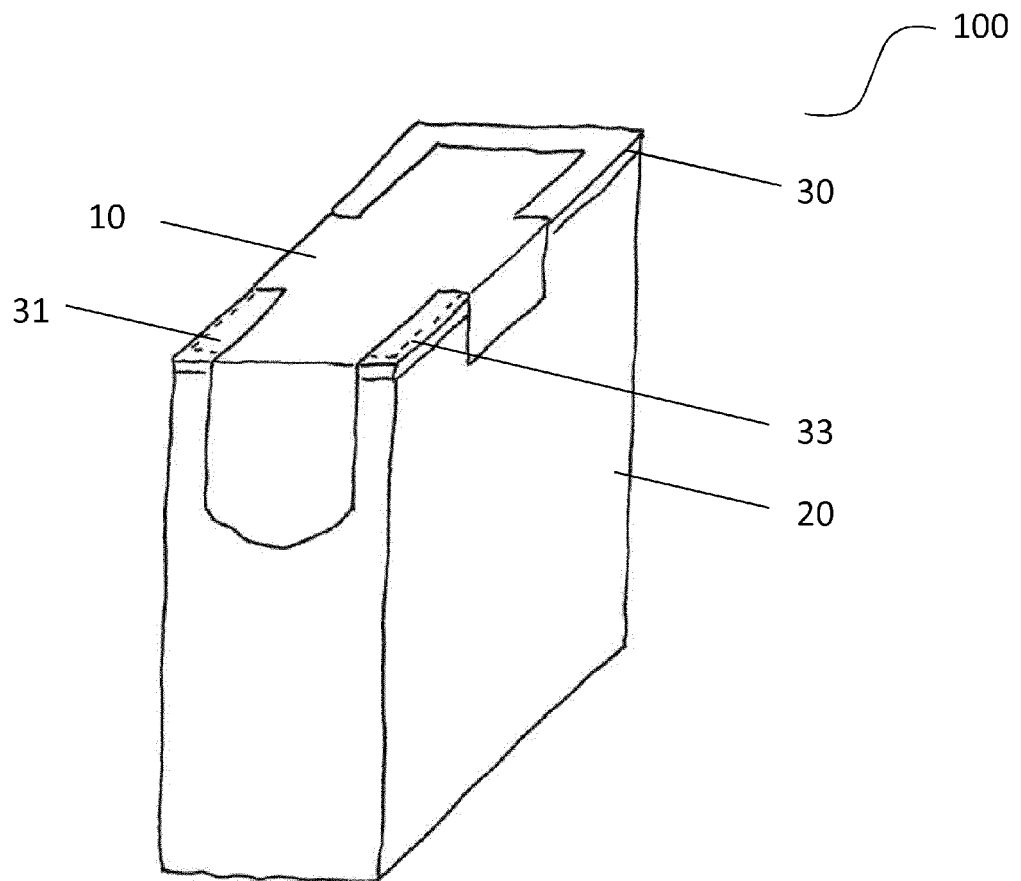


Fig. 1

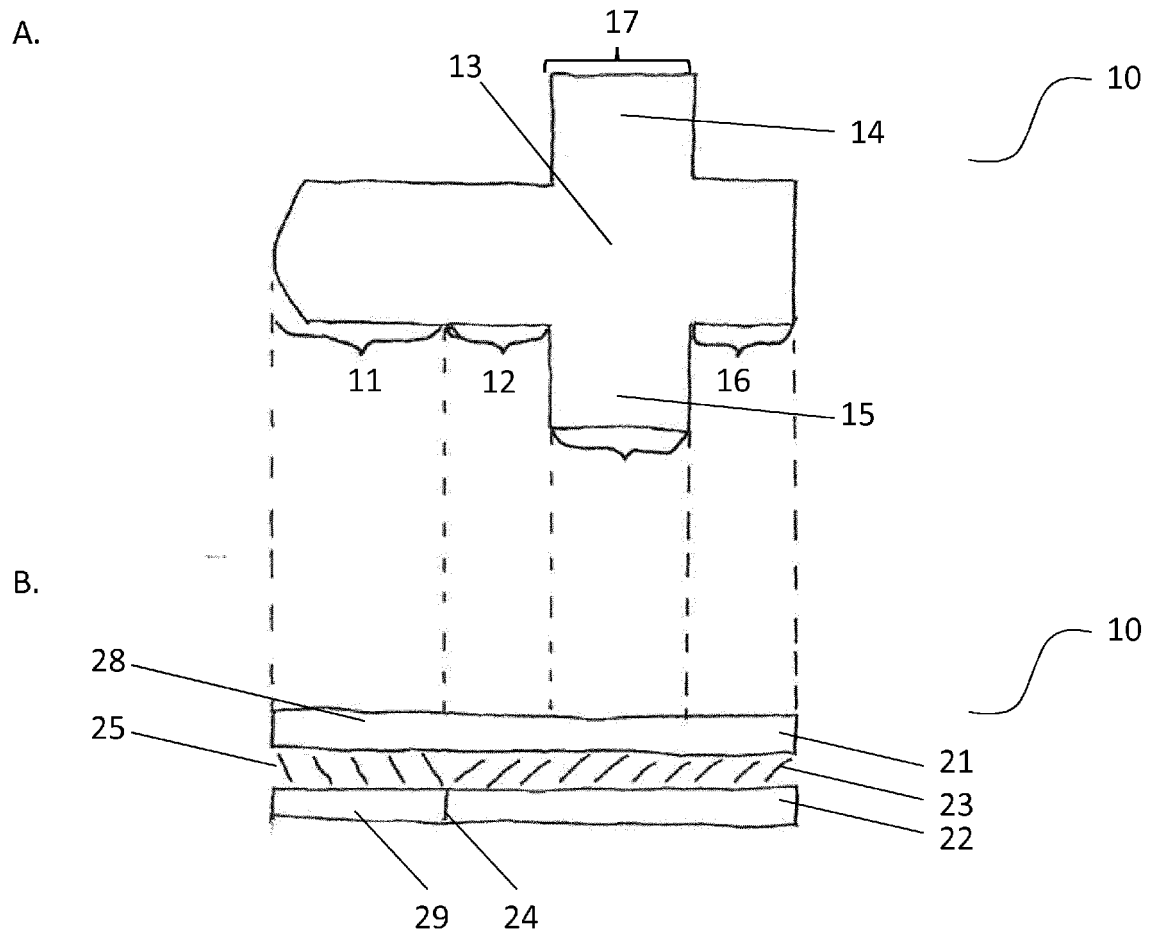


Fig. 2

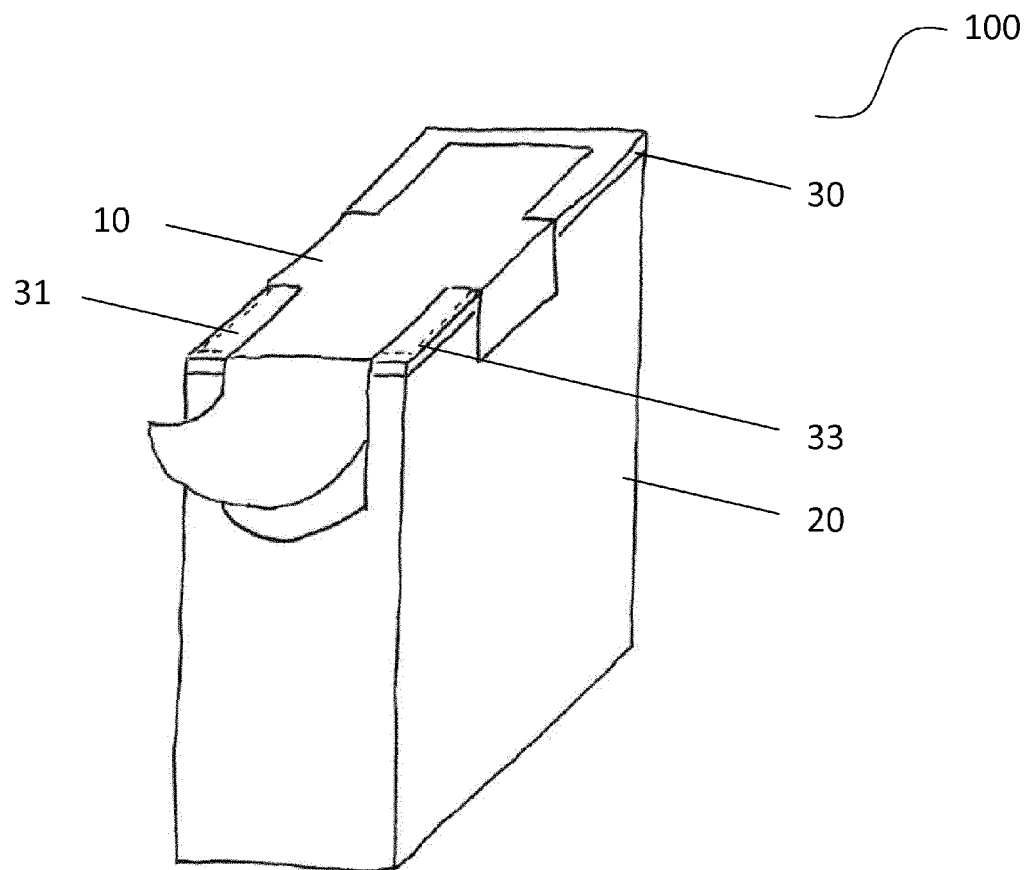


Fig. 3

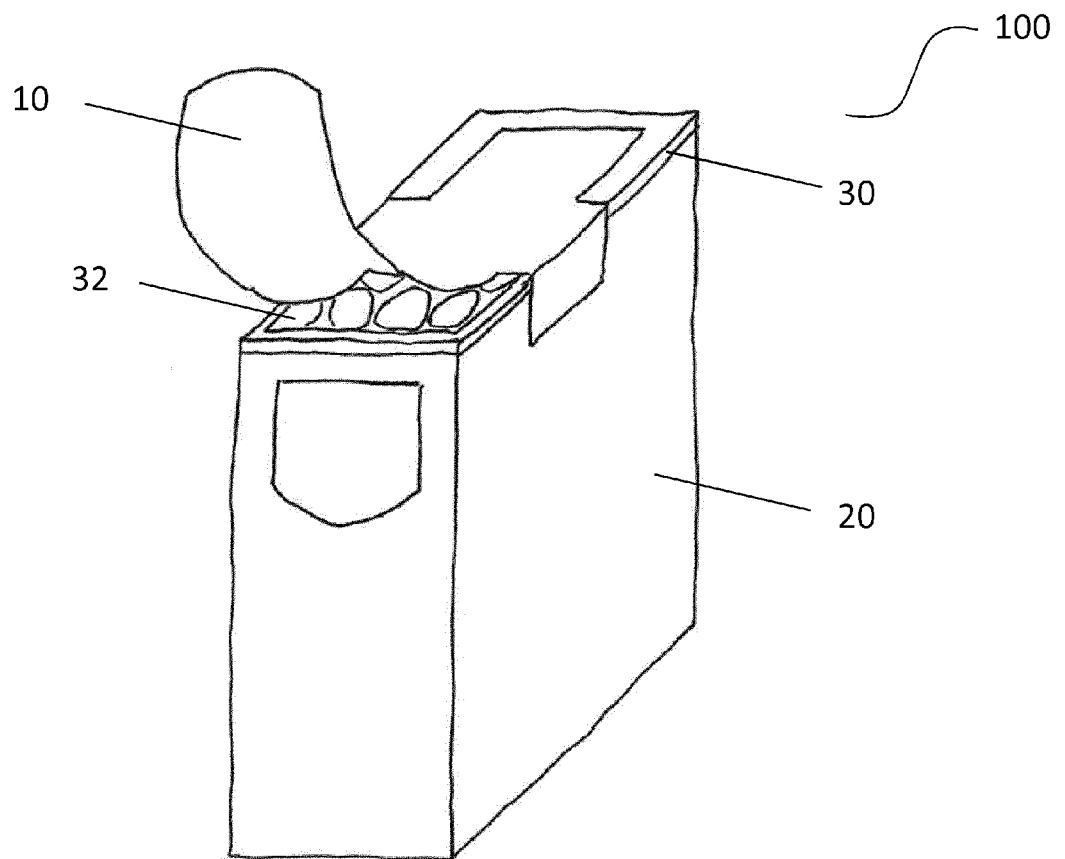


Fig. 4

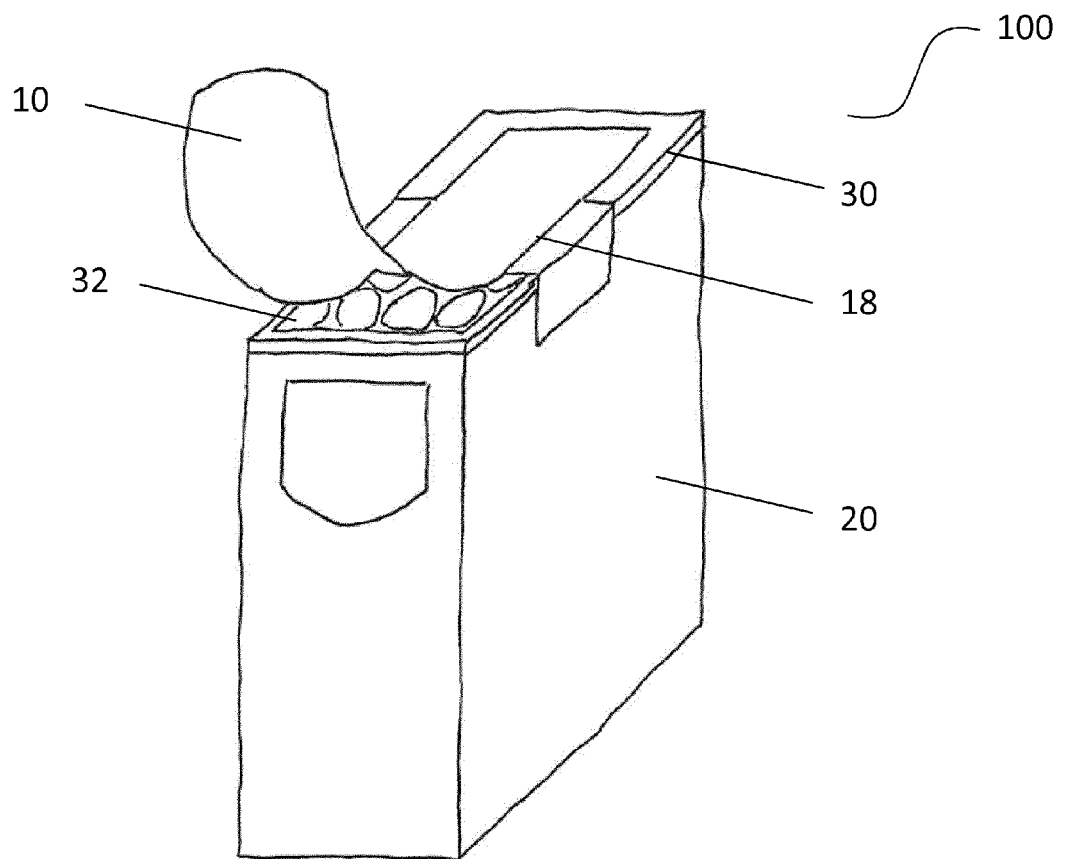


Fig. 5

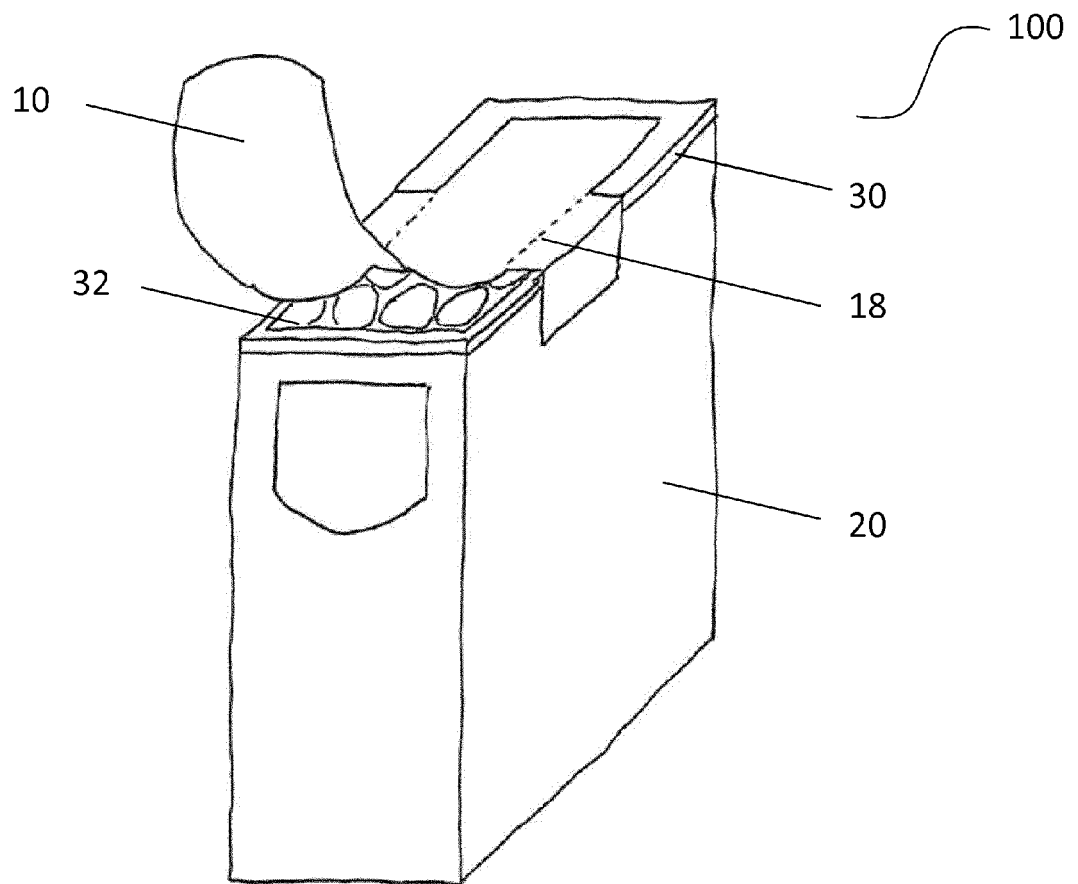
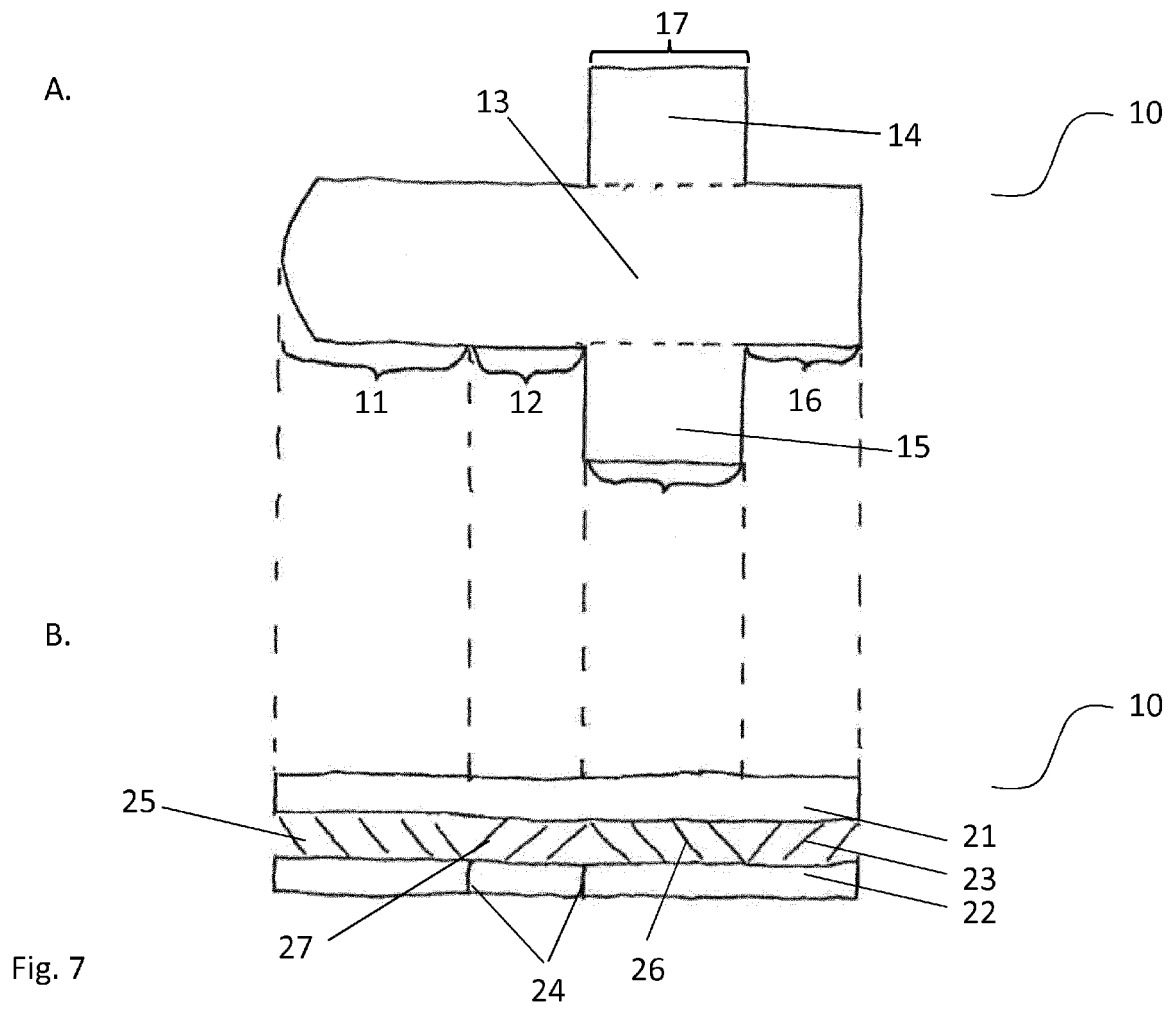


Fig. 6





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Application Number
EP 15 16 6878

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Place of search Munich		Date of completion of the search 28 October 2015	Examiner Serbescu, Anca
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