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(54) **CUSTOMIZABLE ADVERTISING BAG**

(57) A container (1) for containing/storing objects comprises a display means (2) and a receiving area for the display means (2) and wherein the display means (2) is releasably attachable to the container (1).

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Description

TECHNICAL FIELD

[0001] The present invention relates to containers for storing and specifically concerned with customizing the display on the outer portion of the container for advertising and publicity without much effort.

BACKGROUND

[0002] Advertising and marketing is very important for any business strategy to survive in this era. Companies use various advertising techniques/practices to make their presence felt in the market, reach the people and for other corporate interests. However, the companies have to invest a lot on advertisement in this competitive market. The target advertisement is becoming more popular so as to reach the right audience. The advertisement needs to be changed each time as per the active audience of interest.

[0003] Today many of the advertising techniques used are quite expensive and require lots of investment as it may be targeted for a particular event or part of the event. So if you need to change the advertisement at another time for the same event you may need to change the complete base product as a whole or may need complex systems to update the advertisement on the same product. However, that is not so economical or efficient way and thus the prior art requires improvement in the way the advertisement can be changed in an easy manner without requiring any complex controls.

SUMMARY

[0004] It is an object of the present invention to provide improved advertising containers which are more durable and economical. The bags/containers are easy to manufacture as they contain no complex design, can be modified frequently as per the audience of interest with little effort and in no time.

[0005] The object of the invention is to provide an easy and economical way to adapt the outer part of a container. Adaptation of the outer part of the container is provided by an additional accessory (i.e. display means) which can be fastened, removed, or replaced easily. This display means constitute the advertising indicia to be presented to the audience. The display can be connected to the container by a suitable fastener. The fastener is made of a reusable type material that allows multiple replacements of the display. The easy fastening and removal of the display without any complex structure makes the design of the container more efficient for the end user. Since the base container remains same for every new advertisement that makes the invention much more cost effective.

[0006] According to a first aspect of the present disclosure, a container for containing/storing objects, compris-

es a display means attached to the container, wherein the display means is releasably attached to the container. The container for containing/storing objects comprises a display means and a receiving area for the display means and wherein the display means is releasably attachable to the container. The advantage of replaceable display means is that the container is suitable for different times. The user can easily change the outer display of the container.

[0007] According to a second aspect of the present disclosure, the display means is made of a flexible material. This allows easy fastening and removal from the container.

According to a third aspect of the present disclosure, the display means is attached using hook and loop type fasteners. Hook and loop type fasteners are suitable for multiple application and replacement of display means. This makes the invention cost effective.

[0008] According to a fourth aspect of the present disclosure, the container is made of a flexible material. The flexible material is a polymer. This flexible material is suitable for all kinds of backpacks, golf bags, travelling bags or similar.

[0009] Further features of, and advantages with, the present invention will become apparent when studying the appended claims and the following description. The skilled person realize that different features of the present invention may be combined to create embodiments other than those described in the following, without departing from the scope of the present invention.

[0010] These and other features and advantages of the present invention will in the following be further clarified with reference to the embodiments described hereinafter.

BRIEF DESCRIPTION OF THE DRAWINGS

[0011] The above, as well as additional objects, features and advantages of the present invention, will be better understood through the following illustrative and non-limiting detailed description of exemplary embodiments of the present invention, wherein:

Figure 1 is a schematic view of the implementation of the present invention on a bag and

Figure 2 is a front perspective view of the implementation of the present invention on a cabin trolley.

DETAILED DESCRIPTION OF EXAMPLE EMBODIMENTS OF THE INVENTION

[0012] The present invention will now be described more fully hereinafter with reference to the accompanying drawings, in which exemplary embodiments of the invention are shown. The invention may, however, be embodied in many different forms and should not be construed as limited to the embodiments set forth herein;

rather, these embodiments are provided for thoroughness and completeness. Like reference character refer to like elements throughout the description.

[0013] As mentioned in the background, the cost of advertisement is very high example, for sponsored advertisement where the target audience is of great interest. Changing the base product (here a bag) like a player holding a bag with some advertisement on it. Or the player wearing a t-shirt with some advertisement which may be a short duration advertisement for few months/ weeks/ days or till the offer lasts. Once that offer period for the product is over, the bag or t-shirt with the old advertisement may not be of much interest to the company or to the audience. This may not be economically advantageous to the company.

[0014] Thus, the invention helps to reduce the investments required for any advertisement by broadening the scope of advertisement using the same base product every time. The base product can be any container like a trolley bag, shopping bag, travelling bag, backpack, sports bag, or anything similar.

[0015] The invention can be useful for identification, example during a football tournaments, different teams can use the display means that could have team name and/or team logo and/or team flag, or any other identification mark for the team.

[0016] With reference to figure 1 the base container 1 as per the first aspect of the present invention has a fastener not limited to hook and loop type fastener which is embodied/integrated on the surface of the base container 1. When the user wants to have some particular tag/mark like company's logo on the office bag, it can use the display means 2 with company's logo which is hooked to the fastener on the bag. The display 2 can be made of any material like textile, a polymer strip, or similar. At the other instance, when the user is on vacations from the office and travelling somewhere, the display means 2 can easily be removed and replaced with a new display having some slogans, design or any customized indicia by the user themselves.

[0017] With reference to figure 2 the base container 1 as per the first aspect of the present invention has a fastener integrated on the surface of the base container 1, in this case a cabin trolley. When the user wants to have some particular tag/mark to immediately recognize the cabin trolley, it can use a display means 2 with a specific colour or pattern which is hooked to the fastener on the bag. The display 2 can be made of any material like textile, a polymer strip, or similar. At the other instance, when the user is on vacations from the office and travelling somewhere, the display means 2 can easily be removed and replaced with a new display having some slogans, design or any customized indicia by the user themselves.

[0018] The invention is easy to implement and very cost effective. It does not require any complex structure to remove and replace the display from the base structure. Apart from that it is very time efficient to use it at any time, by simply using hook and loop type fastener to

fasten any type of display mark. Display mark can be any kind of word mark, logo mark, slogans, trademark, design, emblem, image, or similar. The container and the display can be made of any flexible material like a polymer/textile to any other complex composite material.

[0019] Apart from the embodiment presented in the patent application, the spirit and scope of the invention should not be limited by the above description.

[0020] It is to be understood that the present invention is not limited to the embodiments described above and illustrated in the drawings; rather, the skilled person will recognize that many changes and modifications may be made within the scope of the appended claims. For example, the container can be a hard shell suitcase.

Claims

1. A container (1) for containing/storing objects, **characterized in that** it comprises a display (2) means and a receiving area for the display means (2) and wherein the display means (2) is releasably attachable to the container (1).
2. The container (1) according to claim 1, wherein the display means (2) is made of a flexible material.
3. The container (1) according to claim 1, wherein the display means (2) is attached using hook and loop type fasteners.
4. The container (1) according to claim 1, wherein said container (1) is made of a flexible material.
5. The container (1) according to claim 4, wherein the flexible material is a polymer.

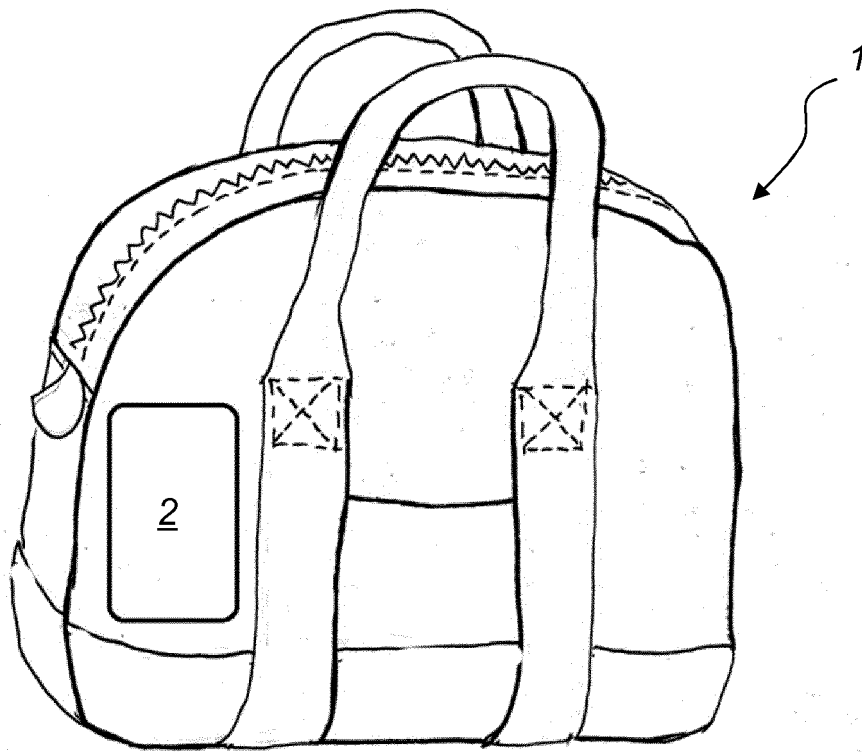


Fig. 1

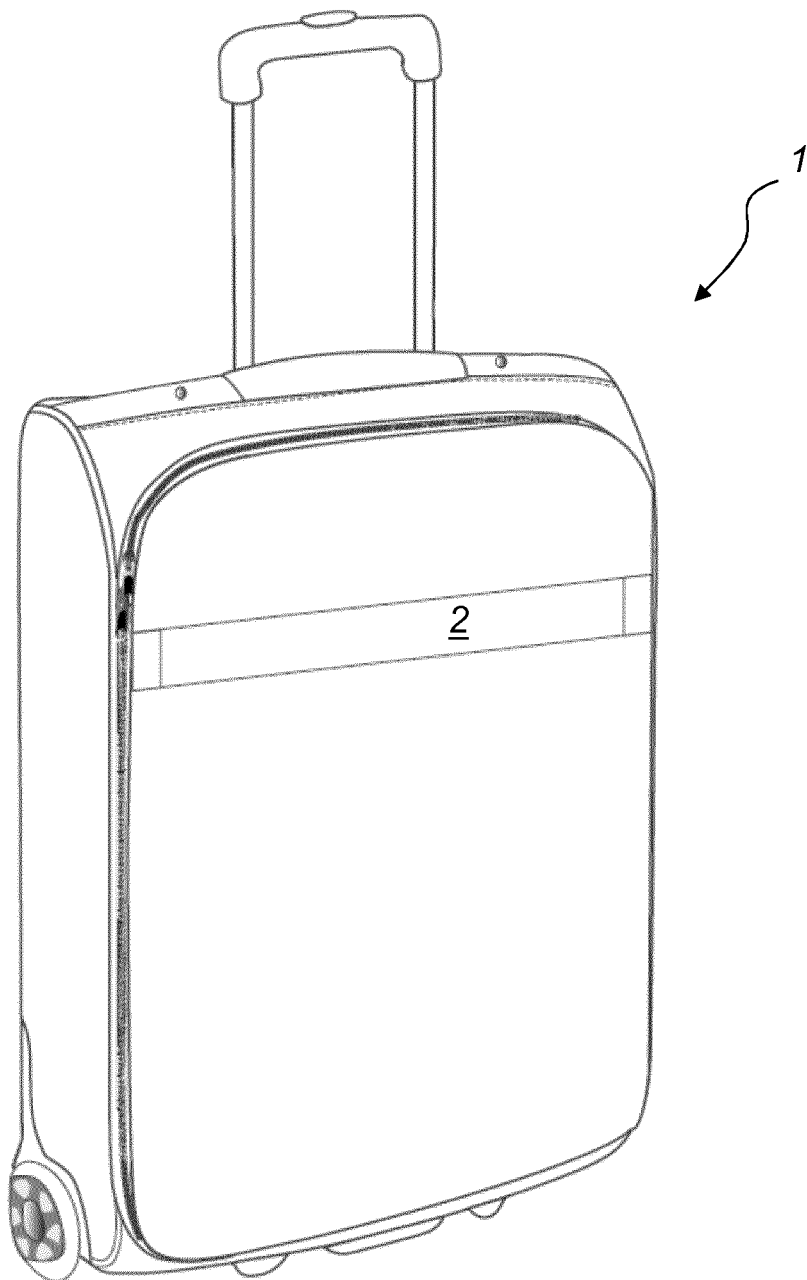


Fig. 2



EUROPEAN SEARCH REPORT

Application Number
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EPO FORM 1503 03.82 (P04C01)

DOCUMENTS CONSIDERED TO BE RELEVANT			
Category	Citation of document with indication, where appropriate, of relevant passages	Relevant to claim	CLASSIFICATION OF THE APPLICATION (IPC)
X	US 2005/067246 A1 (TEICHER BRUCE [US] ET AL) 31 March 2005 (2005-03-31) * abstract; figures 1-7 *	1-5	INV. A45C13/08 G09F7/12 A45C13/00
X	US 2013/032502 A1 (ANDERSON SETH [US] ET AL) 7 February 2013 (2013-02-07) * abstract; figures 1-7 *	1-5	
X	WO 2004/012825 A1 (WEST COAST TRENDS INC [US]) 12 February 2004 (2004-02-12) * abstract; claims 1-4,9; figures 1-6 *	1-5	
			TECHNICAL FIELDS SEARCHED (IPC)
			A45C G09F A63B
The present search report has been drawn up for all claims			
Place of search The Hague		Date of completion of the search 6 December 2019	Examiner Longo dit Operti, T
CATEGORY OF CITED DOCUMENTS X : particularly relevant if taken alone Y : particularly relevant if combined with another document of the same category A : technological background O : non-written disclosure P : intermediate document T : theory or principle underlying the invention E : earlier patent document, but published on, or after the filing date D : document cited in the application L : document cited for other reasons & : member of the same patent family, corresponding document			

**ANNEX TO THE EUROPEAN SEARCH REPORT
ON EUROPEAN PATENT APPLICATION NO.**

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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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06-12-2019

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