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(54) **CONTAINER INCLUDING INSERT**

(57) A container for consumer goods that includes an outer housing including a box and a lid hingedly attached to the box, the lid having an inner surface and an outer surface; an inner package disposed within the housing and at least partially defining an interior volume

for housing consumer goods, the inner package having an outer surface; and an insert detachable from the container and positioned between the outer surface of the inner package and the inner surface of the lid.

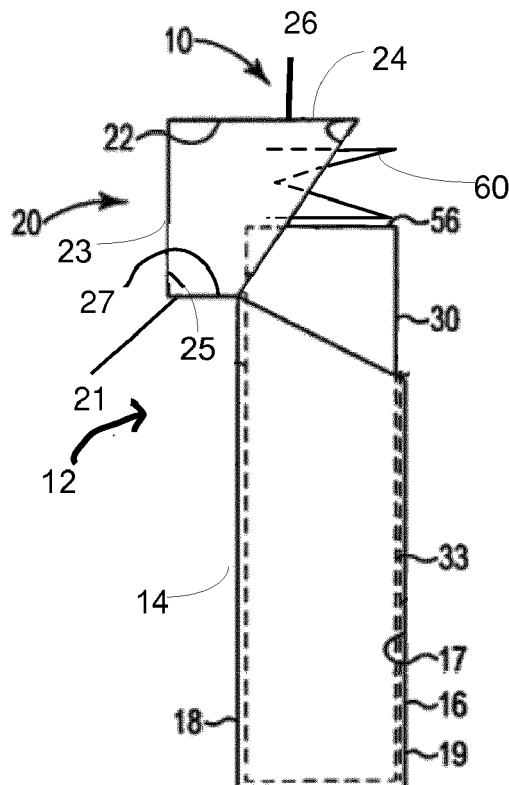


FIG. 1

Description

[0001] The present invention relates a container that includes an accessible insert. The container finds particular application as a container for elongate smoking articles such as cigarettes.

[0002] It is common in the industry to use inserts as a means of communication. Additional communication space is constantly desired.

[0003] DE 202014102485U discloses a hinge-lid box for cigarettes that includes a removable information carrier (i.e., an insert) that is placed between the inner packaging and the outer container. Inserts such as this are difficult to access and remove from the container.

[0004] One object of the invention is to provide a container that includes an insert that is easily accessed and removed from the container by a consumer. At the same time, the invention does not require modifications to standard containers and is easy and cost-effective to manufacture.

[0005] In one aspect of the present invention, a container is described. The container comprises a housing that comprises a box and a lid that is hingedly attached to the box. The lid comprises a top wall that has an inner surface. The container also comprises an inner package that is disposed at least partially within the housing and at least partially defines an interior volume for housing consumer goods. The inner package comprises a top wall having an outer surface. The top wall of the inner package is positioned adjacent the top wall of the lid. The container also comprises an insert positioned between the inner surface of the lid and the outer surface of the inner package, preferably the insert is positioned between the inner surface of the top wall of the lid and the outer surface of the top wall of the inner package.

[0006] In other aspects of the present invention, the insert can be detachably affixed or more specifically releasably adhered to at least one of some portion of the inner surface of the lid, the outer surface of the inner package, the inner frame or some combination thereof.

[0007] Various aspects of the present invention may provide one or more advantages relative to currently - available or previously - described containers. For example, the present containers afford an easier and more prominent access to an insert contained therein that can more effectively communicate the intended information with the consumer, allow attachment of a secondary item, or both.

[0008] The present invention is applicable to any suitable container for consumer goods such as for example elongate smoking articles. It is known to package consumer goods such as, for example, elongate smoking articles in containers formed from folded laminar blanks. For example, elongate smoking articles, such as cigarettes and cigars, are commonly sold in hinge lid packs having a box for housing the smoking articles and a lid connected to the box about a hinge line extending across the back wall of the container.

[0009] The container may take any suitable form for housing consumer goods. For example, as already mentioned, the container may comprise a housing that can be described as a hinge-lid container having one or more hinged lids connected to a box housing the consumer goods. In one or more embodiments, the container may be a slide and shell container having an inner slide for housing the consumer goods mounted within an outer shell. Where the container is a slide and shell container, the outer shell or the inner slide may include one or more hinge lids. The container may be formed from any suitable materials including, but not limited to, cardboard, paperboard, plastic, metal, other materials, or combinations thereof. The cardboard may have a weight of between about 100 grams per square meter and about 350 grams per square meter.

[0010] Containers described herein will generally have the same or a similar shape as the housing. As such, housings according to the invention may be in the shape of a rectangular parallelepiped, with right-angled longitudinal and right-angled transverse edges. Alternatively, the housing may comprise one or more rounded longitudinal edges, rounded transverse edges, bevelled longitudinal edges, or bevelled transverse edges, other types of edges, or combinations thereof. For example, the housing according to the invention may comprise, without limitation, one or more of the following features:

- one or two longitudinal rounded or bevelled edges on at least one of the front wall and the back wall;
- one or two transverse rounded or bevelled edges on at least one of the front wall and the back wall;
- one longitudinal rounded edge and one longitudinal bevelled edge on the front wall, or one transverse rounded edge and one transverse bevelled edge on the back wall;
- one longitudinal rounded edge and one longitudinal bevelled edge on the front wall, and one transverse rounded edge and one transverse bevelled edge on the back wall;
- one or two transverse rounded or bevelled edges on the front wall and one or two longitudinal rounded or bevelled edges on the front wall; and
- two longitudinal rounded or bevelled edges on a first side wall or two transverse rounded or bevelled edges on the second side wall.

[0011] Where the housing comprises one or more rounded edges, preferably the blanks forming the housing comprise three, four, five, six, or seven scoring lines or creasing lines to form each rounded edge in the assembled container. The scoring lines or creasing lines may be either on the inside of the housing or on the outside of the housing. Preferably, the scoring lines or creasing lines are spaced from each other by between about 0.3 millimetres (mm) and 4 mm.

[0012] Preferably, the spacing of the creasing lines or scoring lines is a function of the thickness of the laminar

blank. Preferably, the spacing between the creasing lines or scoring lines is between about 0.5 and about 4 times larger than the thickness of the laminar blank.

[0013] Where the housing comprises one or more bevelled edges, preferably the bevelled edge has a width of between about 1 mm and about 10 mm, preferably between about 2 mm and about 6 mm. In one or more embodiments, the housing may comprise a double bevel formed by three parallel creasing or scoring lines that are spaced such that two distinct bevels are formed on the edge of the container. Where the housing comprises a bevelled edge, the bevel may be formed by two parallel creasing lines or scoring lines in the laminar blank from which the container is formed. The creasing lines or scoring lines may be arranged symmetrically to the edge between a first wall and a second wall. Alternatively, the creasing lines or scoring lines may be arranged asymmetrically to the edge between the first wall and the second wall, such that the bevel reaches further into the first wall of the container than into the second wall of the housing.

[0014] Alternatively, the housing may have a non - rectangular transverse cross section, for example, polygonal such as triangular or hexagonal, or oval, semi - oval, circular or semi - circular.

[0015] Containers according to the invention find particular application as packs for elongate smoking articles such as, for example, cigarettes, cigars or cigarillos. In other embodiments, the consumer goods may be aerosol-generating articles such as articles that heat but not burn tobacco. It will be appreciated that through appropriate choices of the dimensions thereof, containers according to the invention may be designed for different numbers of conventional size, king size, super-king size, slim or super-slim cigarettes. Through an appropriate choice of the dimensions thereof, containers or housings according to the invention may be designed to hold different total numbers of smoking articles, or different arrangements of smoking articles. For example, through an appropriate choice of the dimensions thereof, containers or housings according to the invention may be designed to hold a total of between ten and thirty smoking articles.

[0016] As well as housing a bundle of smoking articles, the container may further comprise other consumer goods, for example, matches, lighters, extinguishing means, breath - fresheners, or electronics. The other consumer goods may be attached to the outside of the container, contained within the container along with the smoking articles, in a separate compartment of the container, or any combination thereof.

[0017] Disclosed containers comprise a housing. The housing has an inner surface and an outer surface. The housing also has a rear wall, a front wall and two side walls. The housing comprises a lid and a box.

[0018] In preferred embodiments, the lid of the housing is hingedly attached to the box and is adapted to be manipulated between an open position and a closed position.

In the open position, the consumer can access the consumer goods disposed within the housing. The lid is hingedly attached to the box along a hinge line that extends across the rear wall of the housing. The lid includes a front wall, a top wall, a back wall and two side walls (a lid right side wall and a lid left side wall) that form the inner surface of the lid. The term "hinge line" refers to a line about which the lid may be pivoted to open the housing or the container. A hinge line may be, for example, a fold line or a score line in the panel forming the back wall of the housing. The lid and box are further defined by an opening line. The opening line refers to the delineation between the lid and the box which begins at one end of the hinge line traverses the right side of the housing, the front of the housing then the left side of the housing, or vice versa, and ends at the other end of the hinge line. The opening line can also be described as extending circumferentially around a portion of the housing. The box comprises a box front wall, a box left side wall, a box right side wall, a box back wall, and a box bottom wall.

[0019] The container also comprises an inner package. The inner package is disposed within the housing of the container. The inner package can be configured to house consumer goods. An inner package that contains consumer goods is a bundle. An inner package has an outer surface that is made up of a top wall, an opposing bottom wall, a front wall, a back wall, and two side walls. Illustrative consumer goods can include elongate smoking articles for example cigarettes, cigars, cigarillos, consumer goods such as aerosol-generating articles that heat but not burn tobacco, or combinations thereof.

[0020] The inner package can be made of any suitable materials, for example, polymeric materials, metallic foils, other materials, or combinations thereof. The inner package preferably comprises polymeric materials such as polyethylene films, polyolefin films, poly lactic acid (PLA) films, or some combination thereof. Preferably, the inner package can comprise a first layer and a second layer that are attached, at least at their peripheries to form a package with an interior volume.

[0021] The container can also comprise an optional inner frame disposed within the box. The inner frame can have any suitable shape. Preferably the inner frame may include a backwall, a front wall, and two side walls. Advantageously, an inner frame with a large surface area provided adjacent the front wall of the box increases the structural strength of the container. This is particularly advantageous for subsequent use when the container is no longer full.

[0022] The container also comprises an insert. The insert can be utilized for communication of information or as a point of attachment for a secondary item. The insert can comprise or be made of any suitable materials. Preferably the insert can be made of a material that, if the insert is folded towards or upon itself, allows the insert to automatically unfold itself. Preferably, the insert is made of a resilient material. For example, the insert can comprise paper, plastic, metallic foil, or combinations

thereof. The insert can be printed thereon for example using any known printing techniques. The insert can be folded in order to increase the available communication or attachment space. The insert can be folded longitudinally or transversally or both longitudinally and transversally.

[0023] The insert is not a part for forming an enclosure of the inner package, or any other portion of the outer housing. The insert can be detachable from the container. Preferably, the insert is detachably affixed to one or more portions of the container. More preferably, the insert is releasably adhered to one or more portions of the container. In some embodiments, the insert can include one or more lines of weakness and in some such embodiments, breaking the one or more lines of weakness can cause a portion of the insert to be detached from the container leaving one or more portions of the insert that is affixed to the container.

[0024] The insert is positioned in the space between the inner package and the lid of the housing. The insert can be configured to be revealed upon opening of the container or lid. The insert can be configured to unfold, if folded, upon opening of the container or lid. The insert can be configured to unfold to reveal printing or an attached secondary item upon opening of the container or lid. Illustrative secondary items, if included can include a secondary communication item, a cover sleeve, a sticker, a rolling mat, or the like. The insert or a secondary item releasably attached to the insert can be utilized for decorative purposes. For example, the insert can be utilized as a decorative or cover sleeve for the container, or the insert can be utilized to releasably attach a sticker that can be peeled away from the insert and utilized to decorate the container. The secondary item can be affixed to the insert via an adhesive, for example a releasable adhesive.

[0025] The insert can simply be positioned between the outer surface of the inner package and the inner surface of the lid or the insert can be affixed, or more specifically releasably adhered to one or more portions of the container. The insert can be affixed to an inner surface of the lid, for example the inner surface of the front wall of the lid, the inner surface of the top wall of the lid, or the inner surface of the back wall of the lid. The insert can be detachably affixed to an outer surface of the inner package, for example the outer surface of the top wall of the inner package, the outer surface of the front wall of the inner package, or the outer surface of the back wall of the inner package. The insert can be detachably affixed to other portions of the container as well, for example some portion of the inner frame. The insert can be affixed or held within the inner package when the bundle is formed from the inner package by folding a portion of the insert within the bundle as it is formed from the inner package. Preferably, the insert can be releasably adhered to the inner surface of the front wall of the lid or the inner surface of the top wall of the lid or the inner surface of the back wall of the lid. Preferably the insert

can be releasably adhered to the outer surface of the top wall of the inner package or the outer surface of the back wall of the inner package or the outer surface of the front wall of the inner package. The insert can be adhered to the innerframe, if present. The insert can be adhered to the backwall of the innerframe if present. Preferably the insert can be releasably adhered to both the inner surface of the top wall or the front wall of the lid and the outer surface of the top wall of the inner package.

[0026] Containers of the present invention function to provide another method of communication or attachment for a secondary item.

[0027] A carton that includes a lid and at least one side-wall can contain multiple containers as described herein. A carton comprises at least one container. A carton can contain only disclosed containers or can contain disclosed containers as well as other items. In some preferred embodiments, a carton comprises from five to ten disclosed containers.

[0028] The term "inner surface" is used throughout the specification to refer to the surface of a component of the assembled container that is facing towards the interior of the container, for example towards the consumer goods, when the container is in the closed position. For example, the outer film comprises an inner surface that is facing the housing of the container.

[0029] The term "outer surface" is used throughout the specification to refer to the surface of a component of the container that is facing towards the exterior of the container. For example, the outer film comprises an outer surface that is facing away from the housing of the container. It should be noted that the inside or outside surface is not necessarily equivalent to a certain side of a blank used in assembly of the container. Depending on how the blank is folded around the consumer goods, areas that are on the same side of the container can either face towards the inside or the towards the outside of the container.

[0030] The terms "front," "back," "upper," "lower," "top," "bottom," and "side" refer to the relative positions of portions of containers according to the invention and components thereof when the container is in an upright position with the lid of the housing in the closed position and the hinge line at the rear of the container. When describing containers according to the present invention, these terms are used irrespective of the orientation of the container being described. The rear or back wall of the container includes the hinge line.

[0031] Referring now to the drawings, in which some aspects of the present invention are illustrated.

FIG. 1 is a schematic perspective view of the side of the container of FIG. 1 in an open position.

FIG. 2 is a schematic perspective view of the side of the container of FIG. 1 in a closed position.

FIG. 3 is a schematic perspective view of the side of a container that includes a secondary item associated with the insert.

FIG. 4 is a schematic perspective view of the side of a container that includes an insert that is not folded.
 FIG. 5 is a schematic perspective view of the side of a container that includes an insert that is not folded.

[0032] Referring to FIG. 1, a schematic perspective view of the side of an embodiment of a container 10 for consumer goods is depicted. The container includes a housing 12 that includes a box 14 and a lid 20 hingedly attached to the box via a hinge line. The box has a front wall 16 and a rear wall 18. The box has an inner surface 17 and an outer surface 19. The hinge line extends across the back wall 18 of the box 14 of the container 10, and acts to allow the lid 20 to be moved from a closed position (FIG. 2) to an open position as shown in FIG. 1. The lid 20 has a front wall 24 that has an inner surface 22 and an outer surface 26. The lid 20 also includes a top wall 23 with an inner surface 25. The lid 20 also includes a back wall 21 with an inner surface 27.

[0033] An inner package 30 is disposed within the housing 12. The inner package 30 at least partially defines an interior volume for housing consumer goods (an inner package 30 that contains consumer goods is referred to as a bundle). The inner package 30 is made from a barrier material or materials to seal the consumer goods before the container is opened for the first time. The barrier material may be a metallic foil or a plastic and metallic laminate for example. The inner package 30 includes an outer surface 33.

[0034] The insert 60 is positioned between the inner surface 25 of the top wall 23 of the lid 20 and the outer surface 33 of the top wall 56 of the inner package 30. The insert can be made of any useful material, can have any useful dimensions, and can optionally be folded either transversally or longitudinally or both transversally and longitudinally

[0035] FIG. 3 illustrates another embodiment of a container 10 that includes an insert 60 that is associated with a secondary item 62. The secondary item 62 in this embodiment has dimensions somewhat the same as the insert 60, but can have any desirable dimensions.

[0036] FIG. 4 illustrates another embodiment of a container 10 that includes an insert 60 that is detachable (e.g., releasably attached) from the container. The insert 60 is releasably adhered to the inner surface 22 of the front wall 24 of the lid 20 and the outer surface 33 of the back wall 57 of the inner package 30. Although the insert 60 is not folded, it is noted that it can be folded, as only its two distal ends are affixed either or both on a portion of the lid and the inner package.

[0037] FIG. 5 illustrates another embodiment of a container 10 that includes an insert 60 that is detachable (e.g., releasably attached) from the container. The insert 60 is releasably adhered to the inner surface 22 of the front wall 24 of the lid 20 and the outer surface 33 of the top wall 56 of the inner package 30. Although the insert 60 is not folded, it is noted that it can be folded, as only its two distal ends are affixed either or both on a portion

of the lid and the inner package.

Claims

1. A container for consumer goods, comprising:
 - an outer housing comprising a box and a lid hingedly attached to the box, the lid having an inner surface and an outer surface;
 - an inner package disposed within the housing and at least partially defining an interior volume for housing consumer goods, the inner package having an outer surface; and
 - an insert removable from the container and positioned between the outer surface of the inner package and the inner surface of the lid, so that the insert is to be revealed upon opening the lid and wherein the insert is releasably adhered or detachably affixed to at least one of the inner surface of a wall of the lid selected from the top wall or the front wall or the back or the outer surface of a wall of the inner package selected from the front wall or the top wall or the back wall.
2. The container of claim 1, wherein the insert is releasably adhered or detachably affixed to at least one of the inner surface of a wall of the lid selected from the top wall or the front wall.
3. The container of claims 1 or 2, wherein the insert is releasably adhered or detachably affixed to both the inner surface of a wall of the lid selected from the front wall or the top wall or the back and the outer surface of a wall of the inner package selected from the front wall or the top wall or the back wall.
4. The container of claims 1 or 2, wherein the insert is releasably adhered or detachably affixed to both the inner surface of the front wall of the lid and the outer surface of the top wall of the inner package.
5. The container of any of claims 2 to 4, wherein the insert is releasably adhered with a releasable adhesive.
6. The container of any of claims 1 to 4, wherein the insert comprises at least one line of weakness and breaking the at least one line of weakness detaches the insert from the container.
7. The container of any of claims 1 to 6, wherein the insert is folded at least once.
8. The container of any of claims 1 to 6, wherein the insert comprises a resilient material.
9. The container of any of claims 1 to 8, wherein the

insert comprises paper, plastic, metallic foil or combinations thereof.

10. The container of any of claims 1 to 9 further comprising a secondary item associated with the insert. 5
11. The container of claim 10, wherein the secondary item is selected from a secondary communication item, a cover sleeve for the container, a rolling mat, a sticker, or combinations thereof. 10
12. The container of claims 10 or 11, wherein the secondary item is releasably adhered to the insert.
13. The container of any of claims 1 to 12 further comprising an inner frame. 15
14. The container of claim 12, wherein the insert is releasably adhered to at least the inner frame. 20
15. A carton comprising the container of any of the preceding claims.

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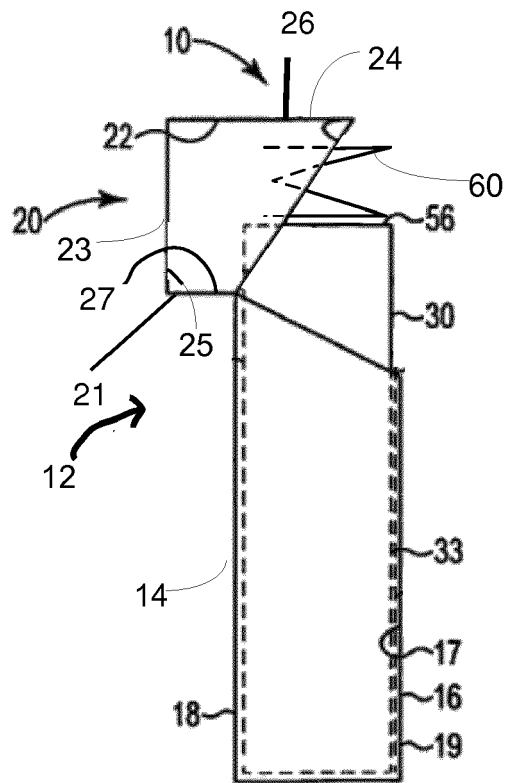


FIG. 1

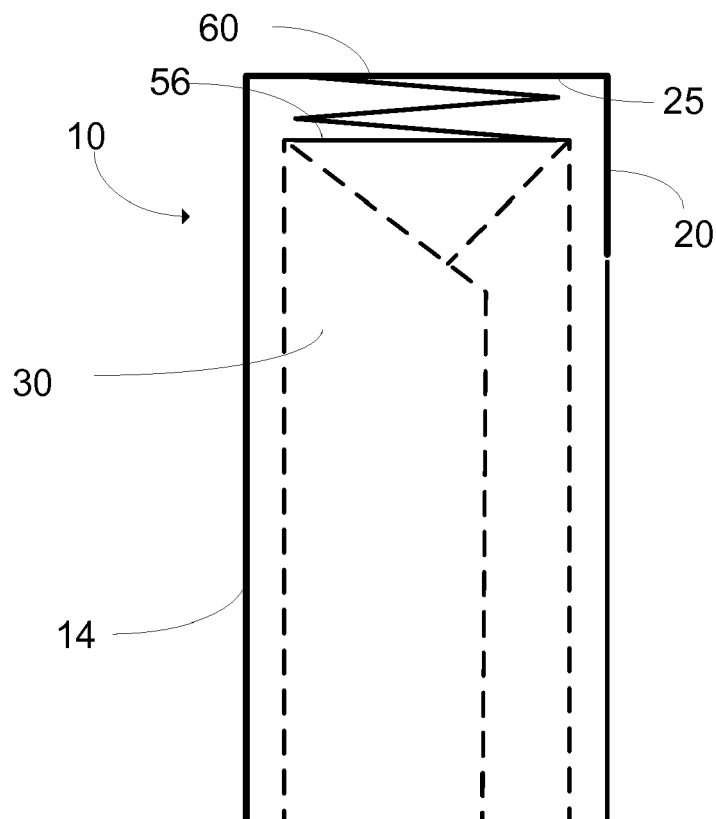


FIG. 2

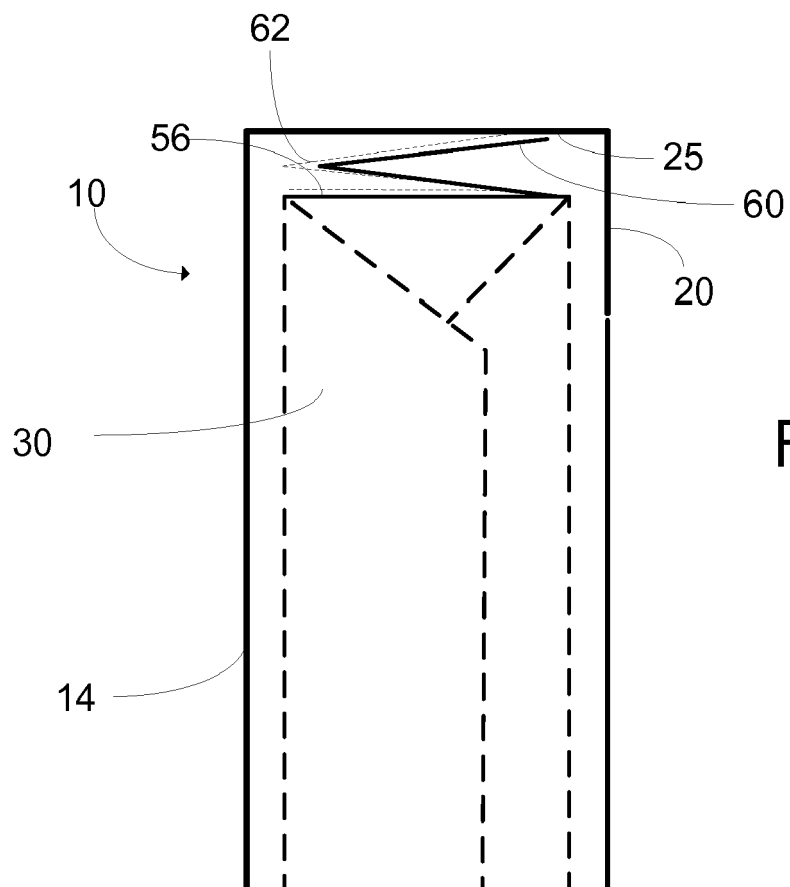
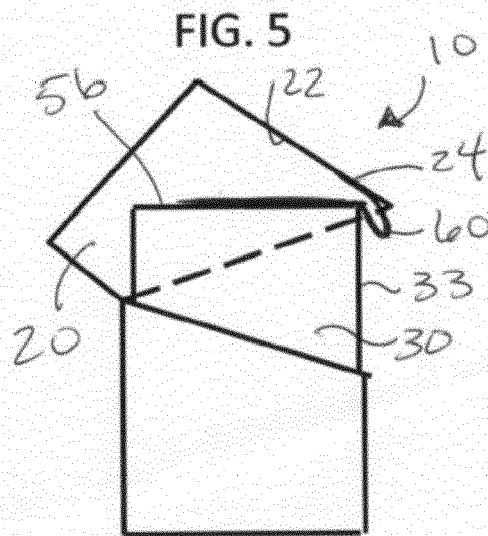
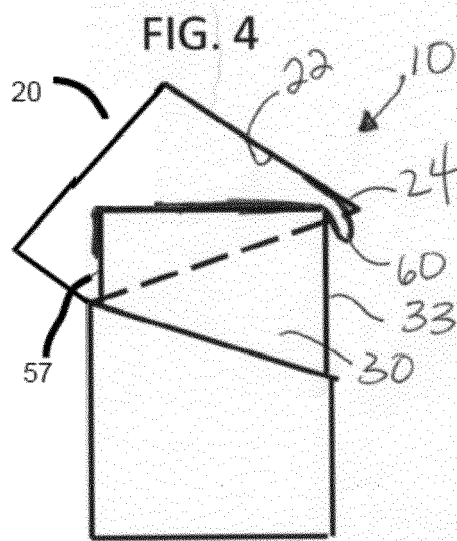


FIG. 3





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