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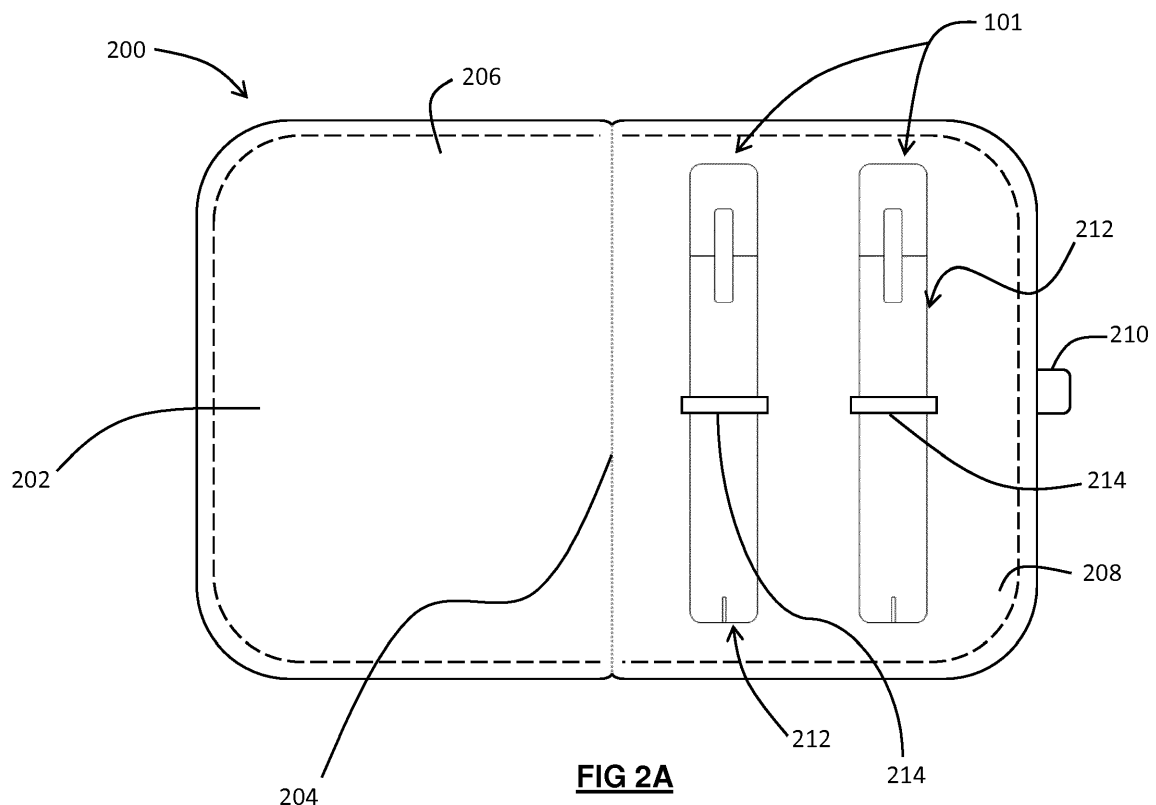
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(54) **CASE FOR SMOKING SUBSTITUTE DEVICE**

(57) A case for a smoking substitute device, the case comprising a front cover and a back cover. The front cover and the back cover are integrally formed from a same sheet of material foldable along a folding line to form two

opposing surfaces on an interior of the case. A first recess is formed on a first opposing surface of the two opposing surfaces. The first recess is an elongate recess for retaining the smoking substitute device.



Description

Field of the Invention

[0001] The present invention relates to a case for a smoking substitute device.

Background

[0002] The smoking of tobacco is generally considered to expose a smoker to potentially harmful substances. It is generally thought that a significant amount of the potentially harmful substances are generated through the heat caused by the burning and/or combustion of the tobacco and the constituents of the burnt tobacco in the tobacco smoke itself.

[0003] Conventional combustible smoking articles, such as cigarettes, typically comprise a cylindrical rod of tobacco comprising shreds of tobacco which is surrounded by a wrapper, and usually also a cylindrical filter axially aligned in an abutting relationship with the wrapped tobacco rod. The filter typically comprises a filtration material which is circumscribed by a plug wrap. The wrapped tobacco rod and the filter are joined together by a wrapped band of tipping paper that circumscribes the entire length of the filter and an adjacent portion of the wrapped tobacco rod. A conventional cigarette of this type is used by lighting the end opposite to the filter, and burning the tobacco rod. The smoker receives mainstream smoke into their mouth by drawing on the mouth end or filter end of the cigarette.

[0004] Combustion of organic material such as tobacco is known to produce tar and other potentially harmful byproducts. There have been proposed various smoking substitute devices (or "substitute smoking devices") in order to avoid the smoking of tobacco.

[0005] Such smoking substitute devices can form part of nicotine replacement therapies aimed at people who wish to stop smoking and overcome a dependence on nicotine.

[0006] Smoking substitute devices may comprise electronic systems that permit a user to simulate the act of smoking by producing an aerosol, also referred to as a "vapour" that is drawn into the lungs through the mouth (inhaled) and then exhaled. The inhaled aerosol typically bears nicotine and/or flavourings without, or with fewer of, the odour and health risks associated with traditional smoking.

[0007] Some smoking substitute devices are designed to resemble a traditional cigarette and are cylindrical in form with a mouthpiece at one end. Other smoking substitute devices do not generally resemble a cigarette (for example, the smoking substitute device may have a generally box-like form).

[0008] There are a number of different categories of smoking substitute systems, each utilising a different smoking substitute approach.

[0009] One approach is the so-called "vaping" ap-

proach, in which a vaporisable liquid, typically referred to (and referred to herein) as "e-liquid", is heated by a heating device (referred to herein as an electronic cigarette or "e-cigarette" device) to produce an aerosol vapour which is inhaled by a user. The e-liquid typically includes a base liquid as well as nicotine and/or a flavourant. The resulting vapour therefore also typically contains nicotine and/or a flavourant. The base liquid may include propylene glycol and/or vegetable glycerine.

[0010] A typical e-cigarette device includes a mouthpiece, a power source (typically a battery), a tank for containing e-liquid, as well as a heating device. In use, electrical energy is supplied from the power source to the heating device, which heats the e-liquid to produce an aerosol (or "vapour") which is inhaled by a user through the mouthpiece.

[0011] E-cigarettes can be configured in a variety of ways. For example, there are "closed system" vaping smoking substitute systems, which typically have a sealed tank and heating element. The tank is prefilled with e-liquid and is not intended to be refilled by an end user. One subset of closed system vaping smoking substitute systems include a main body which includes the power source, wherein the main body is configured to be physically and electrically coupled to a consumable including the tank and the heating element. In this way, when the tank of a consumable has been emptied, that consumable is disposed of. The main body can be reused by connecting it to a new, replacement, consumable. Another subset of closed system vaping smoking substitute systems are completely disposable, and intended for one-use only.

[0012] There are also "open system" vaping smoking substitute systems which typically have a tank that is configured to be refilled by a user. In this way the entire device can be used multiple times.

[0013] An example vaping smoking substitute system is the myblu™ e-cigarette. The myblu™ e-cigarette is a closed system which includes a main body and a consumable. The main body and consumable are physically and electrically coupled together by pushing the consumable into the main body. The main body includes a rechargeable battery. The consumable includes a mouthpiece, a sealed tank which contains e-liquid, as well as a heater, which for this device is a heating filament coiled around a portion of a wick. The wick is partially immersed in the e-liquid, and conveys e-liquid from the tank to the heating filament. The device is activated when a microprocessor on board the main body detects a user inhaling through the mouthpiece. When the device is activated, electrical energy is supplied from the power source to the heating device, which heats e-liquid from the tank to produce a vapour which is inhaled by a user through the mouthpiece.

[0014] Another approach for a smoking substitute device is the so-called "heat not burn" ("HNB") approach in which tobacco (rather than e-liquid) is heated or warmed to release vapour. The tobacco may be leaf tobacco or

reconstituted tobacco. The vapour may contain nicotine and/or flavourings. In the HNB approach the intention is that the tobacco is heated but not burned, i.e. the tobacco does not undergo combustion.

[0015] A typical HNB smoking substitute device may include a main body and a consumable. The consumable may include the tobacco material. The main body and consumable may be configured to be physically coupled together. In use, heat may be imparted to the tobacco material by a heating device that is typically located in the main body, wherein airflow through the tobacco material causes moisture in the tobacco material to be released as vapour. A vapour may be formed from a carrier in the tobacco material (this carrier may for example include propylene glycol and/or vegetable glycerine) and additionally volatile compounds released from the tobacco. The released vapour may be entrained in the airflow drawn through the tobacco.

[0016] As the vapour passes through the smoking substitute device (entrained in the airflow) from an inlet to a mouthpiece (outlet), the vapour cools and condenses to form an aerosol (also referred to as a vapour) for inhalation by the user. The aerosol will normally contain the volatile compounds.

[0017] In general, smoking substitute devices are intended to provide a substitute for the rituals of smoking, whilst providing the user with a similar experience and satisfaction to those experienced with traditional smoking and with combustible tobacco products.

[0018] The popularity and use of smoking substitute devices has grown rapidly in the past few years. Although originally marketed as an aid to assist habitual smokers wishing to quit tobacco smoking, consumers are increasingly viewing smoking substitute devices as desirable lifestyle accessories.

[0019] As the popularity and use of smoking substitute devices grows, there is an increased need for a user to be able to easily carry the smoking substitute device for easy access and use. For example, a user of a smoking substitute device may wish to carry the smoking substitute device in a pocket or bag so that the smoking substitute device can be easily accessible during their normal daily activities and/or when travelling.

[0020] However, carrying a smoking substitute device directly in a user's pocket or bag can cause damage to the smoking substitute device. Furthermore, there is a risk that carrying the smoking substitute device directly in a user's pocket or bag could cause dirt or dust from inside the pocket or bag to transfer onto the mouthpiece of the smoking substitute device. When a user then draws on the mouthpiece of the smoking substitute device, they could inhale this dirt or dust and become ill.

[0021] Thus, there is a need for a case for a smoking substitute device which reduces the chance of damage to the smoking substitute device (during travel or otherwise). There is also a need to improve the cleanliness of the smoking substitute device during transit (or otherwise), and reduce the chance of contamination by dust

or dirt.

[0022] The present invention has been devised in light of the above considerations.

5 *Summary of the Invention*

[0023] At its most general, the present invention relates to a case for a smoking substitute device.

[0024] According to a first aspect, there is provided a case for a smoking substitute device, the case comprising a front cover and a back cover, wherein the front cover and the back cover are integrally formed from a same sheet of material foldable along a folding line to form two opposing surfaces on an interior of the case, a first recess is formed in a first opposing surface of the two opposing surfaces, and the first recess is an elongate recess for retaining the smoking substitute device.

[0025] Advantageously, a user can easily carry a smoking substitute device during travel or otherwise in a purpose-made case. The front and back covers of the case may form planar opposing surfaces on an interior of the case, such that a smoking substitute device retained in (i.e. positioned and held within) the elongate recess is positioned in an interior of the case. Therefore, the possibility of the smoking substitute device being damaged or contaminated by dust or dirt (during travel or otherwise) is reduced.

[0026] Furthermore, as the smoking substitute device can be retained within the first recess, the smoking substitute device may not move around the interior of the case during motion of the case. Therefore, the chance of damage to the smoking substitute device is reduced. Furthermore, there is no requirement for an exterior zip to close the case in order to retain the smoking substitute device within the case, because the smoking substitute device is retained within the recess.

[0027] The elongate recess for retaining the smoking substitute device may be shaped and/or sized to correspond to the shape and/or size of the smoking substitute device so that the smoking substitute device may fit and be retained within the elongate recess. In other words, the shape and/or size of the elongate recess may match the shape and/or size of the smoking substitute device such that the elongate recess may substantially trace and/or outline the shape of the smoking substitute device, when the smoking substitute device is positioned within the recess. Specifically, the elongate recess may be shaped such that when the smoking substitute device is positioned within the recess, the elongate recess hugs and/or supports the smoking substitute device to retain the smoking substitute device within the elongate recess. For example, the elongate recess may have a substantially semi-cylindrical or substantially rectangular indented profile.

[0028] As only a single sheet of material forms the case (by folding the single sheet of material along a folding line to form a front cover and a back cover), the process of manufacturing the case can be simple and efficient.

This is because there is no need for a separate front cover and back cover to be attached or joined together to thereby form an interior of the case for holding the smoking substitute device.

[0029] The folding line may form a boundary between the front cover and the back cover. The folding line may be a crease, seam or spine in the single sheet of material. For example, the folding line may be a line indented in the single sheet of material, or a materially weakened line in the single sheet of material about which the front and back covers can fold towards and away from one another between an unfolded open position, and a folded closed position of the case.

[0030] Optionally, the case may further comprise a second recess formed in one of the two opposing surfaces, wherein the second recess is a recess for retaining an additional smoking substitute device or a smoking substitute device accessory. The second recess may be formed in the first opposing surface or the second opposing surface.

[0031] A smoking substitute device accessory may be a charger for the smoking substitute device, a consumable for the smoking substitute device (i.e. a "pod"), or another smoking substitute device component.

[0032] When the second recess is an elongate recess for retaining an additional smoking substitute device, the one case can be used to carry two smoking substitute devices, wherein each of the smoking substitute devices is held in a specific position (i.e. within the first and second recesses respectively) within the interior of the case. As the two smoking substitute devices can be stored and held in the predetermined locations within the case, they are less likely to move about within the case, and the possibility of damage to the smoking substitute devices is further reduced.

[0033] Furthermore, a heavy user of smoking substitute devices can easily carry two smoking substitute devices in a single case, so that if a smoking substitute device is exhausted (e.g. runs out of e-liquid or power), a second smoking substitute device is easily accessible.

[0034] If the second recess is for retaining a smoking substitute device accessory, the case can be used to carry both a smoking substitute device and a smoking substitute device accessory, wherein the smoking substitute device and the accessory are held in a respective specific position within the interior of the case. Accordingly, the smoking substitute device and the accessory are less likely to move about within the case, and the possibility of damage to the smoking substitute device and/or the accessory is reduced.

[0035] The case may comprise multiple recesses in either or both of the opposing surfaces, each of these recesses for retaining a smoking substitute device or a smoking substitute device accessory. Thus, multiple smoking substitute devices and multiple smoking substitute device accessories may be carried in a single case, and there is no requirement for a user to have multiple cases in order to carry multiple smoking substitute de-

vices and multiple smoking substitute device accessories.

[0036] Optionally, the second recess may be an elongate recess for retaining an additional smoking substitute device, the second recess may be formed in the first opposing surface, and the first and second recesses may lie substantially parallel to one another along their respective lengths.

[0037] Accordingly, two smoking substitute devices may be positioned in the case substantially parallel to one another on the same opposing surface of the interior of the case. This provides a simple and efficient way of storing the two smoking substitute devices in the case which can reduce the overall size of the case.

[0038] Optionally, a further recess may be formed in a second opposing surface of the two opposing surfaces, the further recess for retaining either a further smoking substitute device or a smoking substitute device accessory.

[0039] In this way, a single case may be designed to carry multiple smoking substitute devices and/or a smoking substitute device and smoking substitute device accessories. This is especially useful for heavy users of smoking substitute devices, who may need to charge their smoking substitute device whilst travelling, for example. This configuration provides a sleek, compact and convenient case which can carry many components required for use of the smoking substitute device in a single case.

[0040] Optionally, the second opposing surface may comprise a plurality of further recesses for retaining multiple accessories and/or multiple smoking substitute devices.

[0041] The sheet of material from which the front and back cover of the case is formed may be foldable along the folding line such that in the folded position, the front cover overlies the back cover to lie substantially flat against the back cover.

[0042] For completeness, the folded position may be a case position in which the front cover and the back cover are folded about the folding line to form the two opposing surfaces and close the case. Accordingly, the folded position corresponds to a closed position of the case.

[0043] In this way, the front and back cover may form substantially parallel sides of the case, to thereby protect any smoking substitute devices retained inside the case. This simple configuration may further reduce the size of the case.

[0044] The front cover may have the same size and shape as the back cover.

[0045] Accordingly, the front and back cover may directly overlie one another in the folded position to provide a compact, sleek and convenient case.

[0046] The front and back covers may have a substantially elongate shape, wherein the length of the elongate recess(es) is in the same direction as the length of the elongate-shaped front and back covers. The front and

back covers may have a rectangular shape, for example.

[0047] Optionally, the case may further comprise a first additional cover integrally formed from the same sheet of material as the front cover and the back cover, wherein the case is foldable along two folding lines to form three opposing surfaces on an interior of the case, a cross-section of the case in the folded position is triangular, and the front cover, back cover and first additional cover each form a side of the triangular shaped cross-section respectively.

[0048] Accordingly, the case may have a triangular shape. The shape of the case may resemble a logo, such as the myblu™ logo, for example. In this way, a user may be able to recognise which smoking substitute device is being carried and/or can be carried in the case.

[0049] The case may also comprise a second additional cover integrally formed from the same sheet of material as the front cover, back cover and first additional cover, wherein the case is foldable along three folding lines to form the three opposing surfaces on an interior of the case, and, in the folded position, the first additional cover overlies the second additional cover to lie substantially flat against the second additional cover.

[0050] The first additional cover and the second additional cover may be formed at opposing ends of the case.

[0051] In this way, the second additional cover may act to seal the case closed in the folded position.

[0052] When the case has three opposing surfaces on an interior of the case in the closed position, one or more recesses may be formed in the third opposing surface of the opposing surfaces. The one or more recesses may each be for retaining a smoking substitute device or a smoking substitute device accessory.

[0053] Conveniently, the cross-section of the case in the folded position may be an equilateral triangle. This may form a compact, sleek and convenient design.

[0054] Preferably, the case may further comprise a retainer for holding (or securing or retaining) the smoking substitute device in the first recess.

[0055] The retainer may comprise an elasticated strap positioned to overlie the first recess, wherein the elasticated strap is for holding the smoking substitute device in the first recess.

[0056] Additionally or alternatively, the retainer may comprise a snap-fit clasp for holding the smoking substitute device in the first recess.

[0057] If the case has multiple recesses for holding multiple smoking substitute devices and/or smoking substitute accessories respectively, the case may comprise a corresponding retainer for each recess.

[0058] Accordingly, further retaining support is provided to the smoking substitute device(s) retained and held in the recess(es), to prevent the smoking substitute device(s) from moving around within the case, or even falling out from the case. This may prevent or reduce damage to the smoking substitute device(s) and/or accessories.

[0059] Conveniently, the sheet of material from which

the case is formed may be a flexible sheet of material.

[0060] This may help to further support and/or cushion the smoking substitute device(s).

[0061] Optionally, the case may be formed from a water-resistant material. For example, the sheet of material from which the case is formed may be leather.

[0062] Accordingly, any leakage of fluid, such as e-liquid, from the smoking substitute device may be easily wiped from the case without damaging the case.

[0063] Conveniently, the two opposing surfaces (or each opposing surface) of the interior of the case may have a roughened texture. The roughened texture may increase the friction force between the smoking substitute device/accessory and the recess, to provide further retaining support. This may further prevent the smoking substitute device(s) and/or accessories from moving around within the interior of the case.

[0064] The case may comprise a clasp for securing the case into the folded position in which the front and back cover form two opposing surfaces of the interior of the case. The clasp may be a magnetic clasp or a mechanical clasp, for example.

[0065] In this way, the case can be held in the closed position when a smoking substitute device is positioned within the case. This provides a sleek, compact and convenient design when the case is in the folded closed position (i.e. so that the case does not flap open).

[0066] The smoking substitute device may be an electronic cigarette, a vaping smoking substitute system, a heat-not-burn smoking substitute device system, or another electronic smoking device.

[0067] According to a second aspect, there is provided a smoking substitute device kit comprising the case of the first aspect, and a smoking substitute device, wherein the elongate recess is shaped and/or sized to correspond to the shape and/or size of the smoking substitute device so that the smoking substitute device may fit and be retained within the elongate recess.

[0068] The invention includes the combination of preferred features and aspects described except where such a combination is clearly impermissible or expressly avoided.

Summary of the Figures

[0069] So that the invention may be understood, and so that further aspects and features thereof may be appreciated, embodiments illustrating the principles of the invention will now be discussed in further detail with reference to the accompanying figures, in which:

Figure 1A is a front view of a smoking substitute device in an engaged position;

Figure 1B is a front view of a smoking substitute system in a disengaged position;

Figure 2A is a front view of a case for a smoking

substitute device in an open unfolded position;

Figure 2B is a front view of a case for a smoking substitute device in an open unfolded position;

Figure 3 is a front view of a case for a smoking substitute device in a closed folded position;

Figure 4 is a front view of a case for a smoking substitute device in an open unfolded position;

Figure 5A is a front view of a case for a smoking substitute device in an open unfolded position;

Figure 5B is a front view of a case for a smoking substitute device in an open unfolded position;

Figure 6 is a front view of a case for a smoking substitute device in an open unfolded position;

Figure 7A is a front view of a case for a smoking substitute device in an open unfolded position;

Figure 7B is a front view of a case for a smoking substitute device in an open unfolded position;

Figure 8A is a front view of the case of Figure 7A or 7B in a position between an open unfolded position and a closed folded position;

Figure 8B is a perspective view of the case of Figure 7A or 7B in another position between an open unfolded position and a closed folded position;

Figure 8C is a perspective view of the case of Figure 7A or 7B in a closed folded position;

Figures 9A and 9B are perspective views of a case for a smoking substitute device in positions between an open unfolded position and a closed folded position; and

Figure 9C is a side view of the case of Figures 9A and 9B in a closed folded position.

Detailed Description of the Invention

[0070] Aspects and embodiments of the present invention will now be discussed with reference to the accompanying figures. Further aspects and embodiments will be apparent to those skilled in the art. All documents mentioned in this text are incorporated herein by reference.

[0071] Figures 1A and 1B illustrate a smoking substitute system in the form of an e-cigarette system 101. The system 101 comprises an e-cigarette device defining a main body 102 of the system 101, and a smoking substitute apparatus in the form of an e-cigarette consuma-

ble (or "pod") 103. In the illustrated embodiment the consumable 103 (smoking substitute apparatus) is removable from the main body (e-cigarette device), so as to be a replaceable component of the system 101. In other words, the e-cigarette system 101 is a closed system.

[0072] As is apparent from Figures 1A and 1B, the consumable 103 is configured to engage the main body 102. Figure 1A shows the main body 102 and the consumable 103 in an engaged state, whilst Figure 1B shows the main body 102 and the consumable 103 in a disengaged state. When engaged, a portion of the consumable 103 is received in a cavity of the main body 102 and is retained in the engaged position by way of a snap-engagement mechanism. In other embodiments, the main body 102 and consumable 103 may be engaged by screwing one into (or onto) the other, through a bayonet fitting, or by way of an interference fit.

[0073] In the illustrated embodiment, the consumable 103 is a "single-use" consumable 103. That is, upon exhausting an e-liquid from the consumable 103, the intention is that the user disposes of the entire consumable 103. In other embodiments, the e-liquid (i.e. aerosol former) may be the only part of the system that is truly "single-use". That is, the tank may be refillable with e-liquid or the e-liquid may be stored in a non-consumable component of the system. For example, the e-liquid may be stored in a tank located in the main body or stored in another component that is itself not single-use (e.g. a refillable cartomizer).

[0074] The power source of the main body 102 may be in the form of a battery (e.g. a rechargeable battery). The main body 102 may comprise a connector in the form of e.g. a USB port for recharging this battery. The main body 102 may also comprise a controller that controls the supply of power from the power source to the main body electrical contacts. In this way, the smoking substitute system 101 may only activate under certain conditions (e.g. during a puff and/or only when the system is in an active state).

[0075] Although not shown, the main body 102 and consumable 103 may comprise a further interface which may, for example, be in the form of an RFID reader, a barcode or QR code reader. This interface may be able to identify a characteristic (e.g. a type) of a consumable 103 engaged with the main body 102. In this respect, the consumable 103 may include any one or more of an RFID chip, a barcode or QR code, or memory within which is an identifier and which can be interrogated via the interface.

[0076] Figure 2A illustrates a case 200 for holding a smoking substitute device, such as the smoking substitute device 101 of Figures 1A and 1B. Specifically, case 200 is a travel case for protecting a smoking substitute device 101 (in a user's pocket or bag, for example). As shown in Figure 2A, case 200 can hold two smoking substitute devices 101.

[0077] A main body 202 of case 200 is formed from a single sheet of material with a crease 204 down the centre

of the single sheet of material. The crease 204 is formed from a weakened or thinned line of the material of the main body 202. The crease 204 separates a front cover 206 of the main body 202 from a back cover 208 of the main body 202. In other words the crease 204 divides the main body 202 into two equally sized and shaped portions; the front cover 206 and the back cover 208.

[0078] As best shown in Figure 3, the case 200 can be folded along the crease 204 so that the front cover 206 lies flat against the back cover 208. As the front cover 206 and back cover 208 have substantially the same size and shape, the front cover 206 and back cover 208 fold about the crease 204 to overlie one another.

[0079] The case 200 has a clasp for securing the case 200 in the closed folded position. The clasp comprises a tab 210 attached to the back cover 208 of the main body 202 of the case. In the closed folded position, the tab is configured to secure the back cover 208 to the front cover 206. Specifically, in the present embodiment, the tab comprises a magnet which is attracted to and attaches to a magnet positioned in the front cover 206 in the folded position. In alternative embodiments, the clasp may be a popper, button, or other fastener, such as Velcro™. In further alternative embodiments, tab 210 may be attached to the front cover 206 of the main body 202 of the case.

[0080] The back cover 208 comprises two recesses 212, each recess sized to support a smoking substitute device 101. Figure 4 shows the case 200 having only one smoking substitute device 101 positioned in its corresponding recess 212 such that one recess 212 is empty. Each recess 212 is sized and shaped to correspond to the size and shape of the smoking substitute device 101 for which it is designed to retain and support. Specifically, recess 212 for smoking substitute device 101 has substantially the same outline-shape, profile and size as smoking substitute device 101. Therefore, the smoking substitute device 101 sits in recess 212 and is supported by the recess 212. The recesses 212 are formed on the inner surface of the back cover 208, such that in the closed folded position, the smoking substitute devices 101 are retained inside the case 200.

[0081] Each smoking substitute device 101 is further supported in (i.e. retained and held in) its corresponding recess by a retainer. In Figure 2A and Figure 4, each retainer is an elasticated strap 214 which straddles (i.e. spans a width of) the recess 212. The elasticated strap 214 holds the smoking substitute device 101 in the recess 212, so that the smoking substitute device 101 does not move within the case 200. The elasticated strap 214 may be fixed to either side of the recess to form an elasticated collar (or loop) for grasping (e.g. a width of) the smoking substitute in the recess.

[0082] In an alternative embodiment, as shown in Figure 2B, the retainer is a snap-fit clasp 216. The snap-fit clasp 216 is formed from an arm positioned either side of the recess 212. The arms are resiliently biased so that when the smoking substitute device 101 is positioned in

the recess 212, the arms hold (i.e. secure) the smoking substitute device 101 in the recess 212. In Figure 2B, each recess has two snap-fit clasps 216 (i.e. two pairs of arms), although in other embodiments, each recess may only have one snap-fit clasp, or may have more than two snap-fit clasps.

[0083] It is to be understood that each recess may have two or more retainers. For example, each recess may have two or more elasticated straps. Furthermore, each recess may have a combination of elasticated straps and snap-fit clasps.

[0084] Figures 5A, 5B and 6 illustrate a case 300 having many of the same features as the case 200 of Figure 2A. However, case 300 additionally includes a plurality of recesses for retaining accessories for the smoking substitute device 101. These additional recesses are formed on the front cover 206. Specifically, case 300 includes a recess 312 for retaining a charger 314 of the smoking substitute device, and two recesses 316 each for retaining a spare consumable 103 (i.e. pod) of the smoking substitute device 101.

[0085] As shown in Figure 6, similarly to the recesses 212 for retaining the smoking substitute device 101, the recesses 314, 316 for retaining the smoking substitute accessories have a corresponding shape, profile and size to the accessory they are configured to retain. For example, as shown in Figure 6, recess 312 has the same outline-shape, profile and size as the charger 314. Recess 316 has substantially the same outline-shape, profile and size as the consumable 103.

[0086] The accessories are further supported in (i.e. held and retained in) their corresponding recess 312, 316 by a retainer. In Figure 5A, an elasticated strap 320 retains the accessory in its respective recess 312, 316. Similarly to the elasticated strap 214 for retaining the smoking substitute device 101 in the recess 212, the elasticated strap 320 straddles (i.e. spans) the recess 312, 316. In Figure 5B, each recess 312, 316 for an accessory has a snap-fit clasp 322. Similarly to the snap-fit clasp 216 for retaining the smoking substitute device 101, the snap-fit clasp 322 for retaining each accessory is formed from an arm positioned either side of the recess 312, 316. The arms are resiliently biased so that when the accessory is positioned in the recess 312, 316, the arms secure the accessory in the recess 312, 316.

[0087] Although Figures 5A, 5B and 6 illustrate a case 300 having 3 recesses for accessories, any number of recesses for accessories and/or further smoking substitute devices may be formed in the front cover 206.

[0088] The crease 204 of Figures 2-6 may be formed from two parallel folding lines spaced apart from one another such that crease 204 has a width. In this way, crease 204 has a thickness so that space is provided in the interior of the case for the smoking substitute device(s) (and accessories).

[0089] Figures 7A and 7B illustrate a case 400 for a smoking substitute device 101, in an open unfolded position. A main body 402 of the case 400 is formed from

a single sheet of material. The main body 402 is partitioned into four equal portions by three creases 404. The creases 404 are formed from weakened or thinned lines of the material of the main body 402. The creases 404 separate the main body 402 into a front cover 406, a back cover 408, a first additional cover 410 and a second additional cover 412. The front cover 406 and the back cover 408 are positioned between the two additional covers 410, 412.

[0090] Similarly to cases 200, 300 as previously described, the back cover 408 of case 400 has a recess 422 for retaining a smoking substitute device 101. Figure 7A illustrates the case 400 with a smoking substitute device 101 positioned in the recess 422, whereas Figure 7B illustrates the case 400 without a smoking substitute device positioned in the recess 422. The recess 422 is sized to support the smoking substitute device 101 to secure the smoking substitute device 101 in a predetermined location in the case. The recess 422 has substantially the same outline-shape, profile and size as the smoking substitute device 101.

[0091] In Figure 7B, the case 400 additionally includes a recess 424 for an accessory, wherein the recess 424 is formed in the front cover 406 of the case 400. In the example shown in Figure 7B, the recess 424 is shaped to retain a consumable 103 of the smoking substitute device 101, although in other embodiments, the recess 424 may be shaped to retain another accessory, or another smoking substitute device. In alternative embodiments, the front cover 406 may have any number of recesses 424 formed therein, for retaining any number of additional smoking substitute devices 101 or accessories for the smoking substitute device 101. Also, in some embodiments, the back cover 408, the first additional cover, and/or the second additional cover may have one or more recesses formed therein, each for retaining a smoking substitute device or a smoking substitute device accessory.

[0092] Similarly to cases 200, 300 as described above, the smoking substitute device 101 and/or the accessories are supported and held in the recesses 422, 424 by a retainer. In Figures 7A, 7B and 8A, the retainer is an elasticated strap 430. However, the retainer may also be a snap-fit clasp similar to the snap-fit clasp described above. Similarly to as described above in relation to cases 200, 300, each recess may have one or more retainers and may have a combination of elasticated straps and snap-fit clasps.

[0093] Figures 8A-8C show the case 400 of Figures 7A and 7B transitioning from an open unfolded position to a closed folded position. The case 400 folds along each of the three creases 404 to form three opposing surfaces on the inside of the case 400. Specifically, the front cover 406, back cover 408, and the two additional covers 410, 412 fold towards each other, and the two additional covers 410, 412 overlap one another. The overlap of the two additional covers 410, 412 is illustrated in the transition between the positions shown in Figure

8B and 8C. This overlap of the two additional covers 410, 412 seals the case 400 closed.

[0094] In the closed folded position as shown in Figure 8C, a cross-section of the case 400 is a triangle. Specifically, a cross-section of the case in a direction perpendicular to the elongate length of the case 400, is an equilateral triangle. This is because each of the front cover 406, back cover 408 and two additional covers 410, 412 have the same shape and size.

[0095] Although not shown in the drawings, the first and second additional covers 410, 412 may be attachable to one another by fastening means in order to secure the case 400 in the closed folded position. The fastening means may be a pair of magnets, a popper or an alternative fastener.

[0096] In an alternative embodiment, case 400 may have a front cover, a back cover and a first additional cover (i.e. not have a second additional cover). In other words, the main body may be partitioned into three equal portions by two creases, wherein the creases are formed from weakened or thinned lines of the material of the main body. The back cover may be positioned between the front cover and the first additional cover. In this embodiment, the case may fold along each of the two creases to form three opposing surfaces on the inside of the case. The front cover and the first additional cover may fold towards each other and be fastened together by a fastener into the closed position.

[0097] Figures 9A and 9B show case 400 in a partially open unfolded state. The case 400 as shown in Figures 9A and 9B is suitable for holding two smoking substitute devices 101. Figure 9C shows case 400 in the closed folded position.

[0098] The single sheet of material forming the main body 202, 402 of cases 200, 300, 400 may be formed from a flexible material. Alternatively, the main body may be formed from a stiff material.

[0099] Preferably, the main body 202, 402 is formed from a waterproof material, such as leather. Alternatively the main body 202, 402 may be coated in leather.

[0100] The inside of the case i.e. the opposing surfaces on the inside of the case 200, 300, 400 may have a roughened texture. For example, the opposing surfaces may be formed from a felt-like or rubberised material to increase the frictional force between the case and the smoking substitute device/accessories. In particular, the recesses may be have a roughened texture (i.e. be textured to increase friction). The material on the inside of the case 200, 300, 400 may be softer than the material on the outside of the case 200, 300, 400.

[0101] The snap-fit clasp may be formed from plastic, or a rubberised material, for example.

[0102] For completeness, the first recess formed in the first opposing surface may be formed in the front cover or the back cover of the case. Alternatively, where the case has a first additional cover, the first recess formed in the first opposing surface may be formed in the first additional cover. Where the case has a second additional

cover, the first recess formed in the first opposing surface may be formed in the second additional cover.

[0103] The first opposing surface may have one or more recesses formed therein. The one or more recesses in the first opposing surface may each be for retaining a smoking substitute device or a smoking substitute device accessory. For example, the first opposing surface may comprise a recess for a smoking substitute device and a recess for a smoking substitute device accessory.

[0104] In some embodiments, the second opposing surface may have one or more recesses formed therein. The second opposing surface of the case may be any cover of the case apart from that of the first opposing surface. For example, if the first opposing surface is formed on the back cover of the case, the second opposing surface may be formed on the front cover, or if applicable, the first or second additional covers. The second opposing surface may have one or more recesses formed therein. The one or more recesses in the second opposing surface may each be for retaining a smoking substitute device and/or a smoking substitute device accessory.

[0105] If the case has three opposing surfaces on an interior of the case in the folded position, one or more recesses may be formed in any of the three opposing surfaces.

[0106] The features disclosed in the foregoing description, or in the following claims, or in the accompanying drawings, expressed in their specific forms or in terms of a means for performing the disclosed function, or a method or process for obtaining the disclosed results, as appropriate, may, separately, or in any combination of such features, be utilised for realising the invention in diverse forms thereof.

[0107] While the invention has been described in conjunction with the exemplary embodiments described above, many equivalent modifications and variations will be apparent to those skilled in the art when given this disclosure. Accordingly, the exemplary embodiments of the invention set forth above are considered to be illustrative and not limiting. Various changes to the described embodiments may be made without departing from the spirit and scope of the invention.

[0108] For the avoidance of any doubt, any theoretical explanations provided herein are provided for the purposes of improving the understanding of a reader. The inventors do not wish to be bound by any of these theoretical explanations.

[0109] Any section headings used herein are for organizational purposes only and are not to be construed as limiting the subject matter described.

[0110] Throughout this specification, including the claims which follow, unless the context requires otherwise, the words "have", "comprise", and "include", and variations such as "having", "comprises", "comprising", and "including" will be understood to imply the inclusion of a stated integer or step or group of integers or steps but not the exclusion of any other integer or step or group

of integers or steps.

[0111] It must be noted that, as used in the specification and the appended claims, the singular forms "a," "an," and "the" include plural referents unless the context clearly dictates otherwise. Ranges may be expressed herein as from "about" one particular value, and/or to "about" another particular value. When such a range is expressed, another embodiment includes from the one particular value and/or to the other particular value. Similarly, when values are expressed as approximations, by the use of the antecedent "about," it will be understood that the particular value forms another embodiment. The term "about" in relation to a numerical value is optional and means, for example, +/- 10%.

[0112] The words "preferred" and "preferably" are used herein refer to embodiments of the invention that may provide certain benefits under some circumstances. It is to be appreciated, however, that other embodiments may also be preferred under the same or different circumstances. The recitation of one or more preferred embodiments therefore does not mean or imply that other embodiments are not useful, and is not intended to exclude other embodiments from the scope of the disclosure, or from the scope of the claims.

Claims

1. A case for a smoking substitute device, the case comprising a front cover and a back cover, wherein:

the front cover and the back cover are integrally formed from a same sheet of material foldable along a folding line to form two opposing surfaces on an interior of the case;
a first recess is formed in a first opposing surface of the two opposing surfaces; and
the first recess is an elongate recess for retaining the smoking substitute device.
2. The case of claim 1, further comprising a second recess formed in one of the two opposing surfaces, wherein the second recess is a recess for retaining an additional smoking substitute device or a smoking substitute device accessory.
3. The case of claim 2, wherein the second recess is an elongate recess for retaining an additional smoking substitute device, the second recess is formed on the first opposing surface, and the first and second recesses lie substantially parallel to one another along their respective lengths.
4. The case of any preceding claim, wherein a further recess is formed in a second opposing surface of the two opposing surfaces, the further recess for retaining either a further smoking substitute device, or a smoking substitute device accessory.

5. The case of any preceding claim, wherein the sheet of material is foldable along the folding line such that in the folded position, the front cover overlies the back cover to lie substantially flat against the back cover. 5
6. The case of any of claims 1 - 4, further comprising a first additional cover integrally formed from the same sheet of material as the front cover and the back cover, wherein: 10
 - the case is foldable along two folding lines to form three opposing surfaces on an interior of the case;
 - a cross-section of the case in the folded position is triangular; and 15
 - the front cover, back cover and first additional cover each form a side of the triangular shaped cross-section respectively. 20
7. The case of claim 6, further comprising a second additional cover integrally formed from the same sheet of material as the front cover, back cover and first additional cover, wherein: 25
 - the case is foldable along three folding lines to form the three opposing surfaces on an interior of the case; and
 - in the folded position, the first additional cover overlies the second additional cover to lie substantially flat against the second additional cover. 30
8. The case of claim 6 or claim 7, wherein the cross-section of the case in the folded position is an equilateral triangle. 35
9. The case of any preceding claim, further comprising a retainer for holding the smoking substitute device in the first recess. 40
10. The case of claim 9, wherein the retainer comprises an elasticated strap positioned to overlie the first recess, wherein the elasticated strap is for holding the smoking substitute device in the first recess. 45
11. The case of claim 9 or claim 10, wherein the retainer comprises a snap-fit clasp for holding the smoking substitute device in the first recess. 50
12. The case of any preceding claim, wherein the sheet of material is a flexible sheet of material.
13. The case of any preceding claim, wherein the sheet of material is formed from a water-resistant material. 55
14. The case of any preceding claim, wherein the two opposing surfaces have a roughened texture.
15. The case of any preceding claim, further comprising a clasp for securing the case into the folded position in which the front and back cover form two opposing surfaces of the interior of the case.

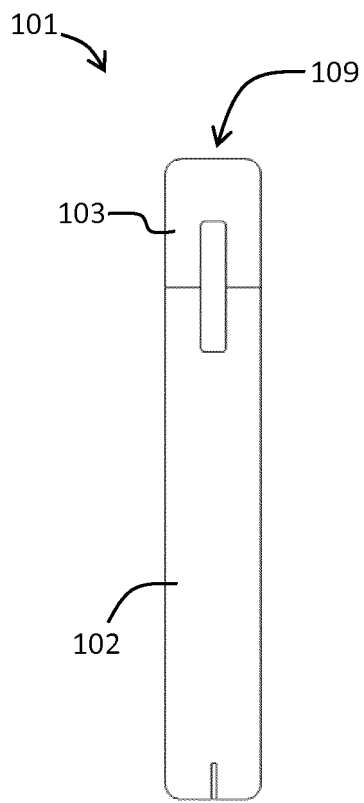


FIG 1A

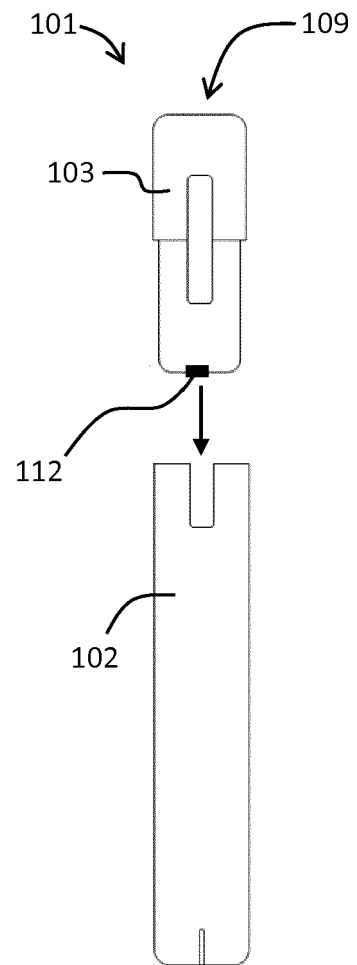


FIG 1B

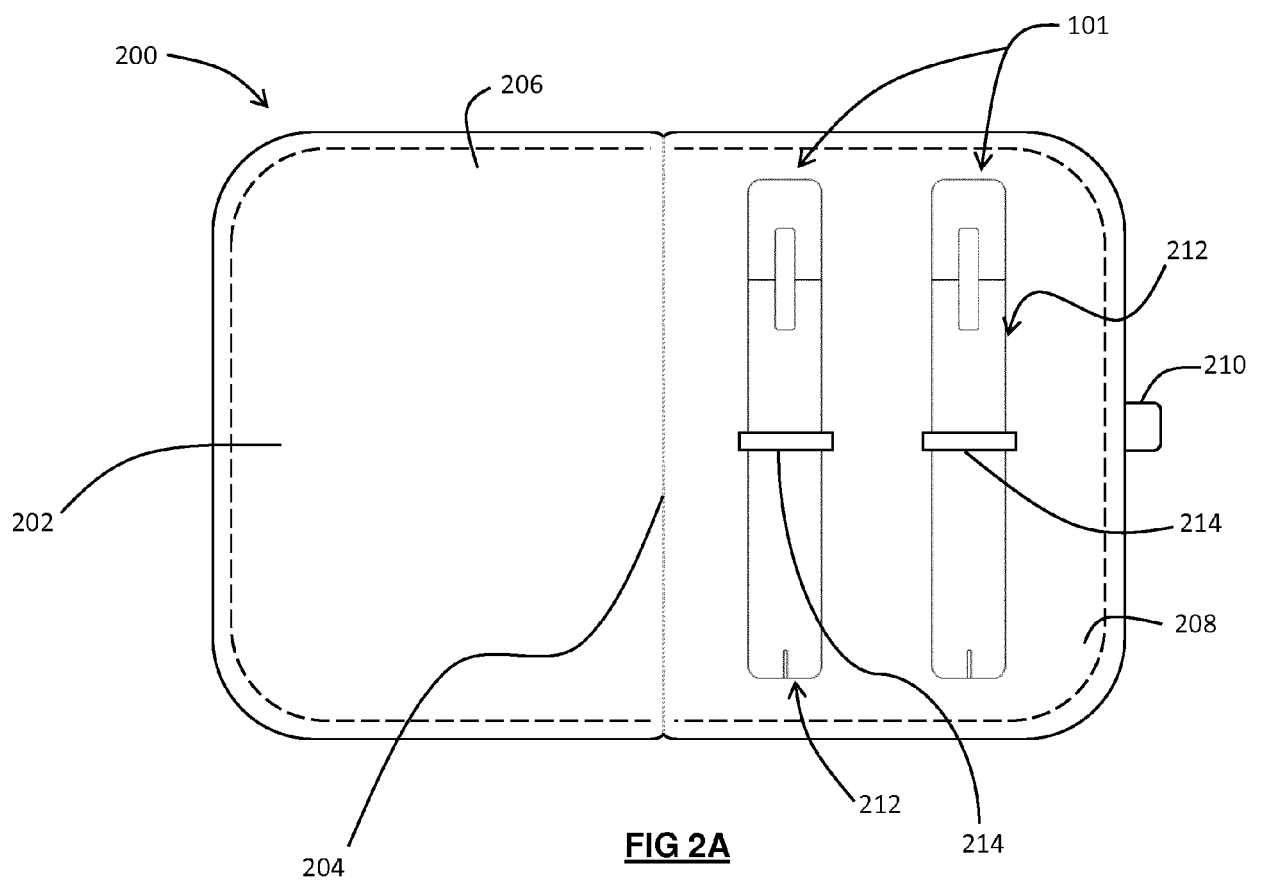
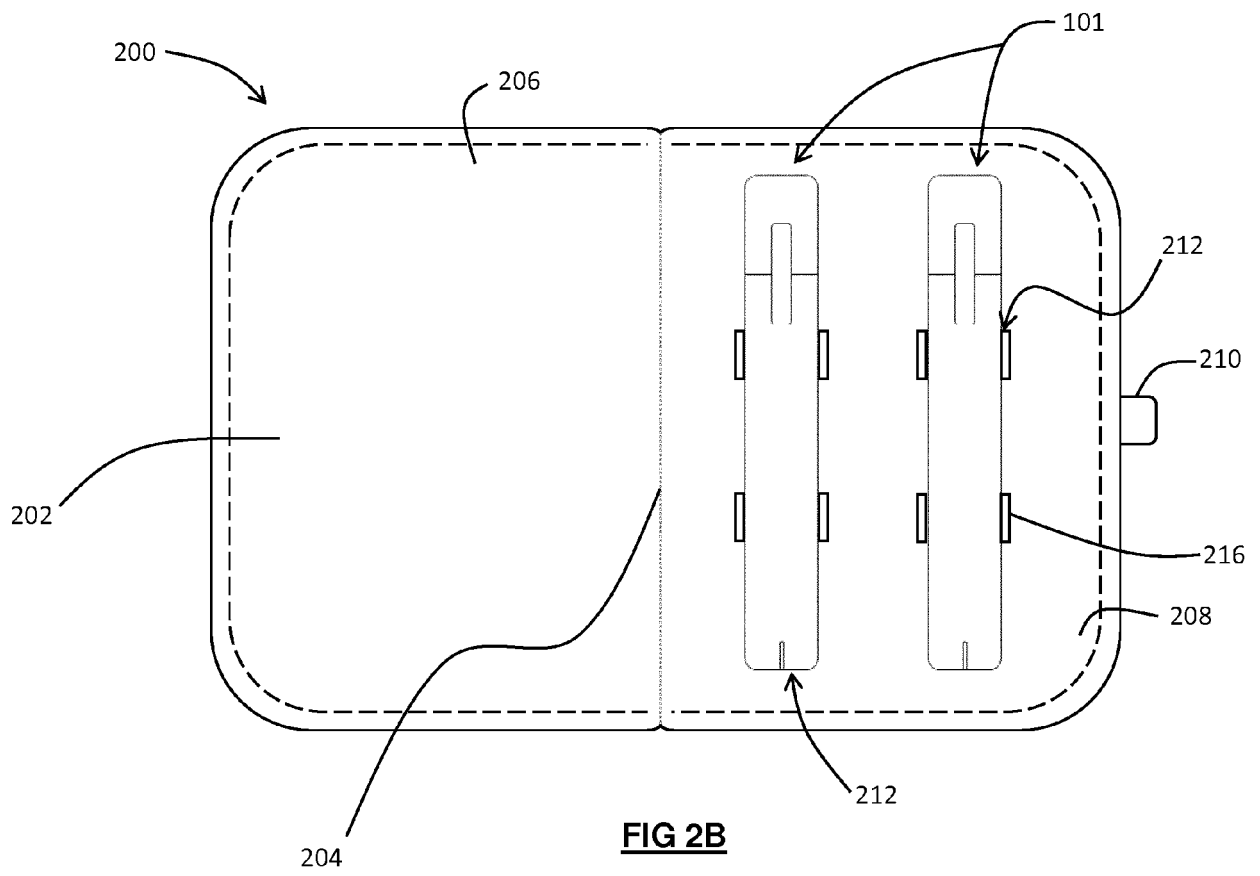


FIG 2A



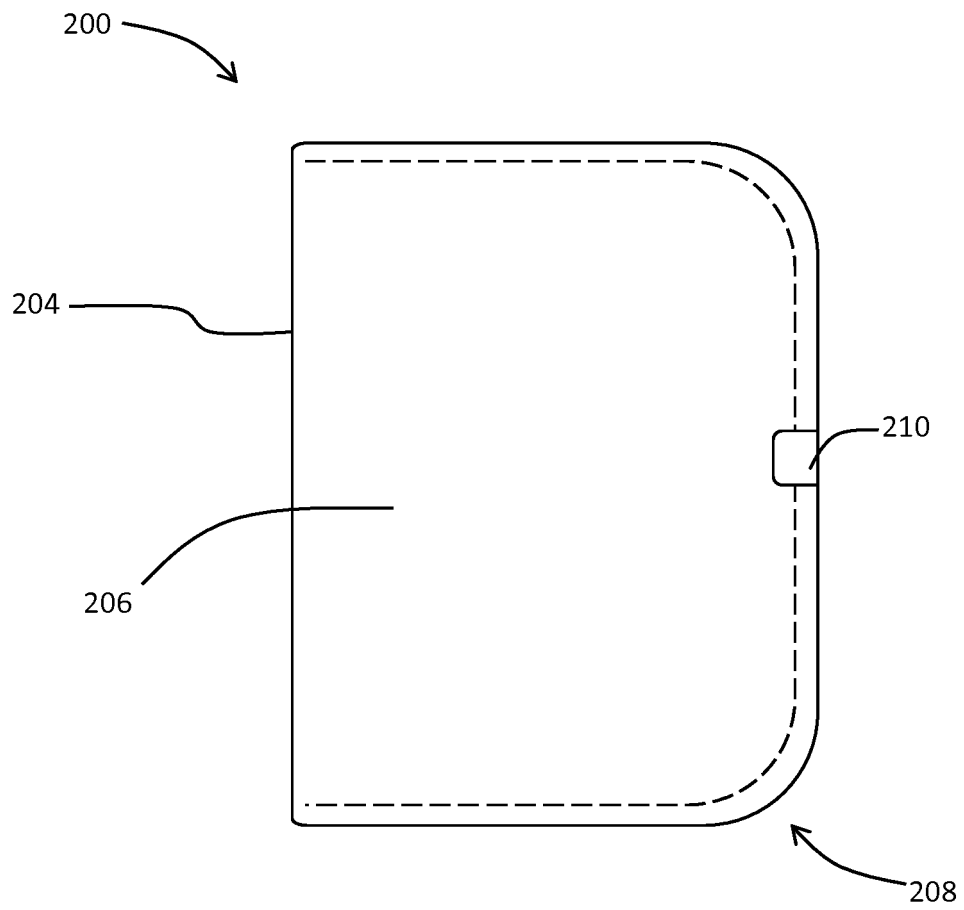
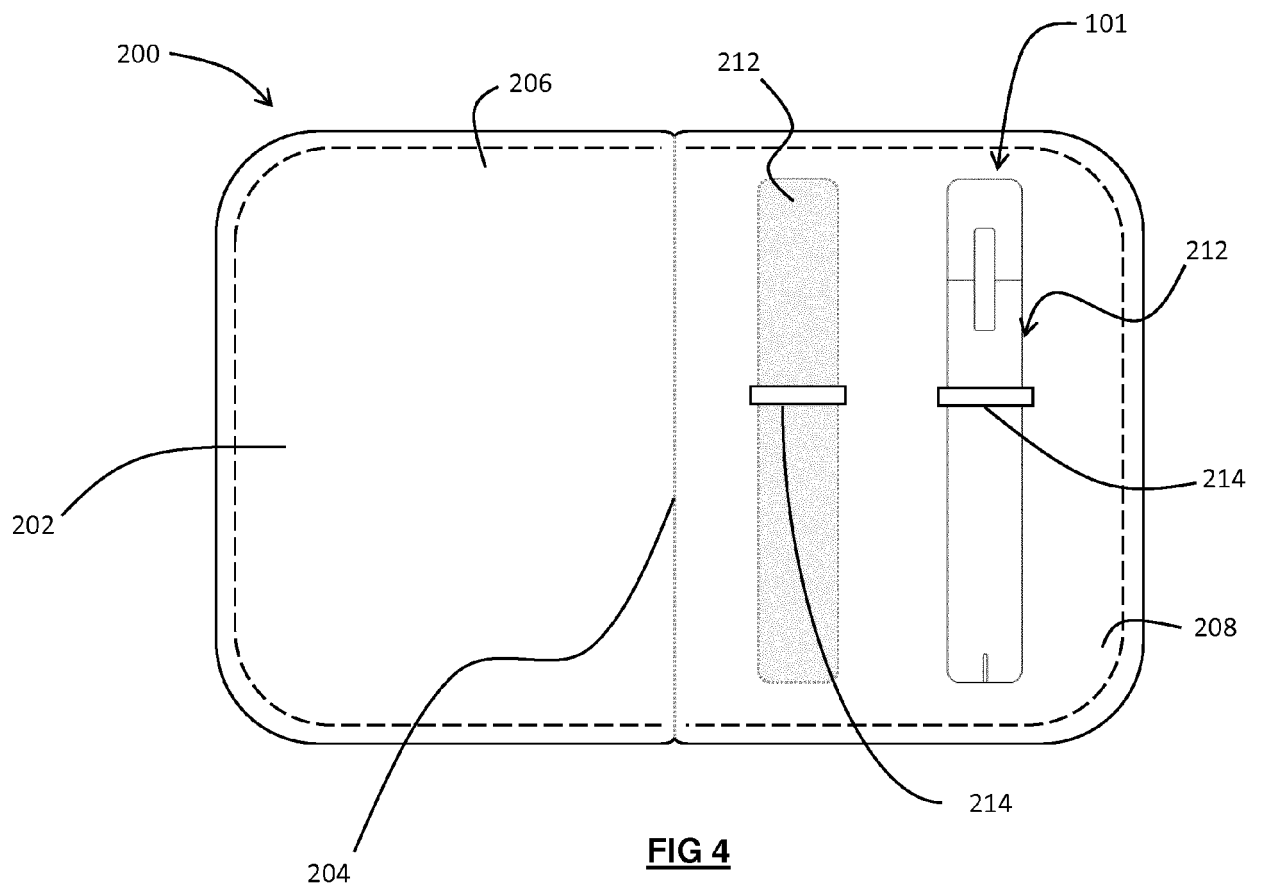


FIG 3



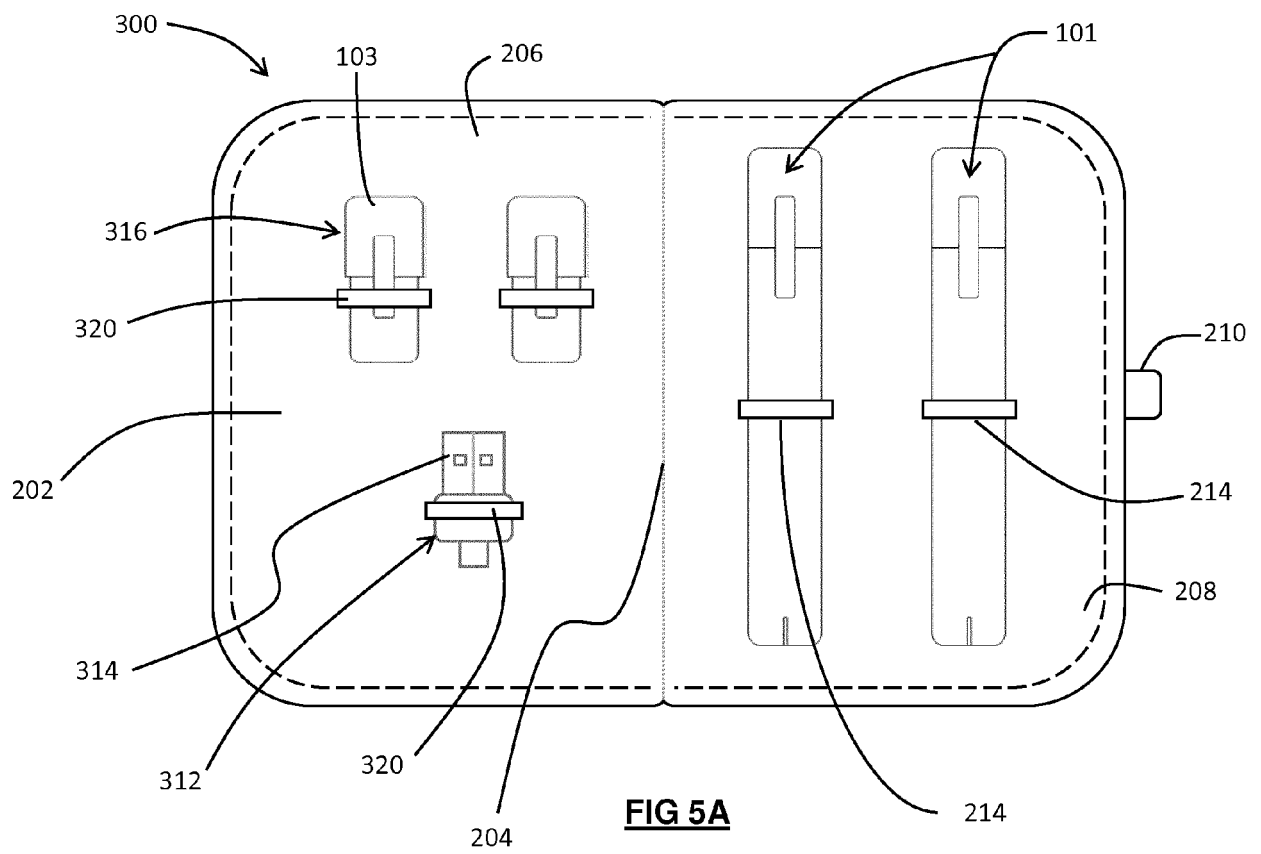
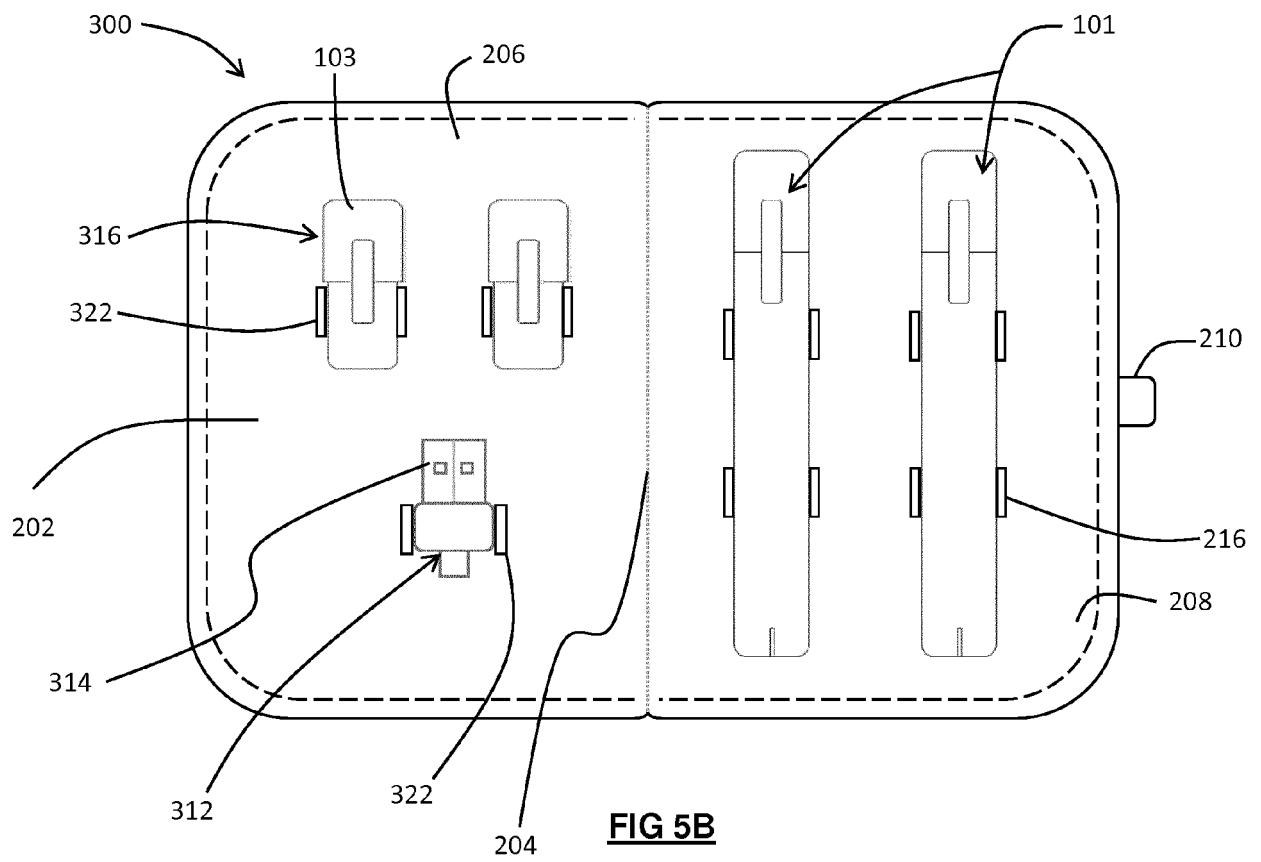
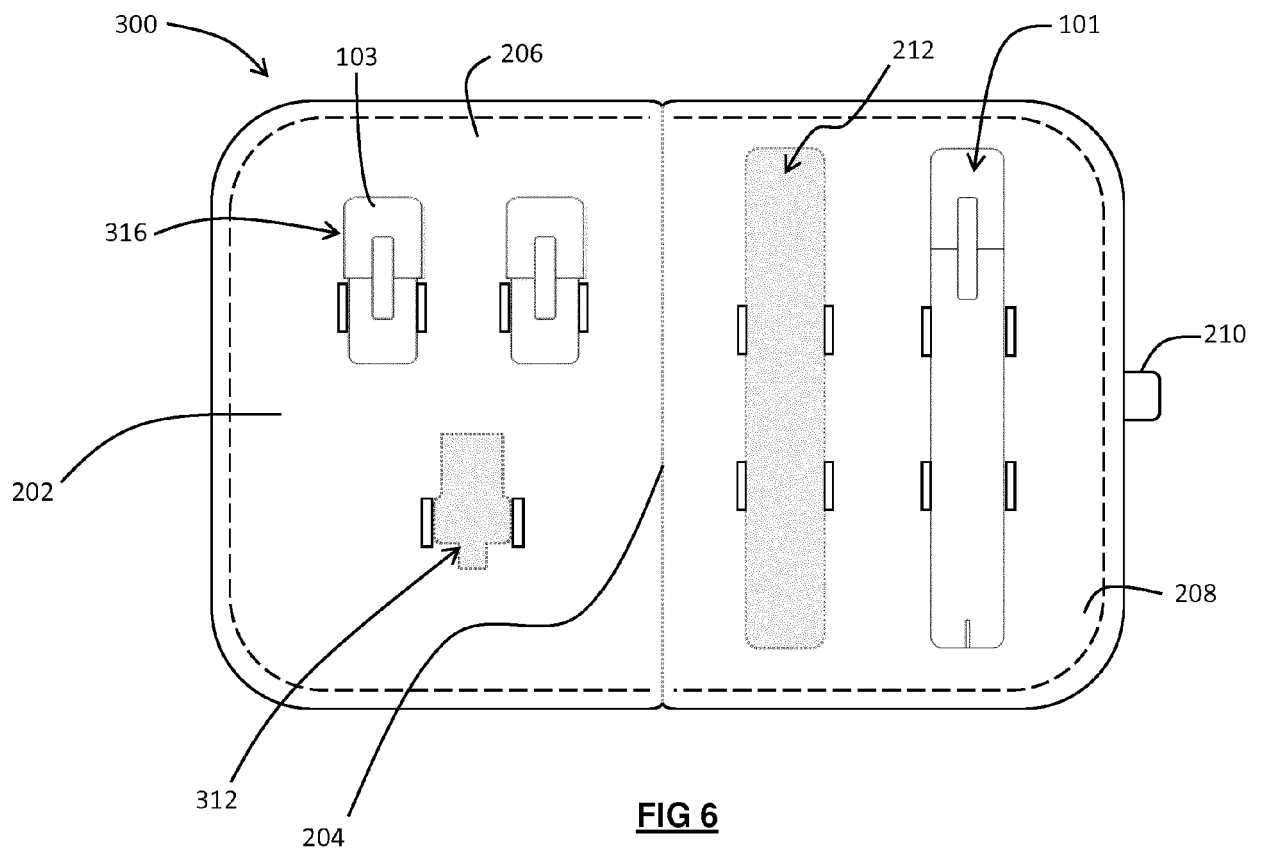


FIG 5A





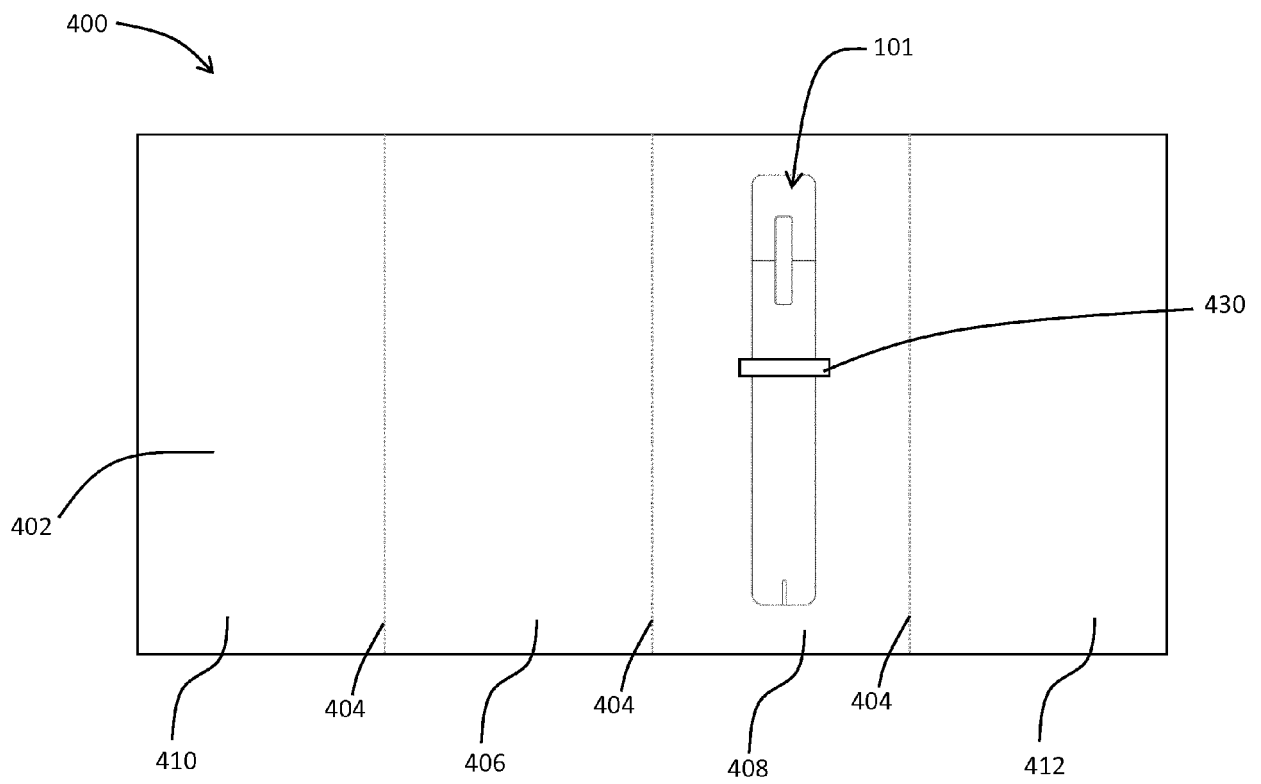


FIG 7A

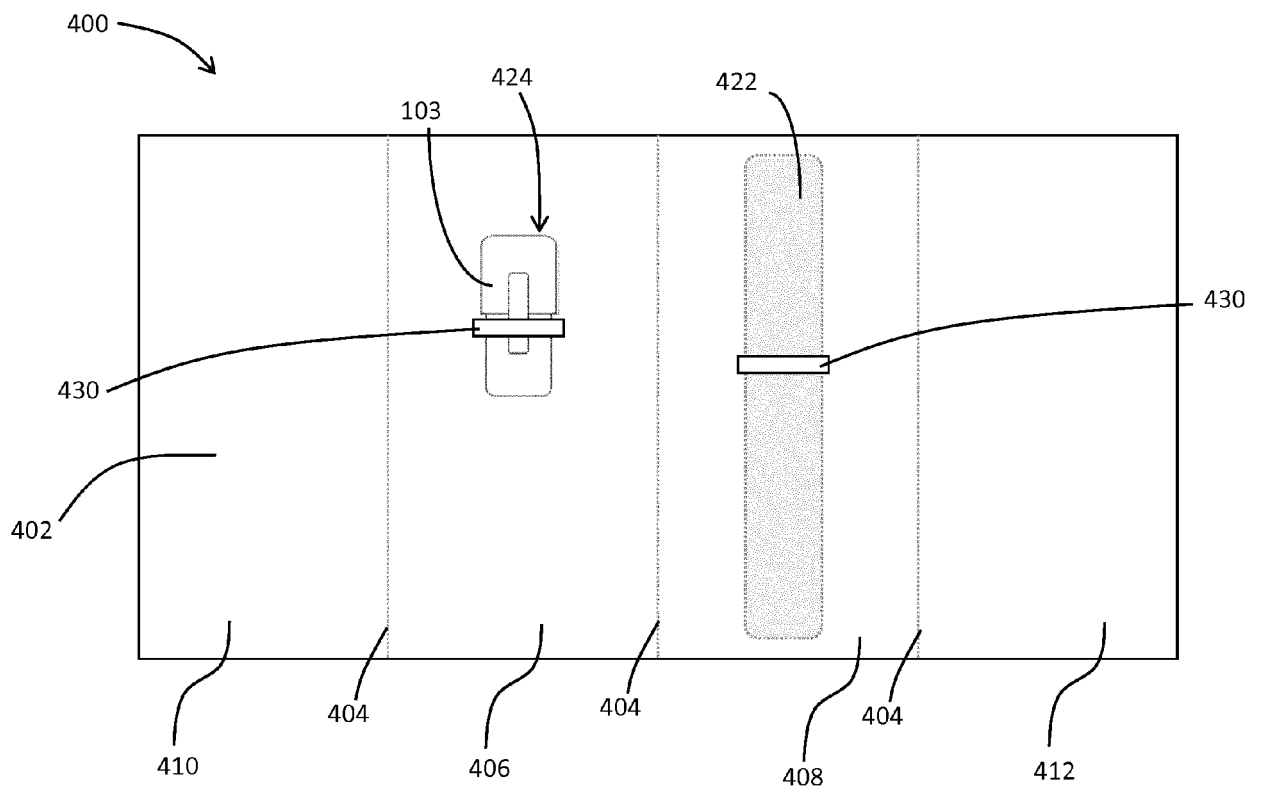


FIG 7B

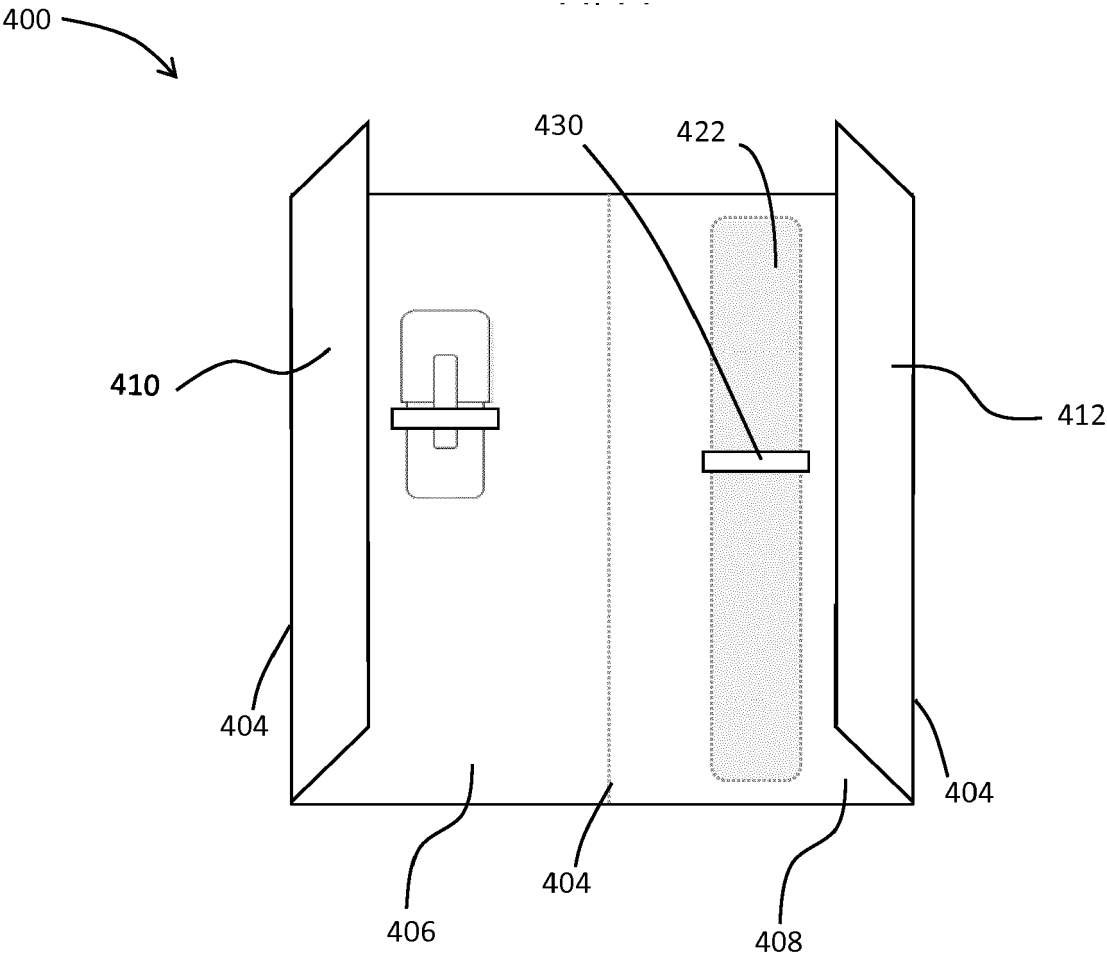


FIG 8A

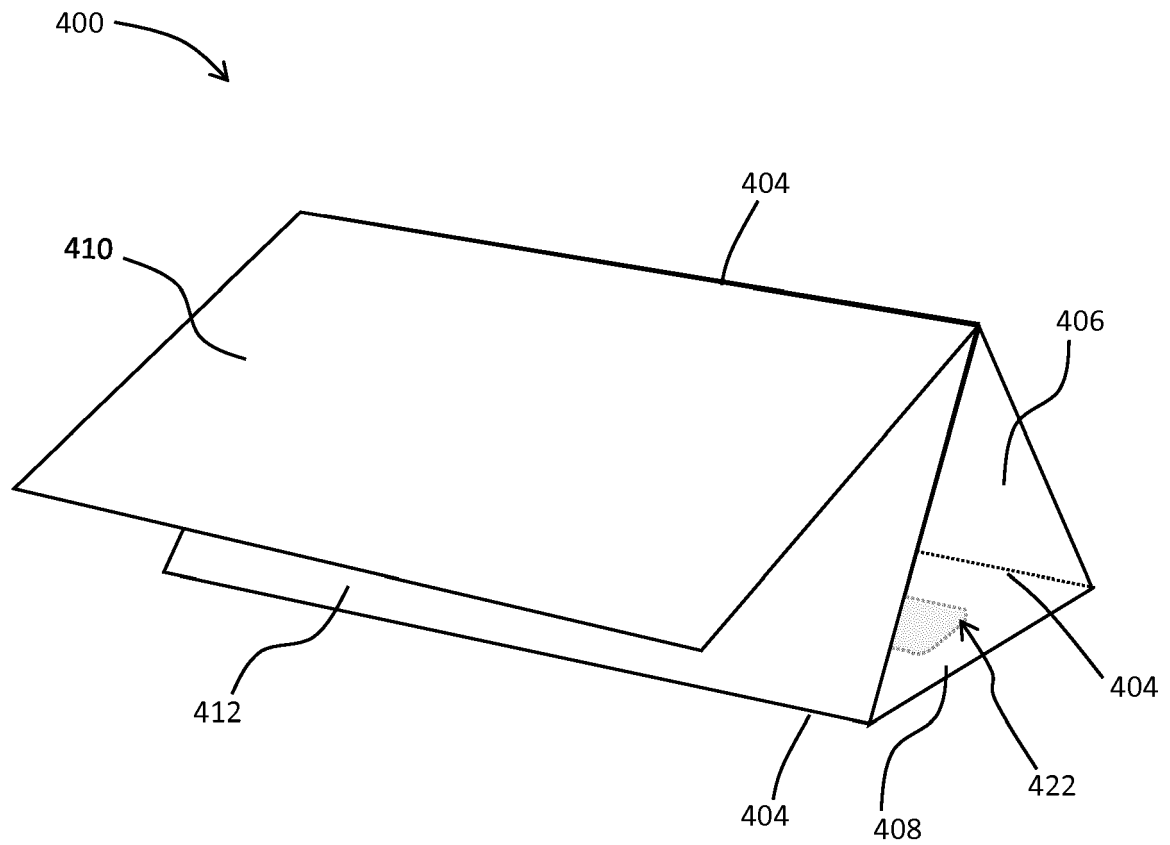


FIG 8B

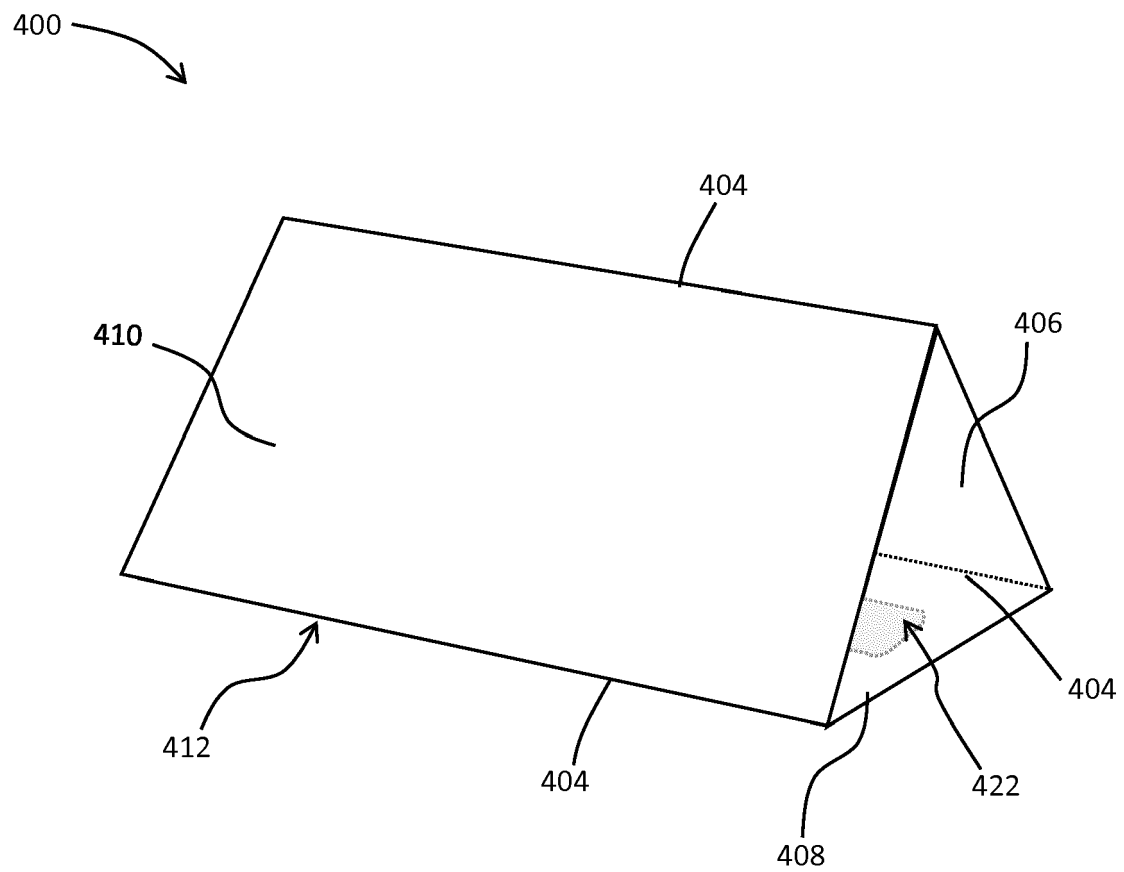
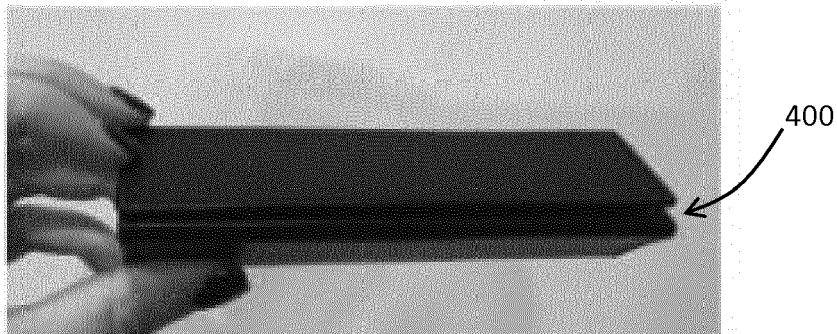
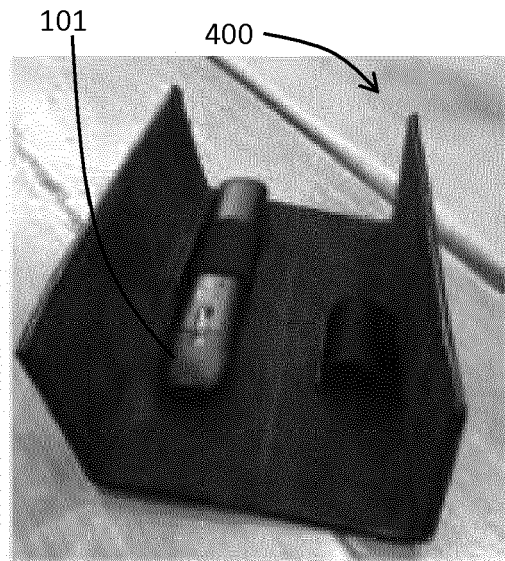
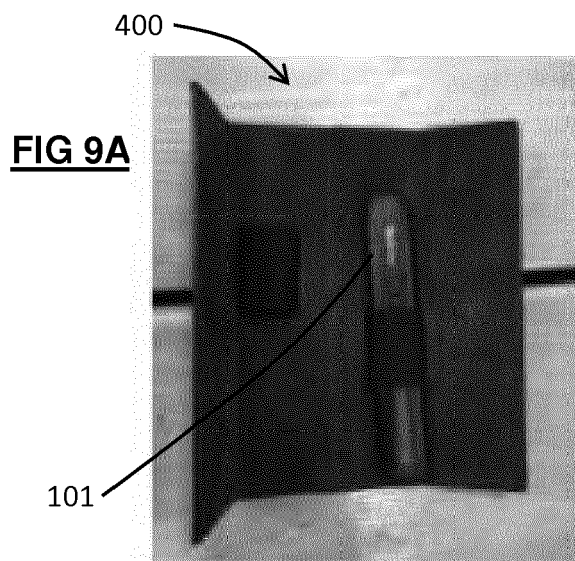


FIG 8C





EUROPEAN SEARCH REPORT

 Application Number
 EP 19 16 9067

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X	WO 2015/088744 A1 (MEADWESTVACO CORP [US]) 18 June 2015 (2015-06-18)	1,5,9, 11-13,15	INV. A24F15/12
Y	* paragraphs [0001] - [0003], [0011], [0012], [0023]; figures 2,6,8 *	2-4,6-8, 10,14	A24F47/00
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Y	* paragraphs [0002], [0074]; figures 2,3A,3B,19 *	2-4,6-8, 10,14	
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Y	* column 4, line 51 - column 5, line 16; figures 3A,3B *		
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Y	* column 2, line 36 - line 42; figures 3A,3B *		
The present search report has been drawn up for all claims			
Place of search Munich		Date of completion of the search 17 October 2019	Examiner Rückertl, Ralph
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EPO FORM 1503 03.82 (P04C01)

**ANNEX TO THE EUROPEAN SEARCH REPORT
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5 This annex lists the patent family members relating to the patent documents cited in the above-mentioned European search report.
The members are as contained in the European Patent Office EDP file on
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