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(71) Applicant: **Reemtsma Cigarettenfabriken GmbH**
22761 Hamburg (DE)

(72) Inventor: **MISTRY, Manoj**
22761 Hamburg (DE)

(74) Representative: **Gulde & Partner**
Patent- und Rechtsanwaltskanzlei mbB
Wallstraße 58/59
10179 Berlin (DE)

(54) DOUBLE STICKER FOR A TOBACCO CONTAINER OR A PAPER DISPENSER

(57) The present invention relates to a double sticker (10) for a tobacco container or a paper dispenser, wherein the double sticker comprises a primary sticker (20) that is attached to a secondary sticker (30). According to the present invention, the primary sticker (20) comprises a base layer (22) with a first main surface and a second main surface opposite to the first main surface, a first adhesive layer (21) disposed on the first main surface and a second adhesive layer (23) disposed on the second main surface. The secondary sticker (30) comprises a printable layer (31) with a printable surface (32), a third adhesive layer (33) disposed on a sticker surface opposite to the printable surface (32) and a double-sided release layer (34) disposed on the third adhesive layer (33). According to the invention, the double-sided release layer (34) is disposed between the second adhesive layer (23) and the third adhesive layer (33). Other aspects of the present invention relate to a tobacco container and a paper dispenser.

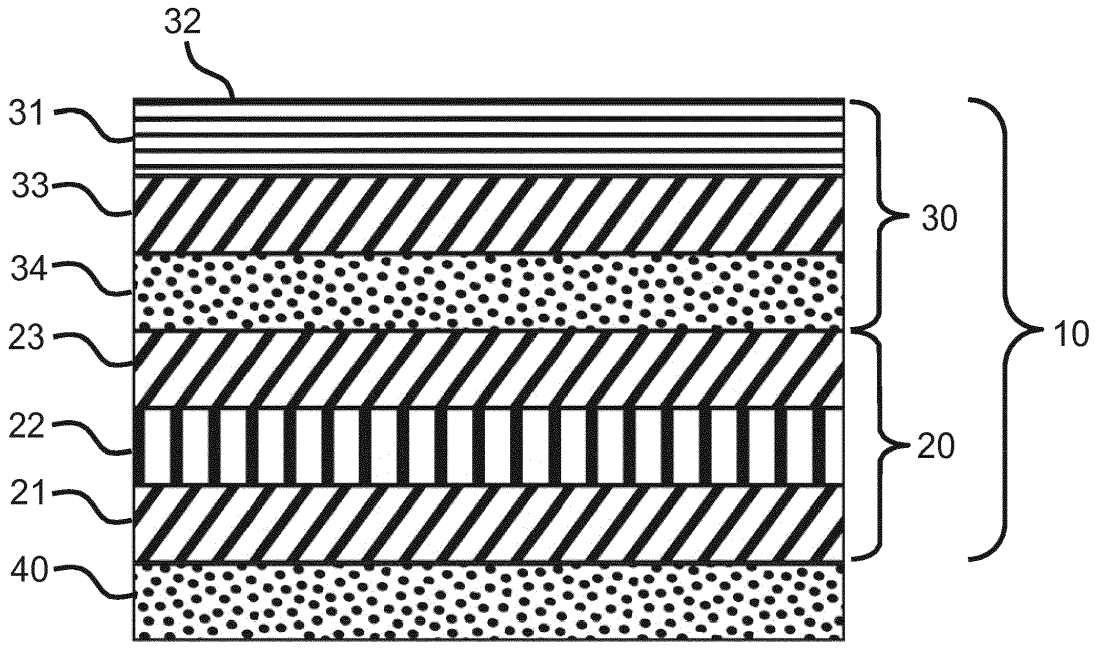

FIG. 1

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Description

FIELD OF THE INVENTION

[0001] The present invention relates to a double sticker for a tobacco container, particularly a tobacco pouch, or for a paper dispenser. The present invention further relates to a tobacco container with such a double sticker and to a paper dispenser with such a double sticker.

BACKGROUND

[0002] Various packages for tobacco, smoking articles, like cigarettes, cigarillos or cigars, and tobacco based products, like snus or snuff, are well known in the art.

[0003] A container for hand-rolling tobacco may be a pouch that is formed from an elastic sheet folded to form a pocket between two adjacent walls of the elastic sheet. One of the walls may continuously extend to form a flap for closing the pocket by overlapping the flap with an outer surface of one of the adjacent walls. While the adjacent walls may be partially hot embossed for enclosing the pocket, the flap may comprise an adhesive label for resealing the pouch.

[0004] Alternatively, the hand-rolling tobacco may be packed in a container, such as a closable cardboard-based container can that comprises a cylindrical shape or the like. Such a container might comprise at least a base portion and a top portion, wherein the base portion and the top portion confine a first closable compartment for storing the hand-rolling tobacco. In a horizontal cut, the container can comprise a circular cross section, an oval cross section or a rectangular cross section. The base and top portion may be connected via a screw connection, a snap fit, an adhesive connection, a magnetic closure or a hinged connection.

[0005] Cigarette paper for hand-rolling cigarettes is usually provided in booklets that contain a plurality of individual paper sheets. For reasons of comfort the booklets are stored in cigarette paper dispensers which are generally known in the art. A cigarette paper dispenser usually comprises a box containing a stack of cigarette papers and a folding lid coupled to the box by a hinge. Each of the cigarette papers can be retrieved separately from the box through a slot through which a free end of the top one of the cigarette papers extends.

[0006] As one requires cigarette papers for hand-rolling cigarettes it would be convenient to provide the paper booklets together with the tobacco pouch. However, tobacco pouches and cigarette papers are usually sold separately from each other. Thus, many users simply place the paper booklet within the tobacco pouch. However, due to the moisture of the tobacco the paper's adhesive strip may become activated and tobacco may stick to the adhesive.

[0007] It is hence known from the prior art to provide a tobacco pouch with an adhesive label on its outside. After pealing a liner from the adhesive label, a paper booklet can be attached thereto. However, usually another booklet cannot be attached to the tobacco pouch once the paper booklet is finished, or vice versa. Hence, the advantageous effect of the label quickly fades out. Further, by providing an adhesive label for paper booklets on an outer surface of a pouch the area that is available for marketing or information for the user is further decreased.

[0008] It is thus an object of the present invention to overcome or reduce at least some of the disadvantageous of the prior art and to provide a double sticker for a tobacco container and/or for a paper booklet that allows for fixing a paper booklet to a tobacco container.

SUMMARY OF INVENTION

[0009] One or more of the drawbacks of the prior art could be avoided or at least reduced by means of the present invention according to which a double sticker for a tobacco container or a paper dispenser is provided, wherein the double sticker comprises a primary sticker that is attached to a secondary sticker. Therein, the primary sticker comprises a base layer, preferably a planar base layer, with a first main surface and a second main surface that is opposite to the first main surface. A first adhesive layer is disposed on the first main surface, preferably on the entire first main surface, and a second adhesive layer is disposed on the second main surface. The secondary sticker comprises a printable layer, preferably a planar printable layer, with a printable surface. A third adhesive layer is disposed on a sticker surface that is opposite to the printable surface, preferably on the entire sticker surface, and a double-sided release layer is disposed on the third adhesive layer. In other words, the secondary sticker comprises a printable layer and a sticker surface that is opposite to the printable surface. According to the present invention, the double-sided release layer is disposed between the second adhesive layer and the third adhesive layer. The double-sided release layer is configured to releasable adhere to both the second and the third adhesive layer. In other words, the double-sided release layer has release properties on both of its main surfaces.

[0010] With the double sticker of the present invention, a user can easily equip a paper dispenser for cigarette papers with the primary sticker for attaching the paper dispenser to a tobacco container. However, the double sticker of the invention can also be used to attach something else to a tobacco container, such as a lighter or a package of cigarette filters. For utilizing the double sticker, a user first attaches the first adhesive layer to a paper dispenser, a tobacco container, or the like. In this state, the double sticker remains on the surface it is attached to with the printable surface of the printable layer facing away from this surface. Hence, any information on the printable surface, such as a brand name, a slogan, or the like, is visible.

[0011] For attaching the paper dispenser to a tobacco container, the user removes the secondary sticker from the primary sticker and attaches the second adhesive layer to the tobacco container, or vice versa. The removed secondary sticker is generally non-tacky with the double-sided release layer remaining thereon. However, once the user removes the double-sided release layer from the secondary sticker, it can be attached to any surface via the third adhesive layer with the printable surface facing away from this surface. Hence again any information on the printable surface, such as a brand name, a slogan, or the like, is visible and thus the manufacturer of the double sticker can promote his brand or slogans or the like.

[0012] According to a preferred embodiment, the double sticker of the invention further comprises a peelable cover layer that is disposed on the first adhesive layer, preferably on the entire first adhesive layer. In this configuration individual double stickers can be provided to a user, e.g. within a tobacco container, with a flyer, or the like. Alternatively, one or more double sticker according to the invention are disposed with their first adhesive layer on a cover layer, wherein the cover layer extends laterally over the first adhesive layer. Exemplarily, a plurality of double stickers may be provided next to each other on a planar cover sheet or on a roll of elongated cover sheet material. The double sticker becomes tacky via its first adhesive layer once it is removed from the cover layer or once the cover layer is removed from the sticker.

[0013] Preferably, the first adhesive layer comprises a permanent adhesive. Further preferred, the first adhesive layer, e.g. the permanent adhesive, is configured to be attached to one of a paper dispenser and a tobacco container. In other words, the permanent adhesion quality of the first adhesive layer may be selective for a certain material, e.g. a paper dispenser's cardboard or a tobacco pouch's polymer. Also preferred, the second adhesive layer comprises a non-permanent (semi-permanent) adhesive that is configured to be attached to the material of the other one of the paper dispenser and the tobacco container. Therein, non-permanent adhesives can be released and resealed without significant loss of adhesion strength for a number of at least five release-and-reseal cycles, or at least ten release-and-reseal cycles or at least twenty release-and-reseal cycles. Thus, while the double sticker may be permanently attached to one of a tobacco container and a paper dispenser via the first adhesive layer it may be repeatedly attached and detached to the other one of a tobacco a tobacco container and a paper dispenser.

[0014] According to an alternative embodiment, the second adhesive layer comprises a permanent adhesive and is configured to be attached to one of a paper dispenser and a tobacco container, wherein the first adhesive layer comprises a non-permanent (semi-permanent) adhesive that is configured to be attached to the material of the other one of the paper dispenser and the tobacco container. Also preferred, , the first adhesive layer is configured to be permanently adhered to the paper dispenser and the second adhesive layer is configured to be non-permanently adhered to the tobacco container, or the first adhesive layer is configured to be permanently adhered to the tobacco container and the second adhesive layer is configured to be non-permanently adhered to the paper dispenser, or the first adhesive layer is configured to be non-permanently adhered to the paper dispenser and the second adhesive layer is configured to be permanently adhered to the tobacco container.

[0015] Preferably the permanent adhesive layer, e.g. the first adhesive layer, comprises a polyurethane based adhesive, an acrylic adhesive or any other kind of rubber based adhesive. Preferably, the permanent adhesive layer comprises an initial tack according to FTM1 of at least 5 N/25 mm, preferably of at least 10 N/25 mm, further preferred of at least 20 N/25 mm and further comprises an tackiness to glass according to FTM 9 of initially at least 7 N/ 25 mm, of at least 9 N/ 25 mm after 20 minutes contact time and of at least 10 N/ 25 mm after 24 hours contact time. The permanent adhesive may further comprise a shear adhesion on steel according to FTM8 of at least 50 hours. The permanent adhesive preferably comprises high tack and adhesion on a wide variety of materials, e.g. plastic, metal, paper or cardboard, including rough and curved surfaces. Preferably, the permanent adhesive is suitable for direct food contact according to CR (EU) NO 10/2011. However, the skilled person is well aware of alternative suitable permanent adhesives that can be used.

[0016] Further preferred, the non-permanent adhesive layer, e.g. the second adhesive layer, comprises an acrylic adhesive, preferably a solvent free acrylic dispersion, and comprises an initial tack according to FTM1 of at least 5 N/25 mm, preferably of at least 10 N/25 mm, further preferred of at least 20 N/25 mm and further comprises an tackiness to glass according to FTM 9 of initially at least 3 N/ 25 mm, of at least 4 N/ 25 mm after 20 minutes contact time and of at least 5 N/ 25 mm after 24 hours contact time. The non-permanent adhesive may further comprise a shear adhesion on steel according to FTM8 of at least 100 hours. The skilled person is well aware of suitable non-permanent adhesives that can be used, such as pressure sensitive adhesives (PSA).

[0017] According to a particularly preferred embodiment, the paper dispenser is made from cardboard. In this embodiment, the first adhesive layer is preferably configured to be permanently adhered to cardboard. In a further preferred embodiment, the tobacco container is a tobacco pouch made from at least one flexible sheet. In this embodiment, the second adhesive layer is preferably configured to be non-permanently adhered to the sheet material.

[0018] Further preferred, the base layer comprises a paper, cardboard, plastic sheet and/or foil and is sufficient rigid for supporting at least the first adhesive layer and the second adhesive layer. Preferably, the base layer may be formed of a polymer or a mixture of polymers.

Further preferred, the base layer is formed of a polymer selected from polyethylene (PE), polyethylene terephthalate (PET), polypropylene (PP), cast polypropylene (CPP), oriented polypropylene (OPP), biaxially oriented polypropylene (BOPP) or combinations thereof. Particularly preferred, the base layer is formed of polyethylene terephthalate (PET). The thickness of the base layer is preferably between 5 μm and 200 μm, further preferred between 10 μm and 100 μm, and particularly preferred between 15 μm and 30 μm.

[0019] Also preferred, the printable layer comprises a paper, cardboard, plastic sheet and/or foil and is sufficient rigid for supporting at least the third adhesive layer and the double-sided release layer. Preferably, the printable layer may be formed of a polymer or a mixture of polymers. Further preferred, the printable layer is formed of a polymer selected from polyethylene (PE), polyethylene terephthalate (PET), polypropylene (PP), cast polypropylene (CPP), oriented polypropylene (OPP), biaxially oriented polypropylene (BOPP) or combinations thereof. Particularly preferred, the printable layer is formed of polypropylene (PP). The thickness of the base layer is preferably between 5 μm and 200 μm, further preferred between 10 μm and 100 μm, and particularly preferred between 25 μm and 75 μm.

[0020] According to a particularly preferred embodiment of the double sticker according to the invention the double-sided release layer adheres stronger to the third adhesive layer than to the second adhesive layer. In other words, the tackiness of the double-sided release layer towards the second adhesive layer is less than that to the third adhesive layer. Thus, if a user separates the primary sticker and the secondary sticker by peeling one of them away from the other, the double-sided release layer will likely stick to the secondary sticker.

[0021] The double-sided release layer preferably comprises a wax based system, a carbamate system, chrome complexes, Teflon compounds, release modified varnishes and/or silicone based release systems. Further preferred, the double-sided release layer comprises a first main surface and a second main surface opposite to the first main surface, wherein both main surfaces have a low surface energy and comprise a smooth and even surface. Further preferred, the release layer comprises minimal concentrations of cationic and free radicals. Particularly preferred, the double-sided release layer comprises a glassine layer and is particularly preferred made from a double sided silicone coated glassine paper.

[0022] Also preferred, the double-sided release layer is based on a polydimethylsiloxane (PDMS) resin that is functionalized with polymerizable acrylate or epoxy groups. In other words, the double-sided release layer may comprise a silicone acrylate and/or an epoxy silicone. Further preferred, UV curing, free radical curing and/or cationic curing may be used in providing the release layer. Photo-induced, e.g. UV induced, free-radical polymerization of acrylate-functional silicones may be used for providing a release layer. Suitable release layers are exemplarily disclosed in US 4,306,050 B; US 4,348,454 B and US 4,293,678 B.

[0023] Another aspect of the present invention relates to a tobacco container for hand hand-rolling tobacco that comprises at least one storage compartment for storing the hand-rolling tobacco, at least one closure element for providing controlled access to the storage compartment, and at least one double sticker according to the present invention as described above. According to this aspect of the present invention the first adhesive layer actually is attached to the tobacco container. Preferably, the first adhesive layer comprises a permanent adhesive that is configured to be attached to the tobacco container.

[0024] According to a preferred embodiment, the tobacco container is a pouch for hand-rolling tobacco that is formed of a flexible sheet or at least in part formed of a flexible sheet laminate. There are several types of pouches for tobacco known in the art. There are pouches known where the storage compartment is formed only of a front and a back wall, like e.g. in a rolled pouch. Alternatively, the storage compartment may be formed of a front wall, a back wall and a bottom wall as well as optionally one or more side walls, like e.g. in a block pouch, block-bottom pouch or stand-up pouch. Optionally, the pouch may comprise a flap which can be regarded as part of the front, back or side wall or which may be provided as separate wall of the pouch. Irrespective of the type of pouch, the pouch of the invention can be manufactured from one single piece of flexible sheet material, e.g. of flexible sheet laminate, or from more than one piece of flexible sheet material.

[0025] Preferably, the pouch comprises of a front wall and a back wall and optionally a flap. The pouch may further comprise a bottom wall and optionally one or more side walls to form the storage compartment of the pouch. Preferably, the pouch comprises a front wall and a back wall opposed to each other and optionally a bottom wall, one or more side walls and/or a flap, wherein at least a part of one of the front wall, the back wall, the bottom wall, the side wall and the flap is formed of the flexible sheet material. One of the first adhesive layer and the second adhesive layer of the double sticker is preferably configured to adhere permanently or non-permanently to the sheet material. Particularly preferred, the first adhesive layer comprises a permanent adhesive that is configured to be attached to the tobacco container and/or the second adhesive layer comprises a non-permanent or semi-permanent adhesive that is configured to be attached to a paper dispenser.

[0026] Another aspect of the present invention relates to a paper dispenser for cigarette papers that comprises at least one cigarette paper booklet with a plurality of cigarette paper sheets, a box enclosing the at least one cigarette paper booklet and with at least one slot for withdrawing a cigarette paper from one of the at least one cigarette paper booklets and with a hinged lid for covering the slot, and with at least one double sticker according to the present invention as described before. According

to this aspect of the present invention, the first adhesive layer is actually attached to the paper dispenser. Various designs of cigarette paper booklets are known to the skilled person from the prior art.

[0027] Preferably, a paper sheet of the cigarette paper booklet can extend through the slot. Further, the paper sheets in the stack of paper sheets are advantageously interleaved. This provides that a subsequent paper sheet is at least partially pulled out of a slot when the preceding paper is removed. Further preferred, the compartment is permanently closed on all sides except the at least one slot. The lid preferably covers the slot when the lid is closed. The compartment for the paper booklet can be permanently closed and sealed on all sides except for the slot. This can be done by a permanent adhesive or welding. Further preferred, the first adhesive layer comprises a permanent adhesive that is configured to be attached to the paper dispenser and/or the second adhesive layer comprises a non-permanent adhesive that is configured to be attached to a tobacco container.

[0028] Further aspects and preferred embodiments of the present invention result from the dependent claims, the drawings and the following description of the drawings. Different disclosed embodiments are advantageously combined with each other if not stated otherwise.

BRIEF DESCRIPTION OF DRAWINGS

[0029] Further features of the invention will become apparent to those of ordinary skill in the art by describing in detail exemplary embodiments with reference to the attached drawings, wherein:

Figure 1 shows a schematic illustration of a double sticker according to an embodiment with a cover layer attached to the first adhesive layer;

Figure 2 shows a schematic illustration of a double sticker according to an embodiment with a cover layer detached from the first adhesive layer;

Figure 3 shows schematic illustrations of a double sticker according to an embodiment being attached to a paper dispenser;

Figure 4 shows schematic illustrations of (A) a double sticker according to an embodiment being attached to a paper dispenser and being separated into primary sticker and secondary sticker and (B), (C) the paper dispenser being attached to the tobacco container via the primary sticker; and

Figure 5 shows schematic illustrations of (A) a double-sided released layer being peeled of a secondary sticker and (B), (C) of a secondary sticker being attached to another product.

DETAILLED DESCRIPTION OF EXAMPLE EMBODIEMENTS

[0030] Reference will now be made in detail to embodiments, examples of which are illustrated in the accompanying drawings. Effects and features of the exemplary embodiments, and implementation methods thereof will be described with reference to the accompanying drawings. In the drawings, like reference numerals denote like elements, and redundant descriptions are omitted. The present invention, however, may be embodied in various different forms, and should not be construed as being limited to only the illustrated embodiments herein. Rather, these embodiments are provided as examples so that this disclosure will be thorough and complete, and will fully convey the aspects and features of the present invention to those skilled in the art.

[0031] Accordingly, processes, elements, and techniques that are not considered necessary to those having ordinary skill in the art for a complete understanding of the aspects and features of the present invention may not be described.

[0032] As used herein, the term "and/or" includes any and all combinations of one or more of the associated listed items. Further, the use of "may" when describing embodiments of the present invention refers to "one or more embodiments of the present invention." In the following description of embodiments of the present invention, the terms of a singular form may include plural forms unless the context clearly indicates otherwise.

[0033] It will be understood that although the terms "first" and "second" are used to describe various elements, these elements should not be limited by these terms. These terms are only used to distinguish one element from another element. For example, a first element may be named a second element and, similarly, a second element may be named a first element, without departing from the scope of the present invention. Expressions such as "at least one of," when preceding a list of elements, modify the entire list of elements and do not modify the individual elements of the list.

[0034] As used herein, the term "substantially," "about," and similar terms are used as terms of approximation and not as terms of degree, and are intended to account for the inherent deviations in measured or calculated values that would be recognized by those of ordinary skill in the art. Further, if the term "substantially" is used in combination with a feature that could be expressed using a numeric value, the term "substantially" denotes a range of +/- 5% of the value centered on the value.

[0035] Figure 1 shows a schematic illustration of a double sticker 10 according to an embodiment of the present invention with a primary sticker 20 that is attached to a secondary sticker 30.

[0036] The primary sticker 20 comprises transparent

glossy PET film with a thickness of 23 μm as a base layer 22. The base layer 22 comprises a first main surface that is facing downward and a second main surface that is facing upward (each referred to the orientation of Figure 1 as indicated by the caption and the reference signs). Particularly, the base layer 22 consists of transparent "filmic liner PET 23 μm-476/-476" manufactured by *VPF-Self-adhesive materials and coatings.* A first adhesive layer 21 is disposed on the entire first main surface of the base layer 22 and consists of an adhesive material that is permanently adhesive at least on cardboard. Particularly, the first adhesive layer 21 consists of "permanent-958" manufactured by *VPF-Self-adhesive materials and coatings.* A second adhesive layer 23 disposed on the entire second main surface of the base layer 22 and consists of an adhesive material that is semi-permanently (non-permanently) adhesive at least on a tobacco pouch, i.e. on a polymeric sheet material. Particularly, the second adhesive layer 23 consists of "semipermanent-984" also manufactured by *VPF-Self-adhesive materials and coatings.*

[0037] The secondary sticker comprises a printable layer 31 that comprises a printable surface 32 that is facing upward and a sticker surface that is pointing downward (each referred to the orientation of Figure 1 as indicated by the caption and the reference signs). Particularly, the printable layer is a white polypropylene film with a thickness of 50 μm that is available under the trademark "Innovia 60307" or alternatively a 50 μm thick white PP film "TC food contact" that is unambiguously defined by the Innovia article number VPF 6079. A third adhesive layer 33 is disposed on the entire sticker surface of the printable layer 31 and consists of an adhesive material that is permanently or non-permanently adhesive on a variety of surfaces. Particularly, the third adhesive layer 33 also consists of "permanent-958" manufactured by *VPF-Self-adhesive materials & coatings.*

[0038] The third adhesive layer 33 also comprises a first main surface facing downward and a second main surface facing upward (each referred to the orientation of Figure 1 as indicated by the caption and the reference signs). A double-sided release layer, i.e. a release layer with release properties on both of its main surfaces, is disposed on the entire first main surface of the third adhesive layer 33. The double-sided release layer 34 consists of a glassine liner with double-sided silicon coating. Particularly, the double-sided release layer 34 consists of white "Glassine liner B700-473/476" manufactured by *VPF-Self-adhesive materials and coatings.*

[0039] Unwanted tackiness of the double sticker 10 as a whole is prevented by a cover layer 40 that is disposed on a lower main surface (i.e. first main surface) of the first adhesive layer 21. The cover layer is a PET filmic liner of 30 μm thickness. Particularly, the cover layer consists of transparent "filmic liner PET 30 μm-473/-476" manufactured by *VPF-Self-adhesive materials and coatings.* The second main surface of cover layer 40 is generally non-tacky.

[0040] The use of a double sticker 10 according to an embodiment of the invention is described in the following with respect to Figures 2 to 5.

[0041] In a first step as illustrated in Figure 2, the double sticker 10 is removed from cover layer 40 used as bobbin, wherein the removed cover layer 40 may be disposed. In a next step, as illustrated in Figure 3 (A), the double sticker 10 is placed with the first adhesive layer 21 on a paper dispenser 60, such that the first adhesive layer 21 adheres to the dispenser 60 as shown in Figure 3 (B). In a next step, as illustrated in Figure 4 (A), the secondary sticker 30 is removed from the primary sticker 20 by pulling the secondary sticker 30 away from the primary sticker 20. The double-sided release layer 34 is configured to adhere stronger to the secondary sticker 30 than to the primary sticker 20, e.g. by a one-sided UV curing treatment, such that the double-sided release layer 34 peels of the primary sticker 20 and remains on the secondary sticker 30.

[0042] In a next step, as illustrated in Figure 4 (B), a paper dispenser according to an embodiment of the present invention is placed with the second adhesive layer 23 on a tobacco container 50, such that the second adhesive layer 23 and thus the primary sticker 20 adheres to the tobacco container 50. Hence, the paper dispenser 60 is releasable fixed to the tobacco container 60 as the second adhesive layer 23 consists of non-permanent adhesive. Thus, once e.g. the paper booklet within the paper dispenser 60 is empty, the paper dispenser 60 is removed from the tobacco container 50, wherein the primary sticker 20 remains on the paper dispenser 60 and can be disposed together therewith. Hence, no adhesive layer remains on the tobacco container 50, where tobacco debris and dust would stick to it.

[0043] Figure 5 illustrates the further use of the secondary sticker 30 that has been removed from the primary sticker 20 as illustrated in Figure 4 (A). After being removed from the primary sticker 20, the secondary sticker 30 has the printable surface 31 as a second main surface facing upward and the double-sided release layer 34 as a first main surface facing downward (each referred to the orientation of Figure 5 as indicated by the caption and the reference signs). Due to double-sided release layer 34 the secondary sticker 30 is generally non-tacky.

[0044] For employing the secondary sticker 30 first the double-sided release layer 34 is removed from the secondary sticker 30 as illustrated in Figure 5 (A). Hence, the third adhesive layer 33 is exposed as downward facing first main surface of the remains of secondary sticker 30. Next, as illustrated in Figure 5 (B), the remains of secondary sticker 30 is placed with the third adhesive layer 33 on a supplemental product 70, e.g. a smartphone or lighter, such that the third adhesive layer 34 adheres to the supplemental product 70 as shown in Figure 5 (C). However, also the tobacco pouch 50 or the paper dispenser 60 may be the supplemental product 70.

[0045] As it is shown in Figure 5 (C), the printable surface 32 is facing upward, i.e. away from the supplemental

product 70, once the third adhesive layer 33 is adhered to this product 70. Hence, anything that is printed onto the printable layer 34, such as a brand name, a slogan, or other marketing material, is clearly visible to any user of the supplemental product 70. Hence, brand awareness of the manufacturer of the double-sticker 10 is increased.

REFERENCE NUMERALS

[0046]

10 double sticker

20 primary sticker
21 first adhesive layer
22 base layer
23 second adhesive layer

30 secondary sticker
31 printable layer
32 printable surface
33 third adhesive layer
34 double-sided release layer

40 cover layer
50 tobacco container
60 paper dispenser
70 supplemental product

Claims

1. Double sticker (10) for a tobacco container (50) or a paper dispenser (60), the double sticker comprising a primary sticker (20) attached to a secondary sticker (30),
the primary sticker (20) comprising a base layer (22) with a first main surface and a second main surface opposite to the first main surface, wherein a first adhesive layer (21) is disposed on the first main surface and wherein a second adhesive layer (23) is disposed on the second main surface, and
the secondary sticker (30) comprising a printable layer (31) with a printable surface (32), wherein a third adhesive layer (33) is disposed on a sticker surface opposite to the printable surface (32) and wherein a double-sided release layer (34) is disposed on the third adhesive layer (33),
wherein the double-sided release layer (34) is disposed between the second adhesive layer (23) and the third adhesive layer (33).

2. Double sticker (10) according to claim 1, further comprising a peelable cover layer (40) disposed on the first adhesive layer (21).

3. Double sticker (10) according to claim 1 or 2, wherein one of the first adhesive layer (21) and the second adhesive layer (23) comprises a permanent adhesive and/or is configured to be attached to one of a paper dispenser (50) and a tobacco container (60).

4. Double sticker (10) according to claim 3, wherein the other one of the first adhesive layer (21) and the second adhesive layer (23) comprises a non-permanent adhesive and/or is configured to be attached to the other one of the paper dispenser (50) and the tobacco container (60).

5. Double sticker (10) according to claim 3 or 4, wherein the paper dispenser (50) is made from cardboard.

6. Double sticker (10) according to any one of claims 3 to 5, wherein the tobacco container (60) is a tobacco pouch made from at least one flexible sheet.

7. Double sticker (10) according to any one of the preceding claims, wherein the base layer (22) is made from a polymer material, preferably from PET.

8. Double sticker (10) according to any one of the preceding claims, wherein the printable layer (31) is made from a polymer material, preferably PP.

9. Double sticker (10) according to any one of the preceding claims, wherein the double-sided release layer (34) adheres stronger to the third adhesive layer (33) than to the second adhesive layer (23).

10. Double sticker (10) according to any one of the preceding claims, wherein the double-sided release layer (34) comprises a glassine layer, preferably made from a double sided silicone coated glassine paper.

11. Tobacco container (60) for hand-rolling tobacco, comprising
at least one storage compartment for storing the hand-rolling tobacco;
at least one closure element for providing controlled access to the storage compartment; and
at least one double sticker (10) according to any one of the claims 1 to 10,
wherein the first adhesive layer (21) is attached to the tobacco container (60).

12. Tobacco container (60) according to claim 11, wherein the tobacco container (60) is a pouch for hand-rolling tobacco comprising a front wall and a back wall opposed to each other and optionally a bottom wall, one or more side walls and/or a flap, wherein at least a part of one of the front wall, the back wall, the bottom wall, the side wall and the flap is formed of a flexible sheet.

13. Tobacco container (60) according to claim 11 or 12, wherein the first adhesive layer (21) comprises a per-

manent adhesive that is configured to be attached to the tobacco container (60) and/or the second adhesive layer (23) comprises a non-permanent adhesive that is configured to be attached to a paper dispenser (50).

14. Paper dispenser (50) for cigarette papers, comprising
at least one cigarette paper booklet with a plurality of cigarette paper sheets;
a box enclosing the at least one cigarette paper booklet and with at least one slot for withdrawing a cigarette paper from one of the at least one cigarette paper booklets and with a hinged lid for covering the slot; and
at least one double sticker (10) according to any one of the claims 1 to 10,
wherein the first adhesive layer (21) is attached to the paper dispenser (50).

15. Paper dispenser (50) according to claim 14, wherein the first adhesive layer (21) comprises a permanent adhesive that is configured to be attached to the paper dispenser (50) and/or the second adhesive layer (22) comprises a non-permanent adhesive that is configured to be attached to a tobacco container (60).

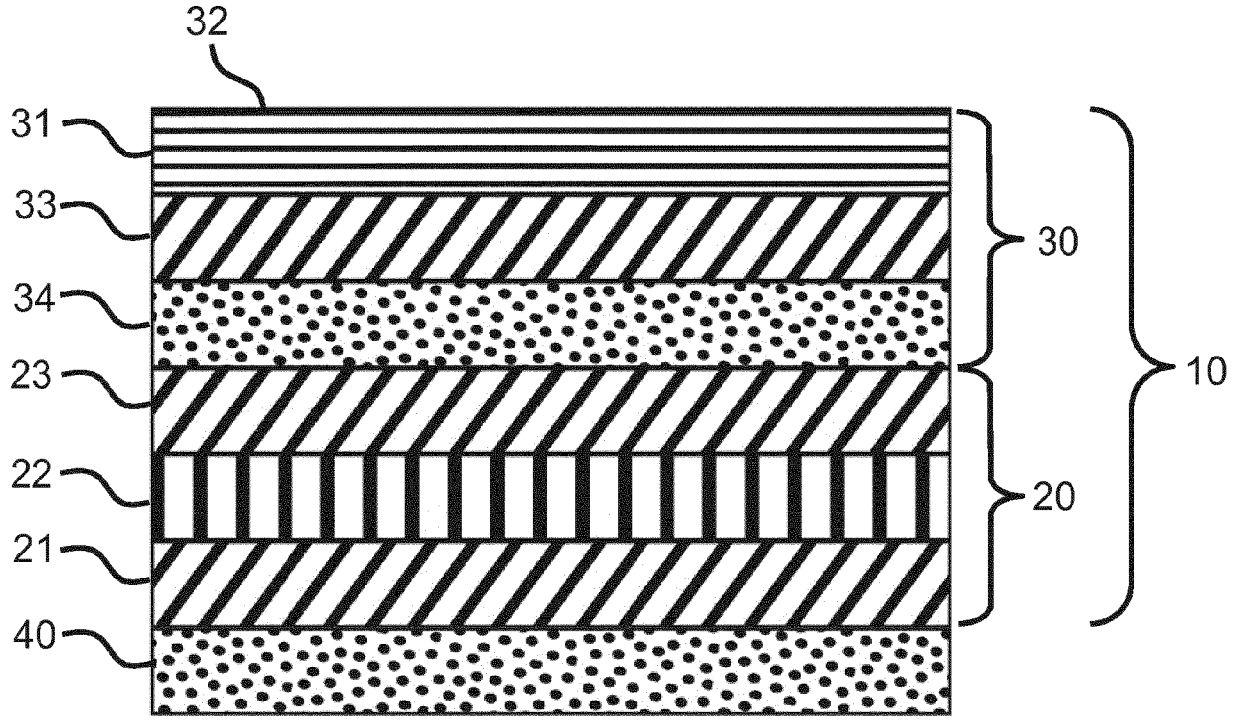


FIG. 1

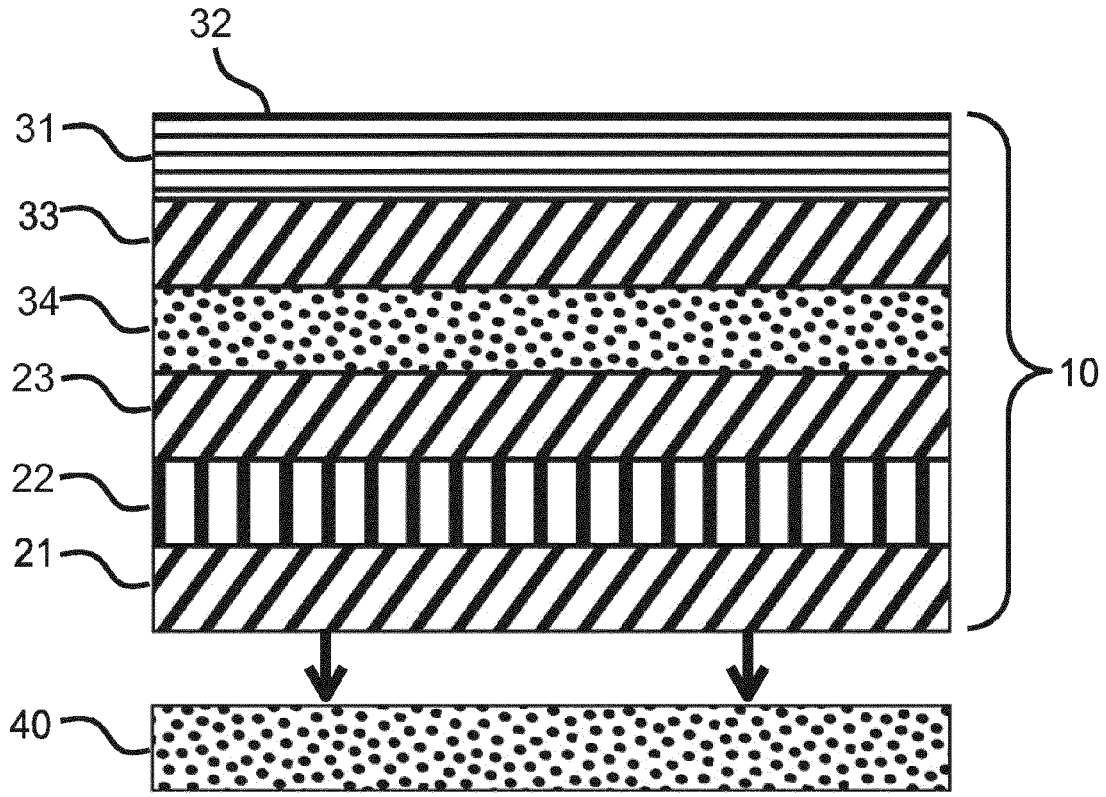
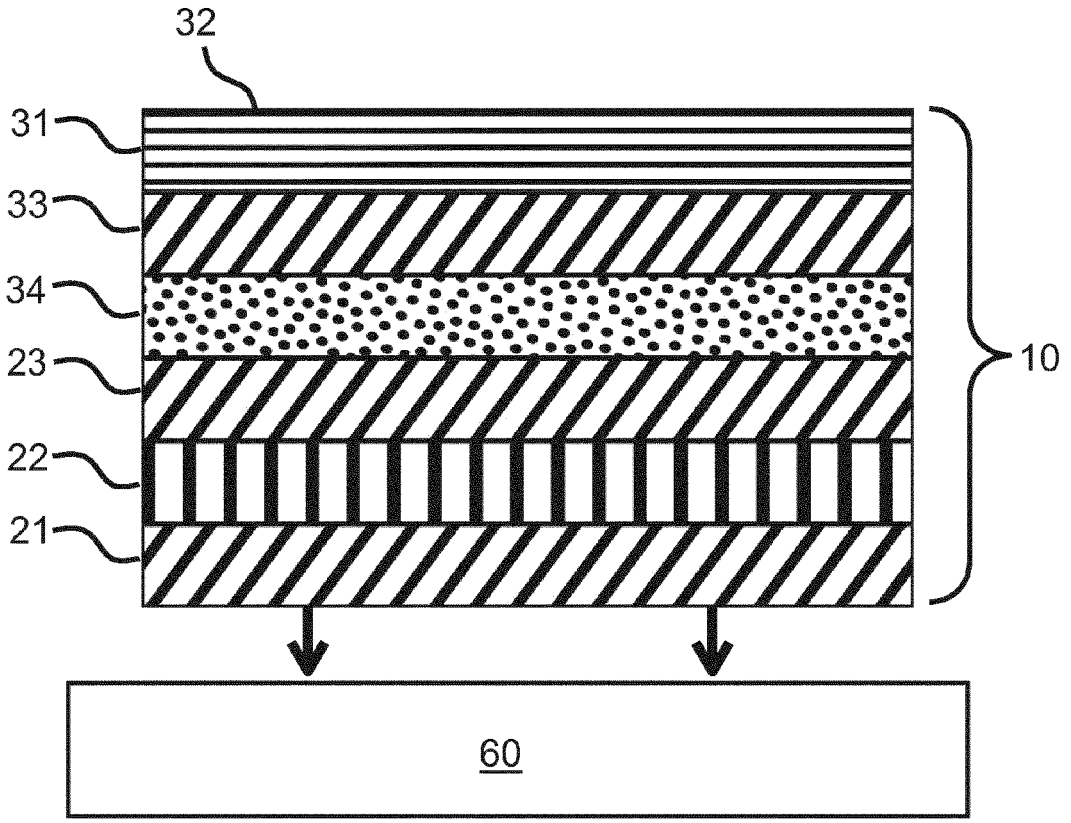
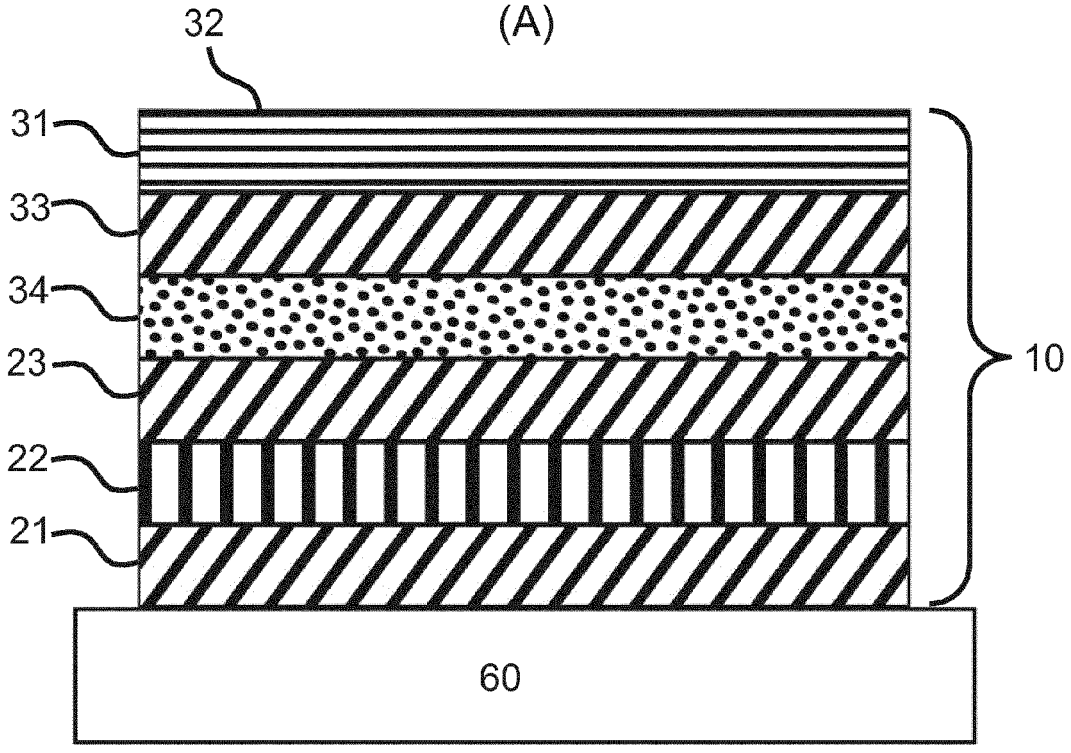


FIG. 2

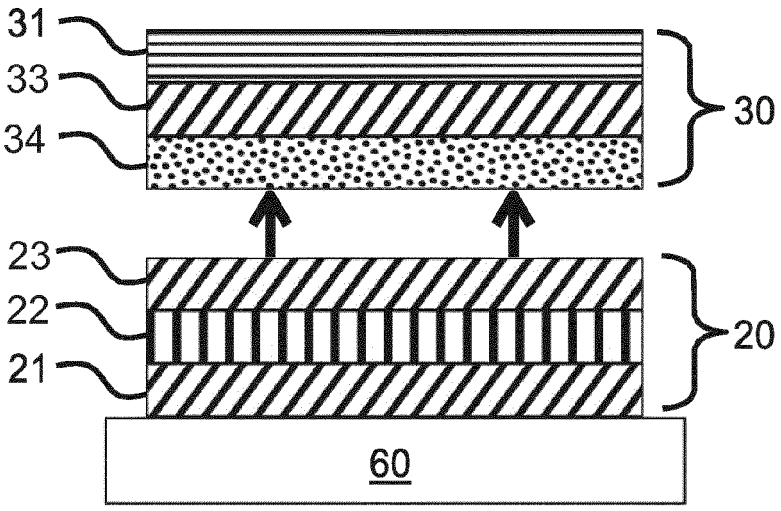


(A)

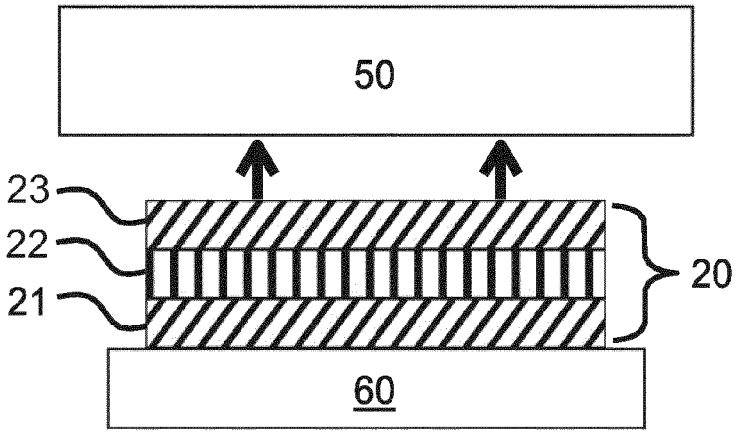


(B)

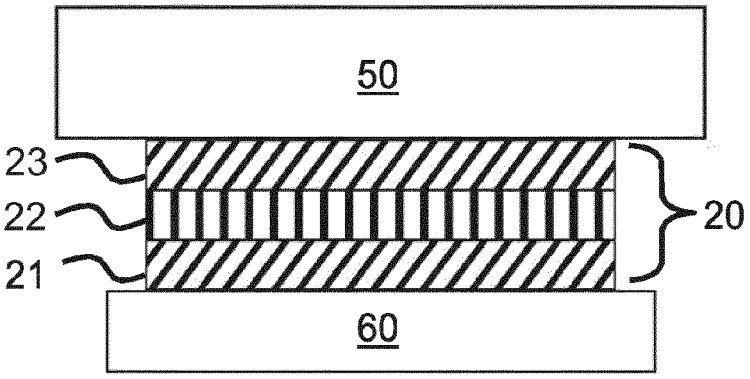
FIG. 3



(A)



(B)



(C)

FIG. 4

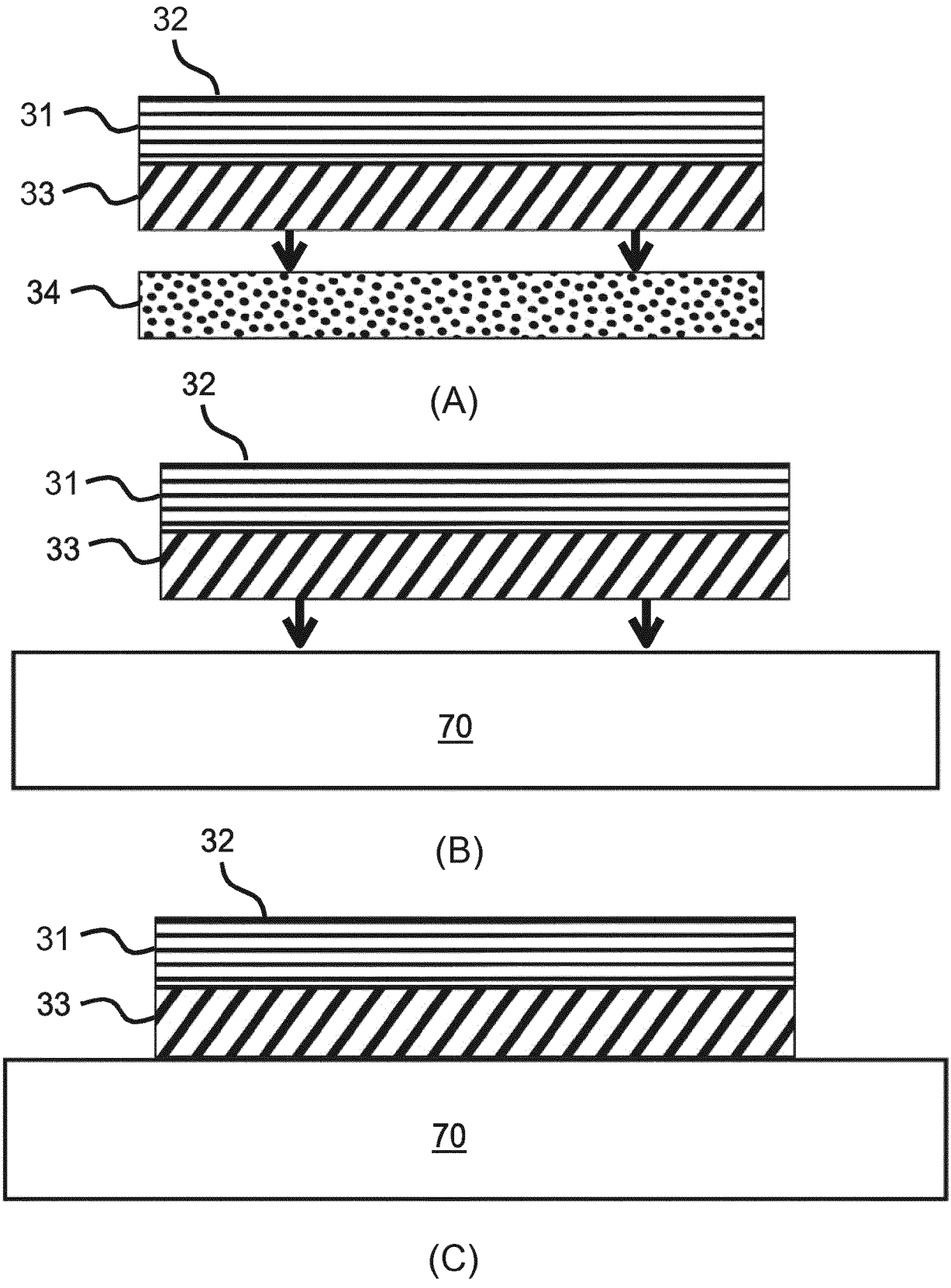


FIG. 5

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EUROPEAN SEARCH REPORT

Application Number
EP 17 18 7171

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Place of search	Date of completion of the search	Examiner
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