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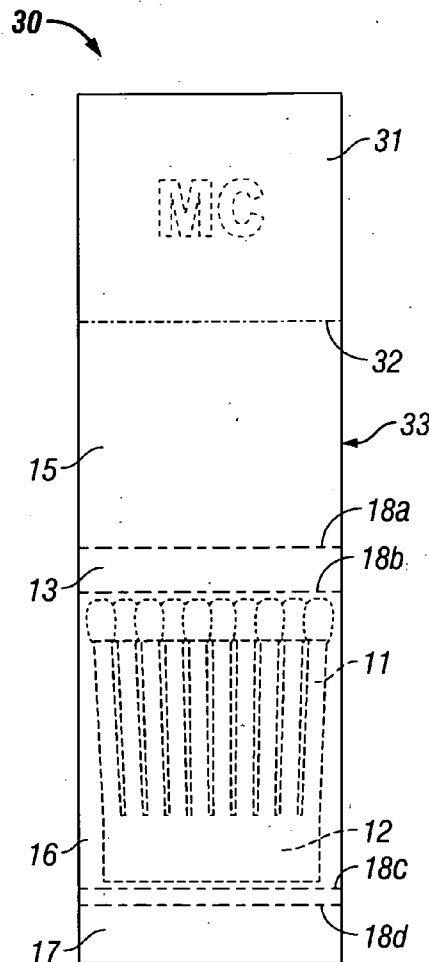
(19) **United States**(12) **Patent Application Publication**
Thuesen et al.(10) **Pub. No.: US 2013/0062227 A1**(43) **Pub. Date: Mar. 14, 2013**(54) **MATCH CONTAINERS HAVING
MANUFACTURER COUPONS****Publication Classification**(76) Inventors: **Marcus L. Thuesen**, Houston, TX (US);
Lejo C. Brana, Houston, TX (US);
Richard D. Booker, Houston, TX (US)(51) **Int. Cl.**
A24F 27/12 (2006.01)
C06F 5/00 (2006.01)
A24F 27/00 (2006.01)(21) Appl. No.: **13/374,477**(52) **U.S. Cl.**
USPC **206/103**; 206/102; 53/395(22) Filed: **Dec. 29, 2011****Related U.S. Application Data**

(60) Continuation-in-part of application No. 13/373,159, filed on Nov. 7, 2011, now Pat. No. 8,266,876, which is a division of application No. 11/893,252, filed on Aug. 15, 2007, now Pat. No. 8,087,214, which is a continuation of application No. 10/980,547, filed on Nov. 3, 2004, now abandoned.

(60) Provisional application No. 61/569,751, filed on Dec. 12, 2011, provisional application No. 61/567,112, filed on Dec. 5, 2011, provisional application No. 61/564,277, filed on Nov. 28, 2011.

(57) **ABSTRACT**

Improved match containers having removable coupon sheets are provided for. The match container comprises a plurality of matches packaged in the container and a coupon sheet. The coupon sheet provides a substrate on which the manufacturer coupon is imprinted. It is removable from the container by a consumer for redemption of the manufacturer coupon. The manufacturer coupon further includes machine readable code associated with the manufacturer coupon to facilitate the automated processing of the manufacturer coupon. Improved methods for distributing manufacturer coupons via the novel match containers also are provided for.



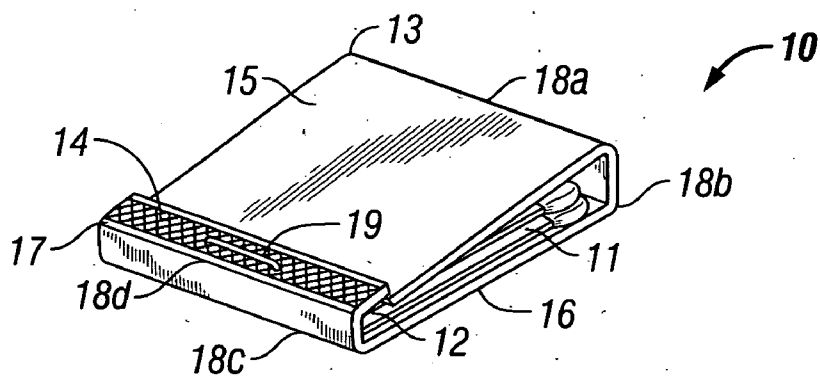


FIG. 1
(Prior Art)

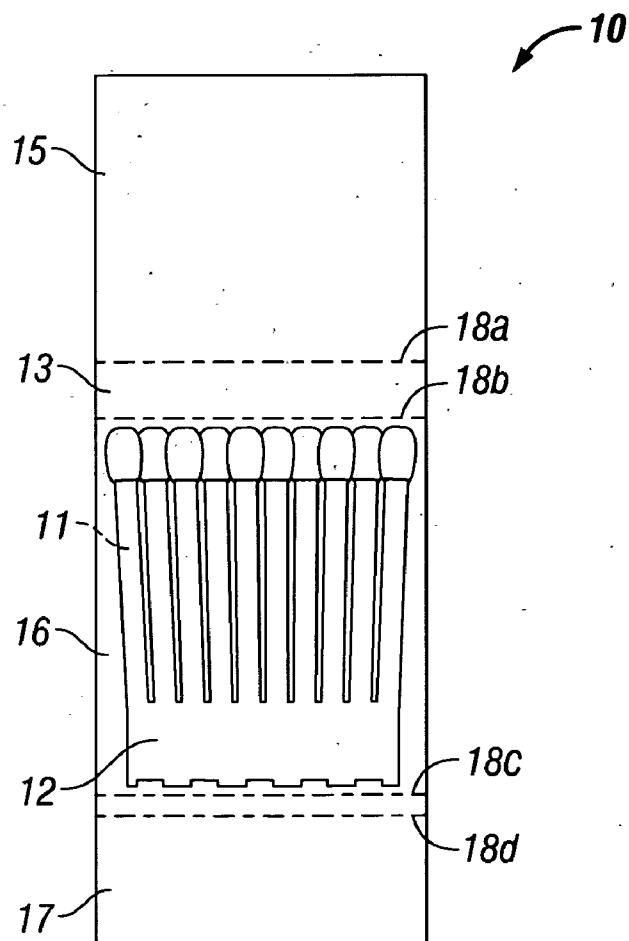


FIG. 2
(Prior Art)

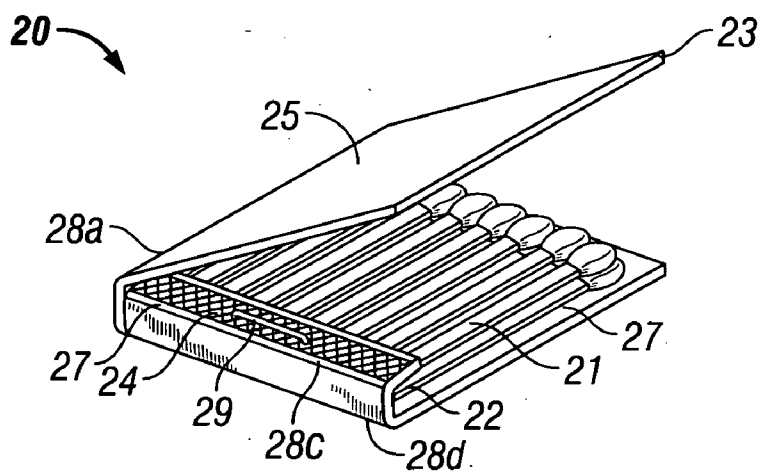


FIG. 3
(Prior Art)

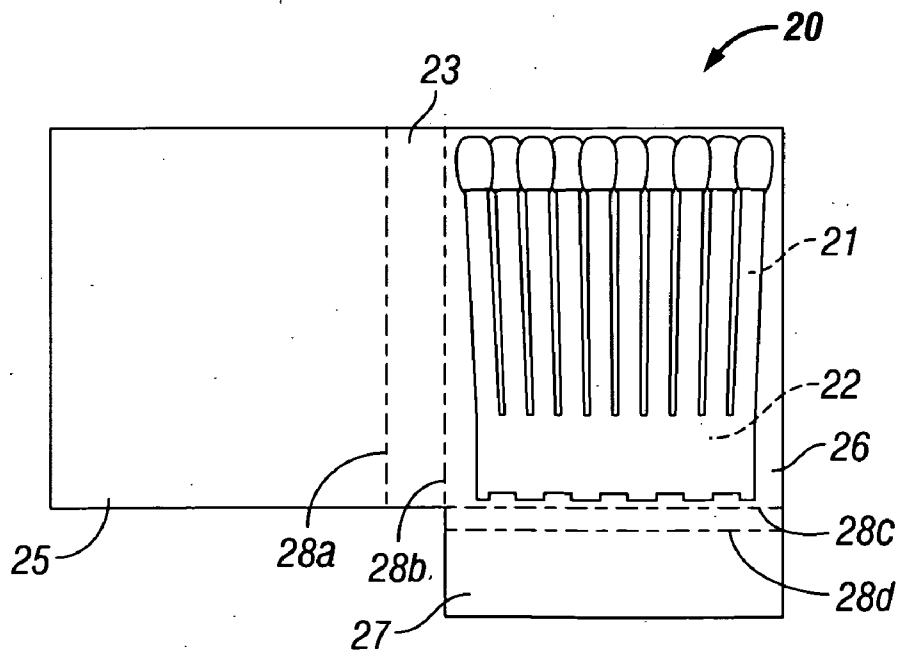


FIG. 4
(Prior Art)

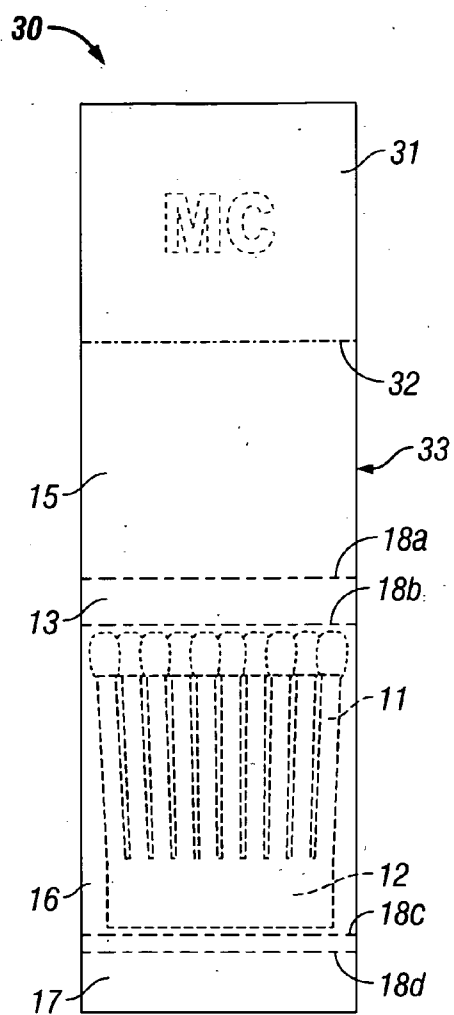


FIG. 5

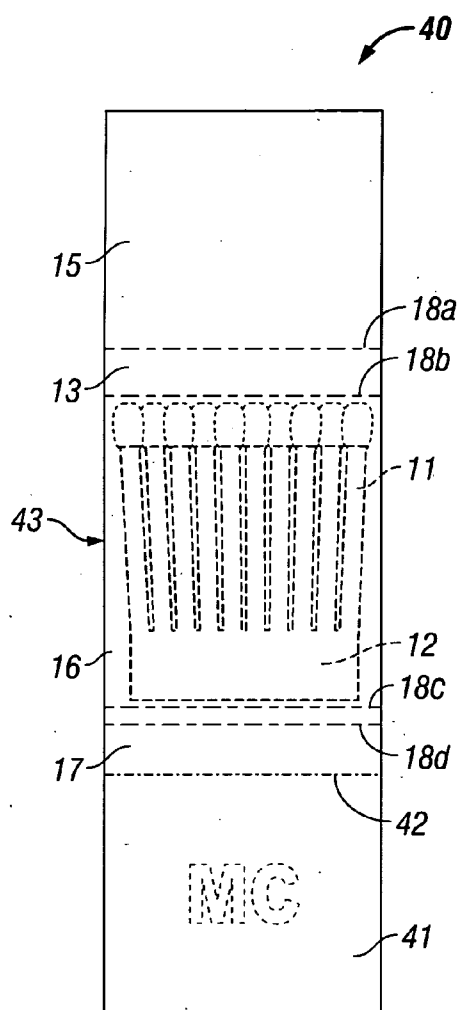


FIG. 6

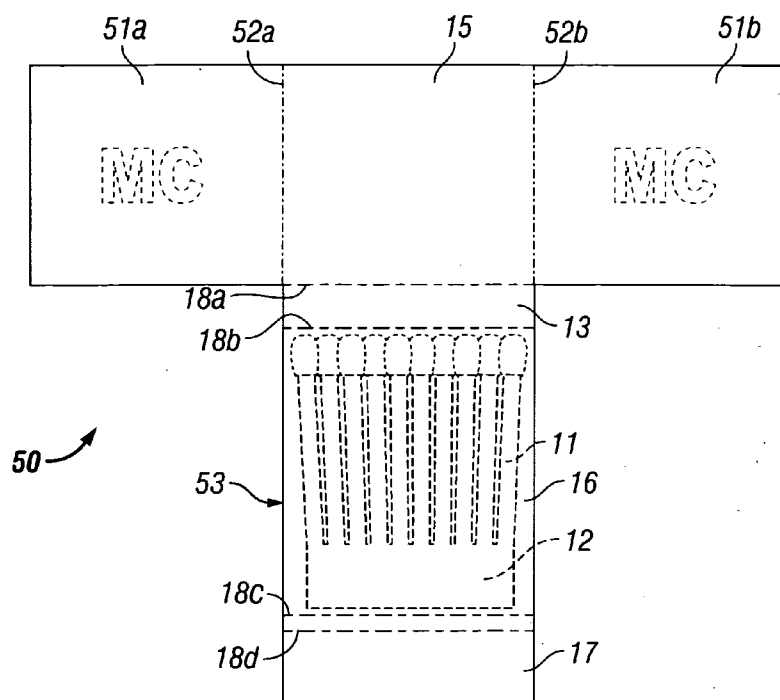


FIG. 7

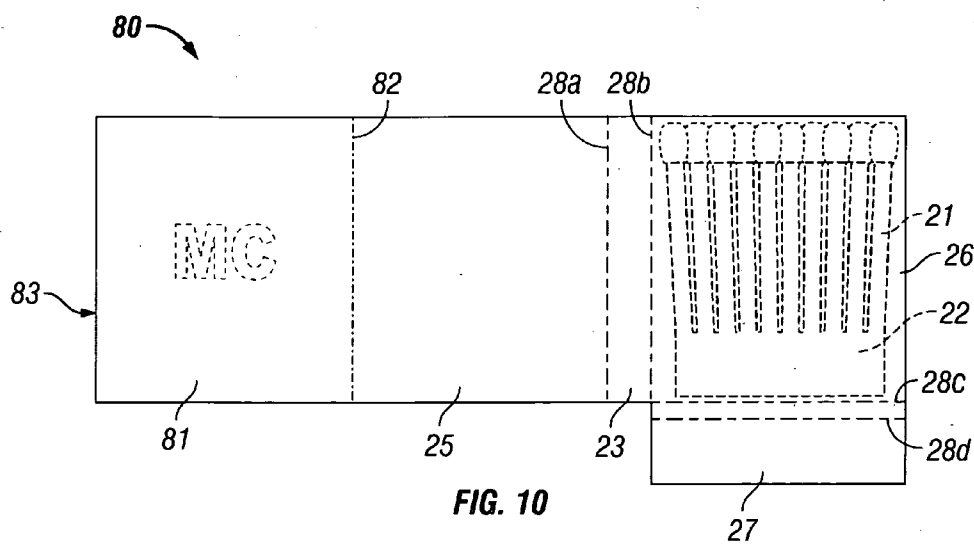


FIG. 10

FIG. 8

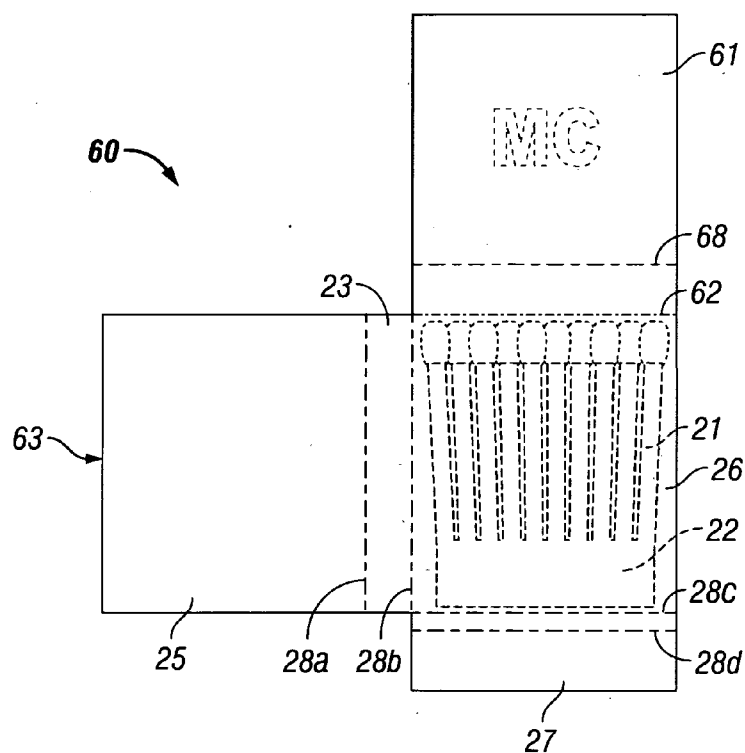
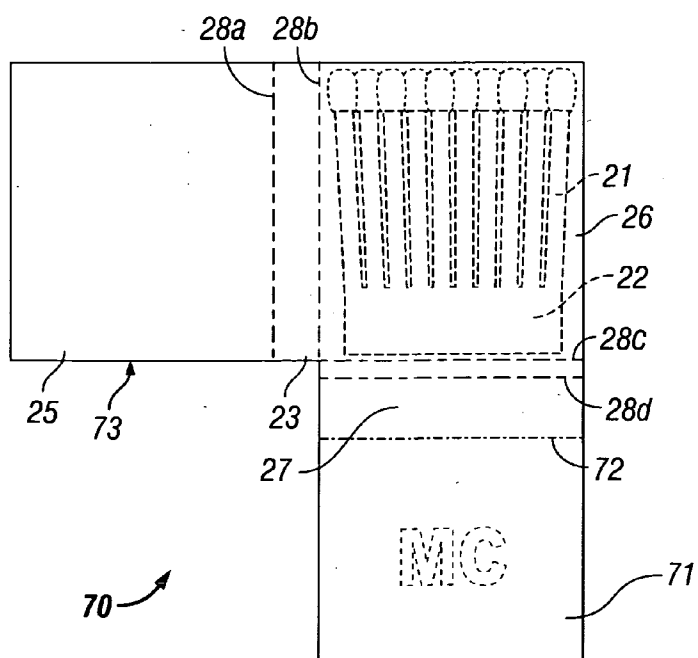


FIG. 9



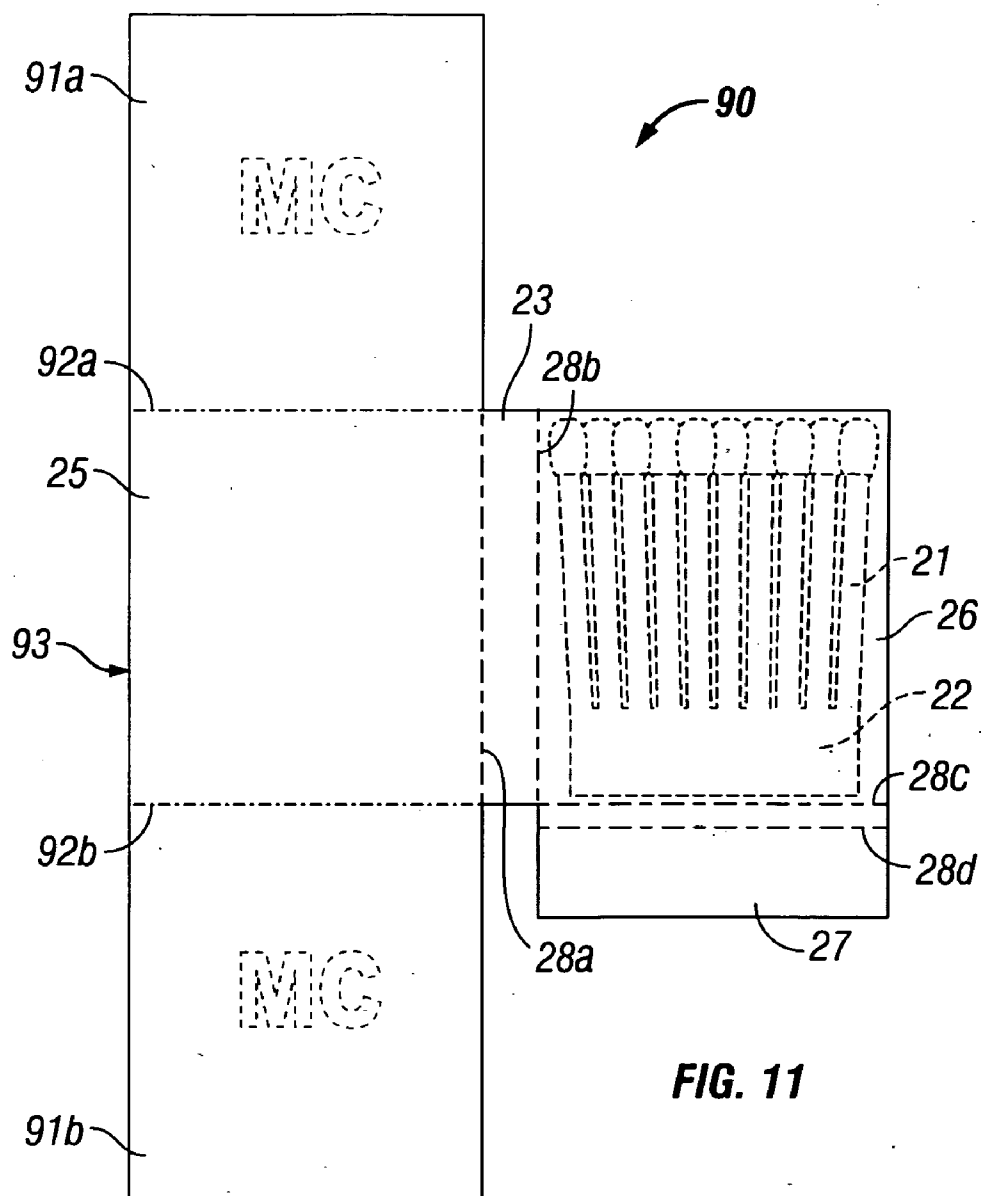


FIG. 11

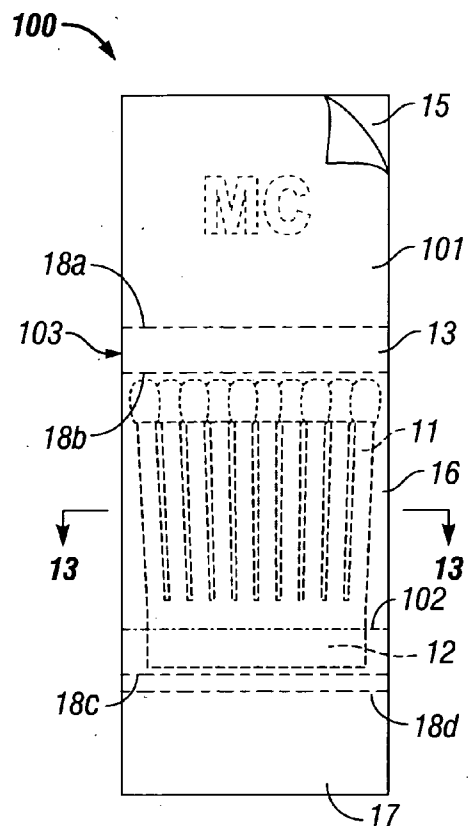


FIG. 12

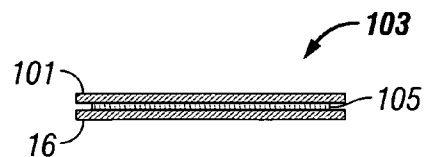


FIG. 13

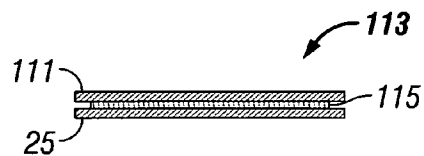


FIG. 15

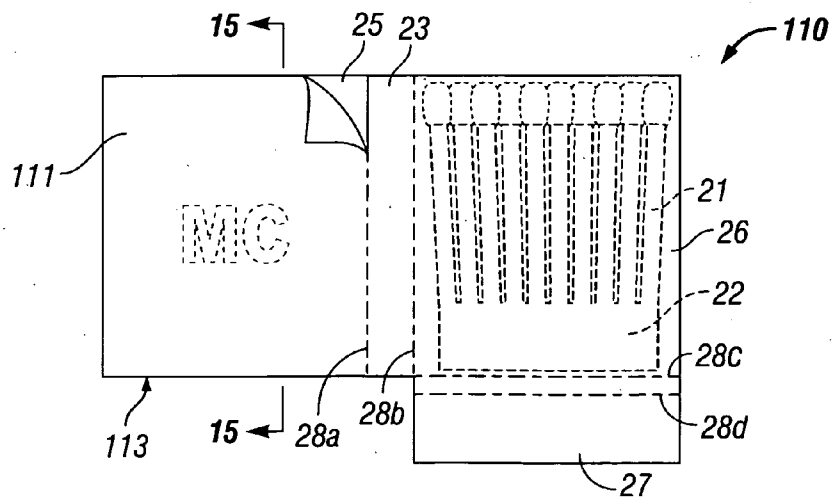


FIG. 14

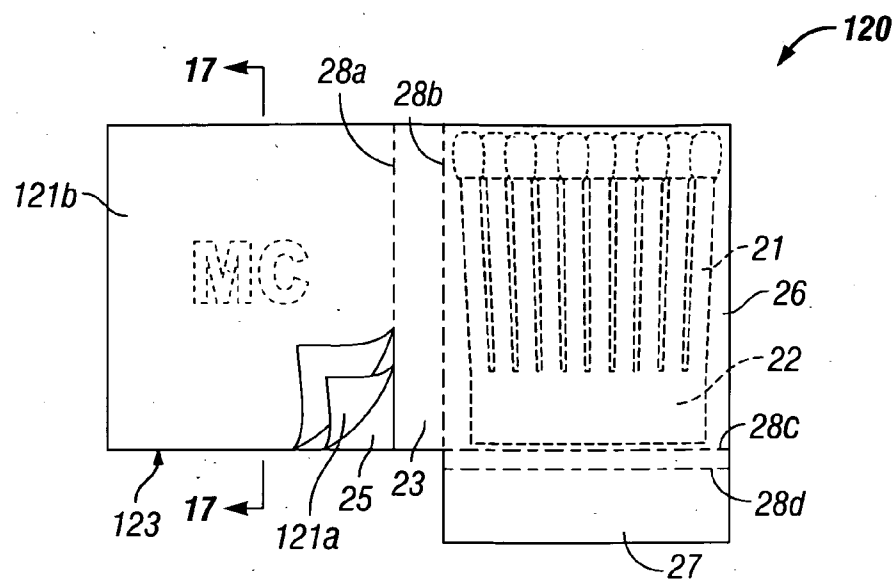


FIG. 16

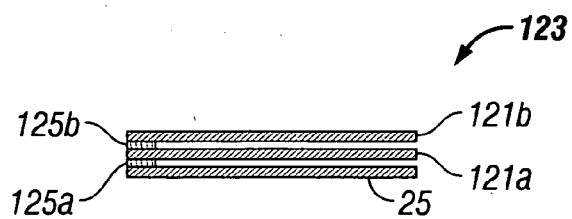


FIG. 17

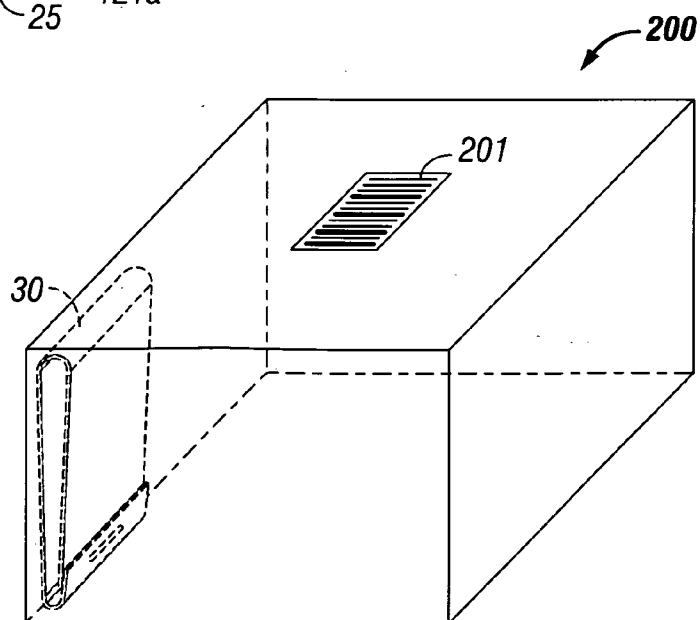
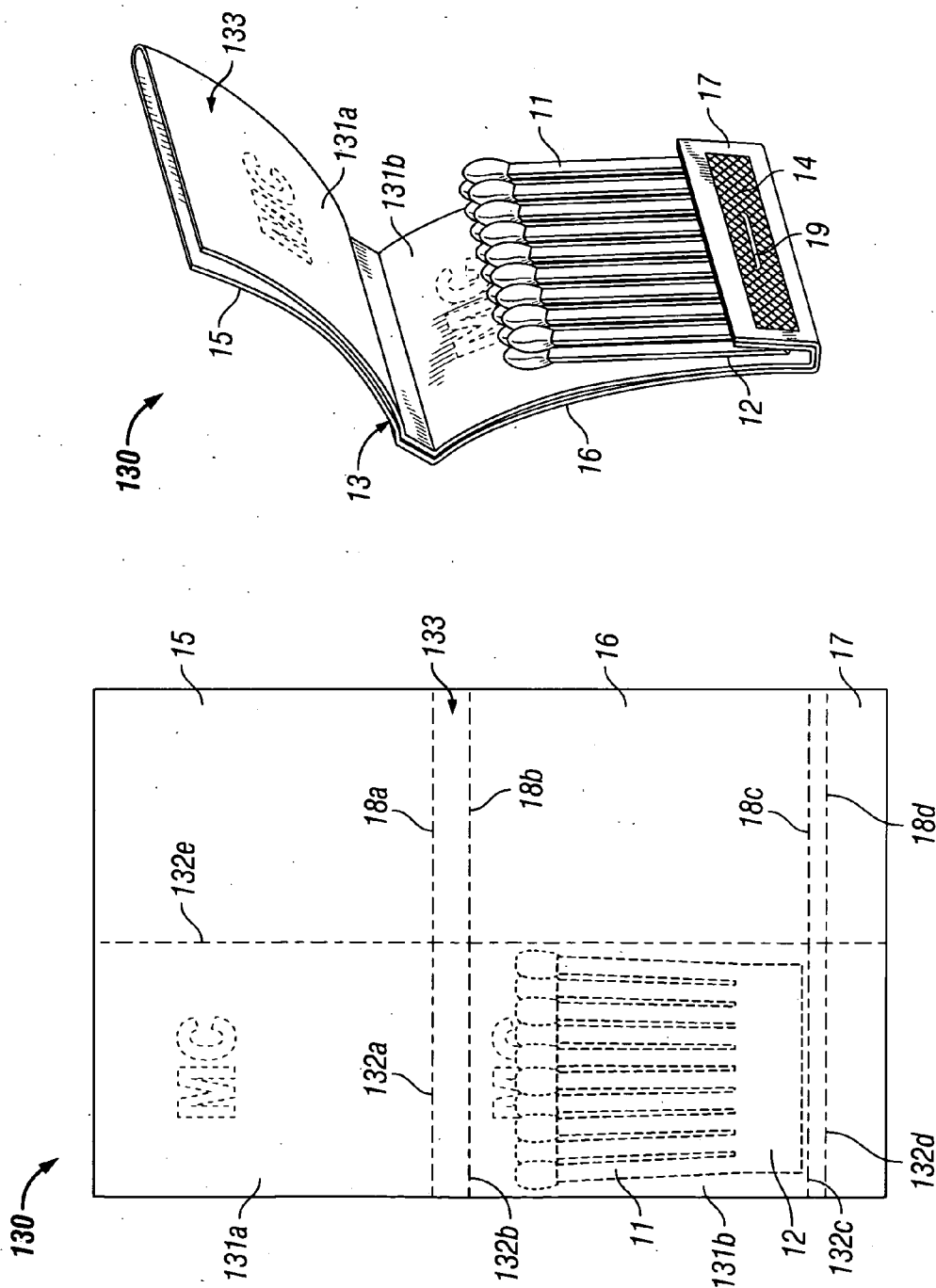


FIG. 18



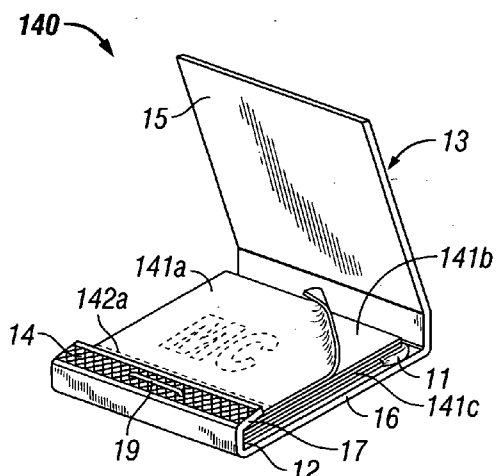


FIG. 21

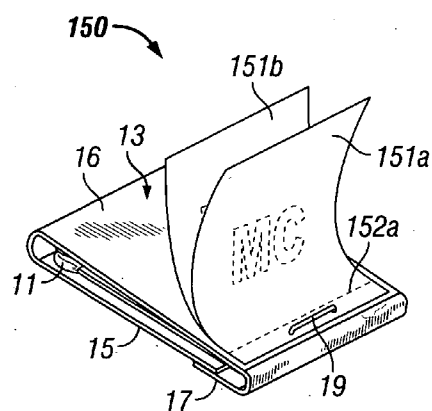


FIG. 22

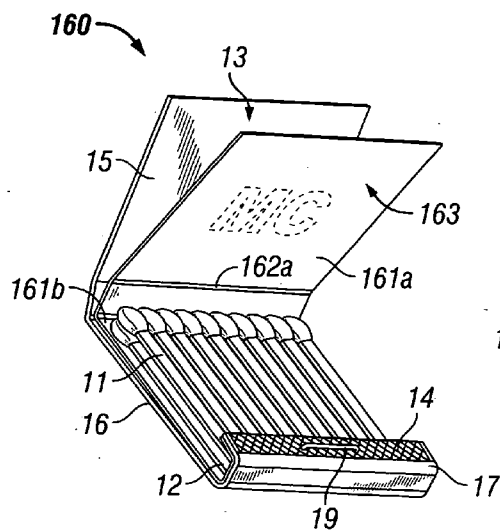


FIG. 23

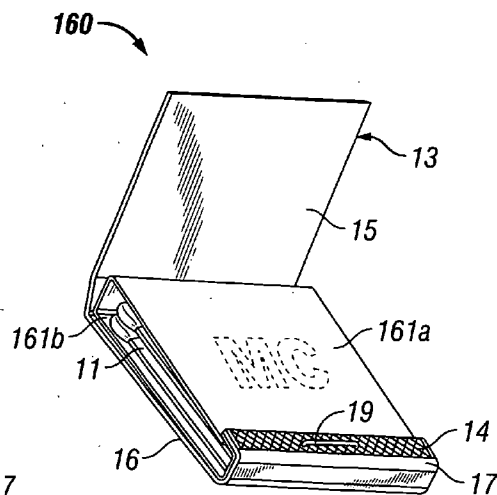


FIG. 24

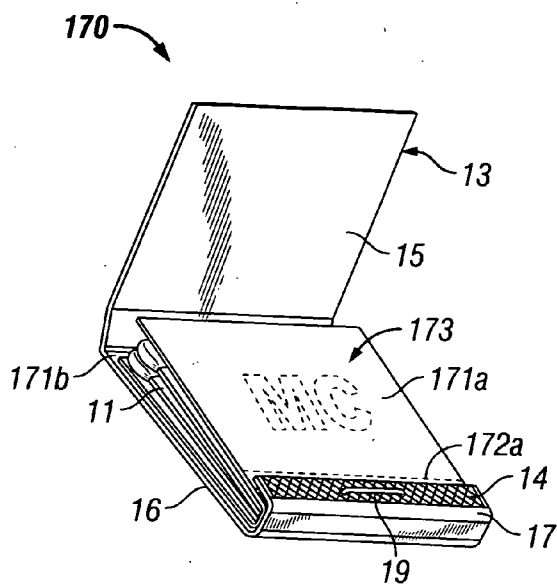


FIG. 25

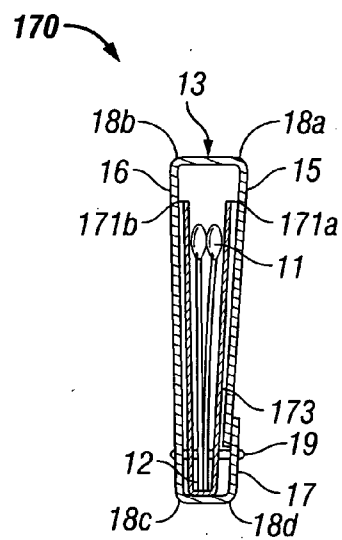


FIG. 26

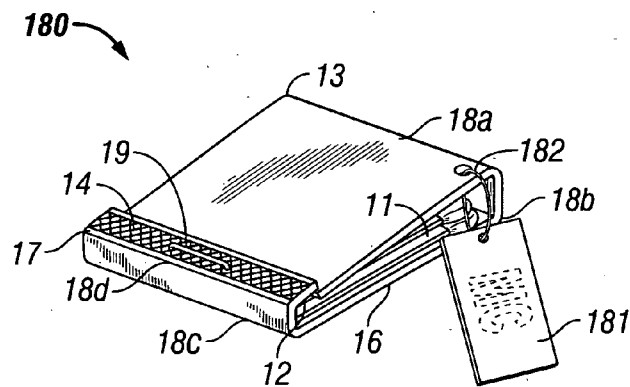


FIG. 27

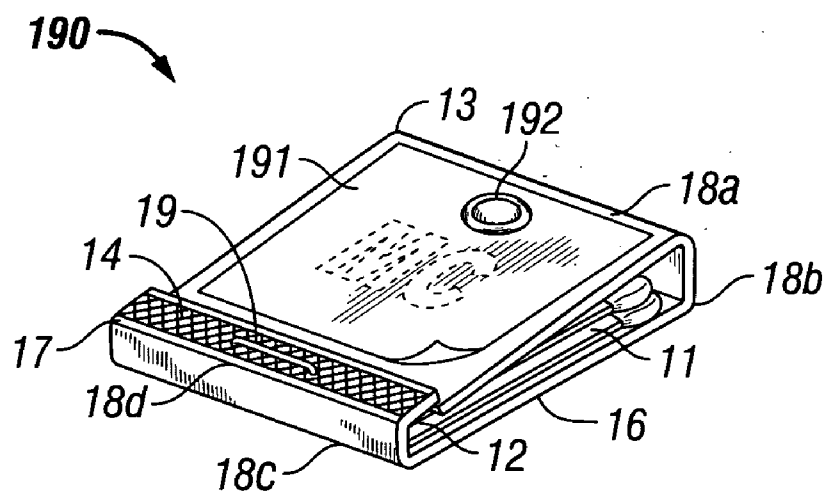


FIG. 28

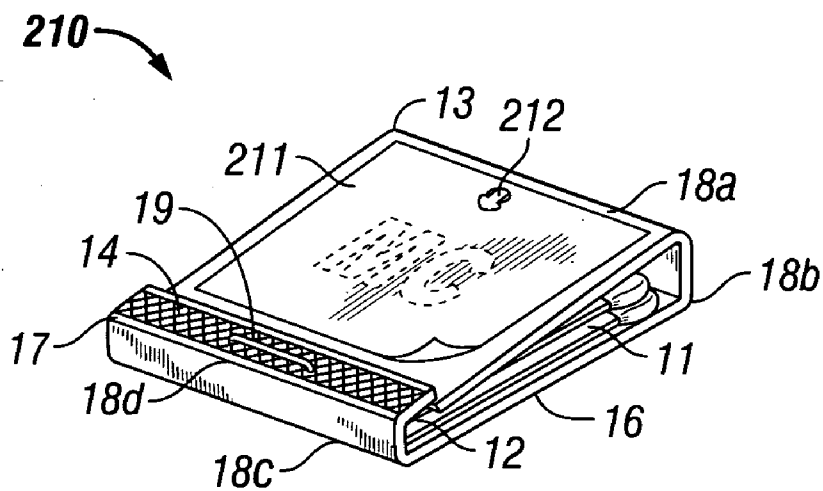


FIG. 29

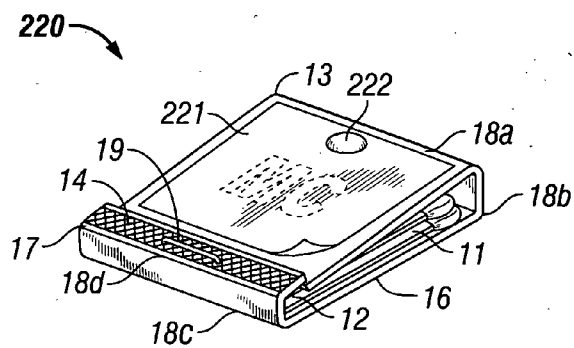


FIG. 30

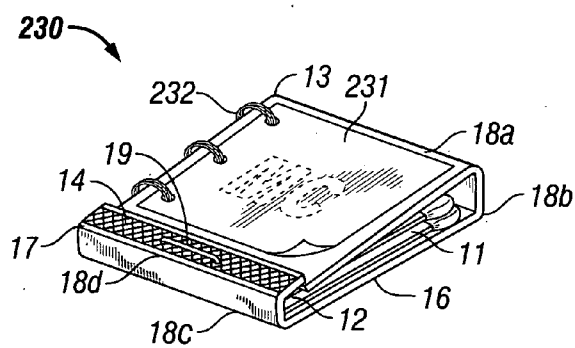


FIG. 31

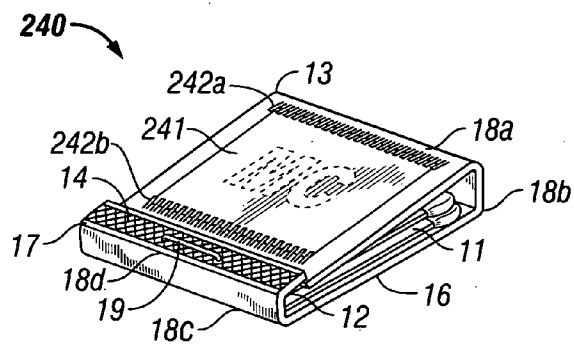


FIG. 32

FIG. 35

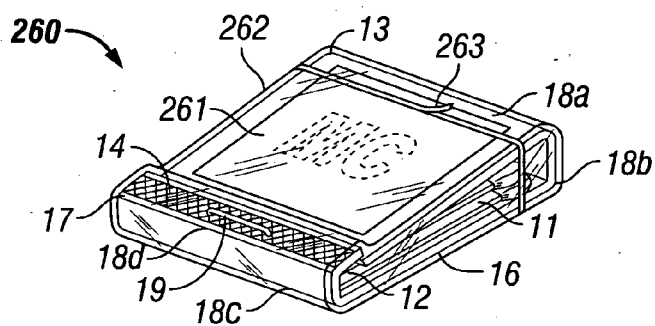


FIG. 36

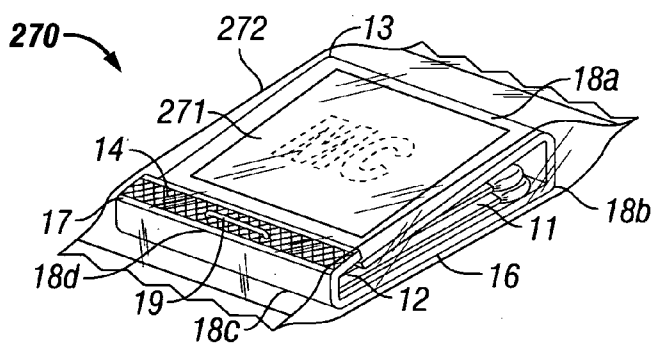


FIG. 37

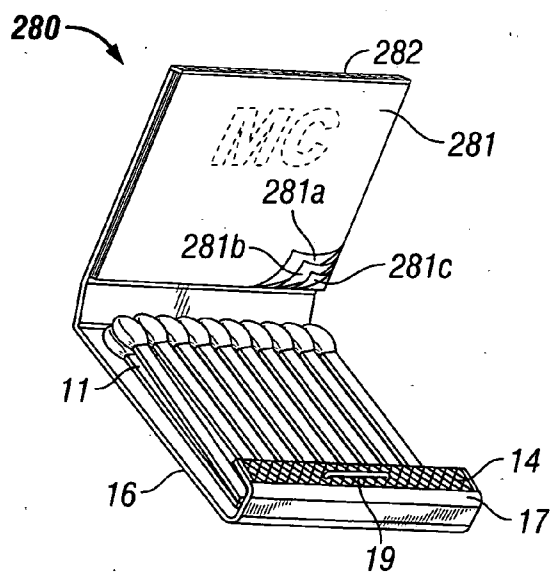


FIG. 38

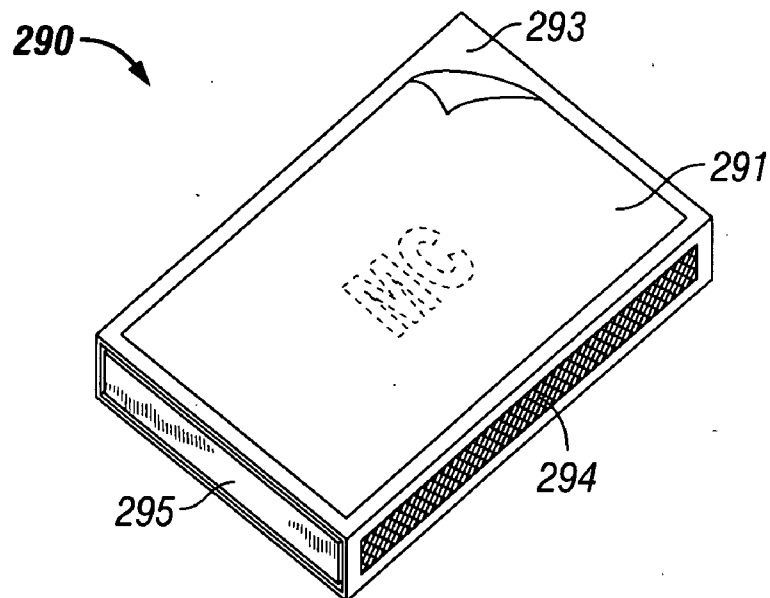


FIG. 39

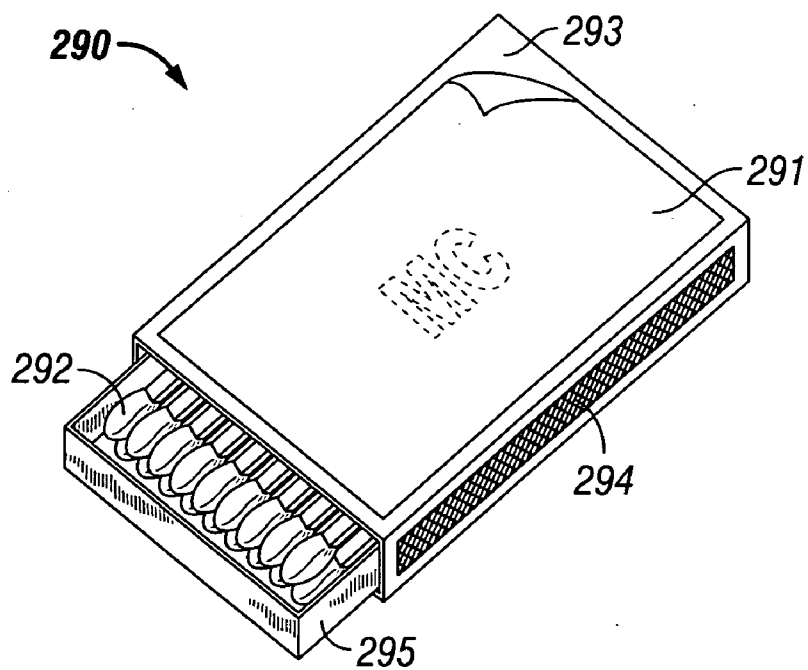


FIG. 40

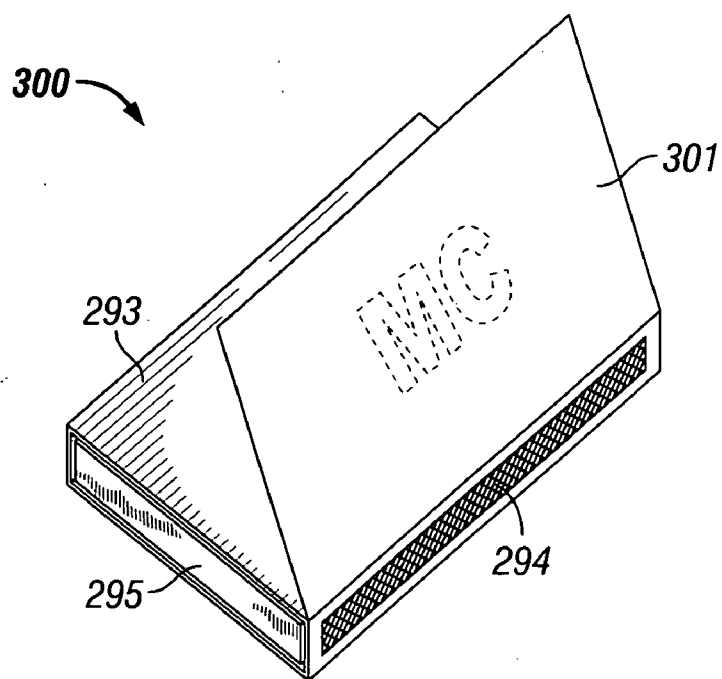


FIG. 41

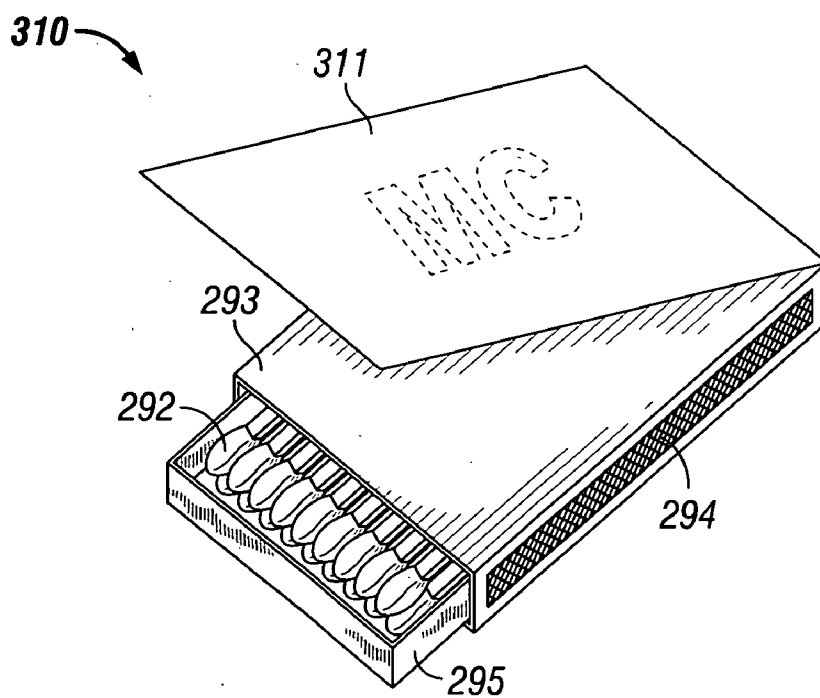


FIG. 42

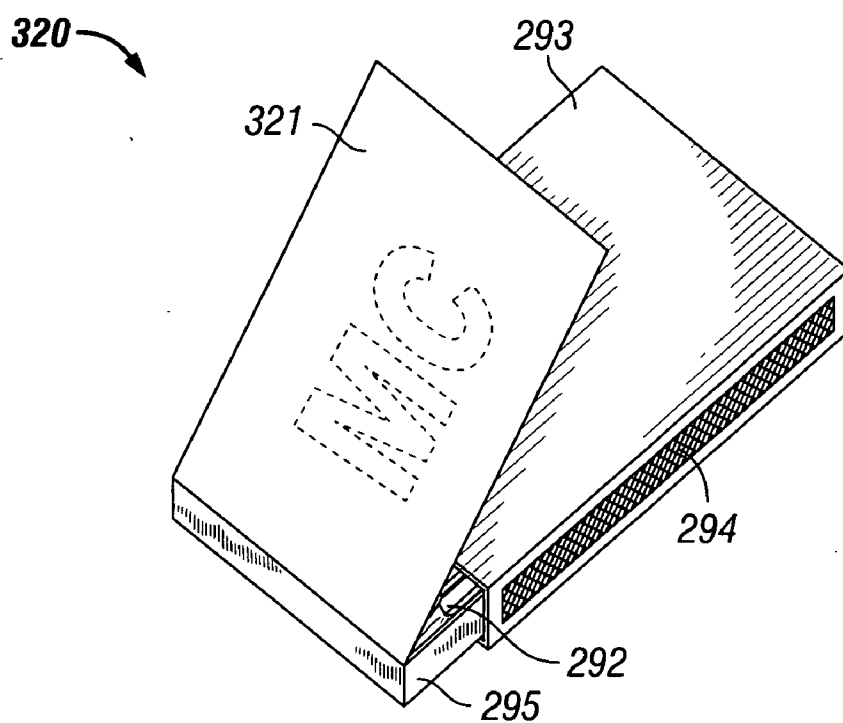


FIG. 43

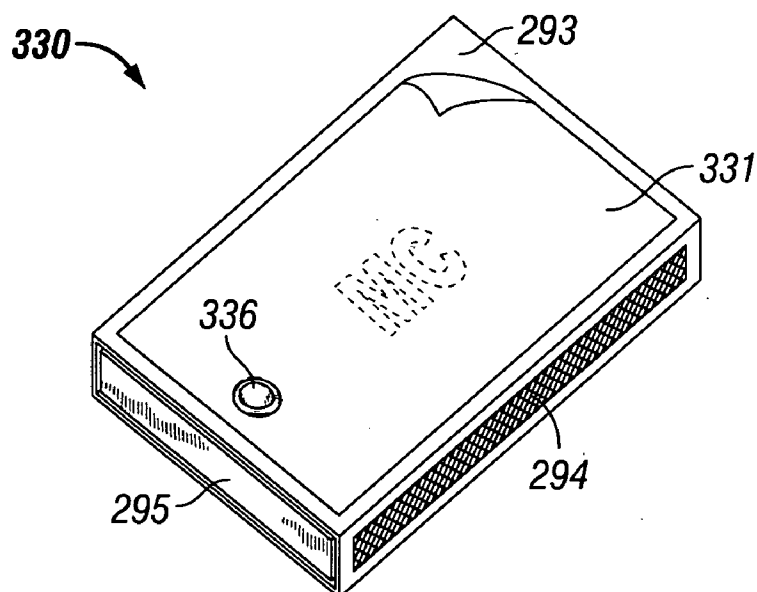


FIG. 44

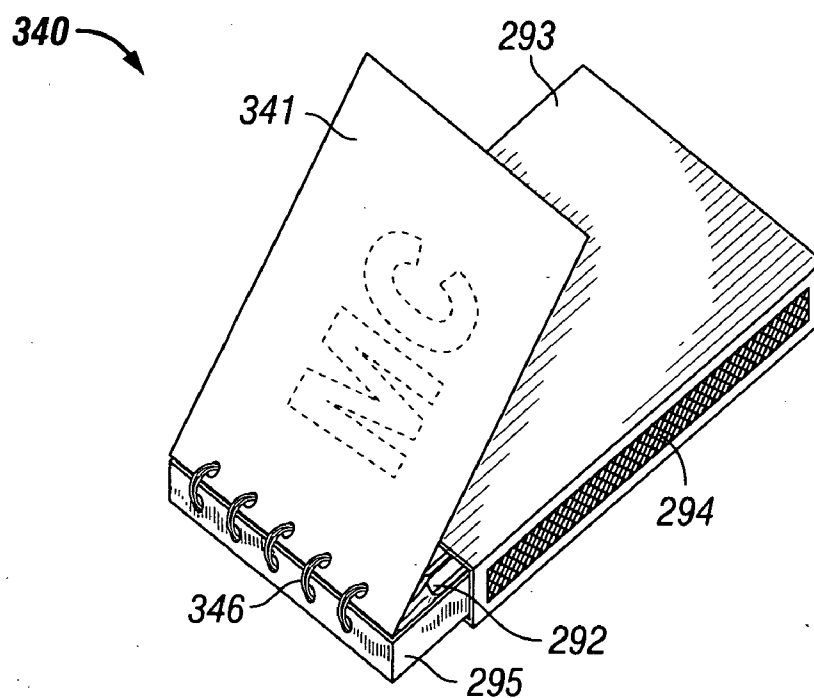


FIG. 45

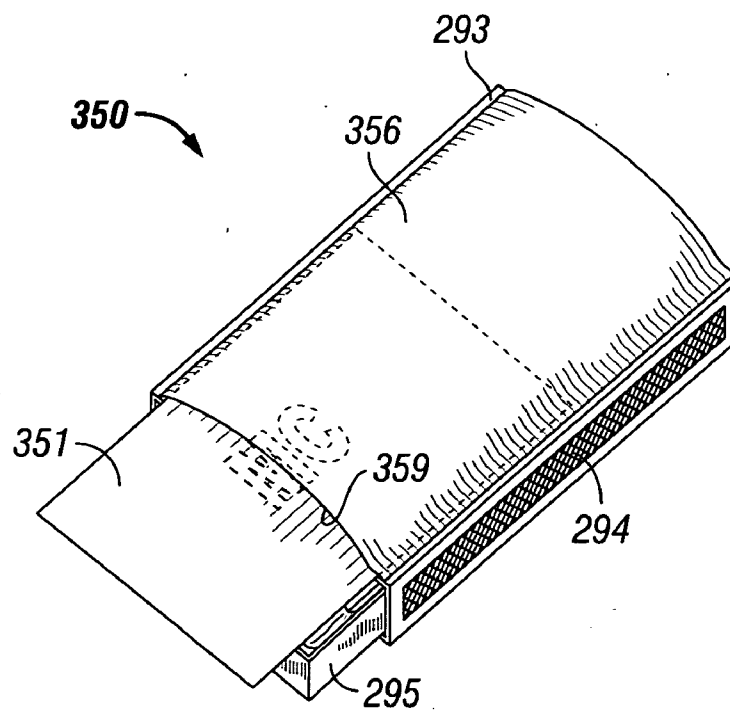


FIG. 46

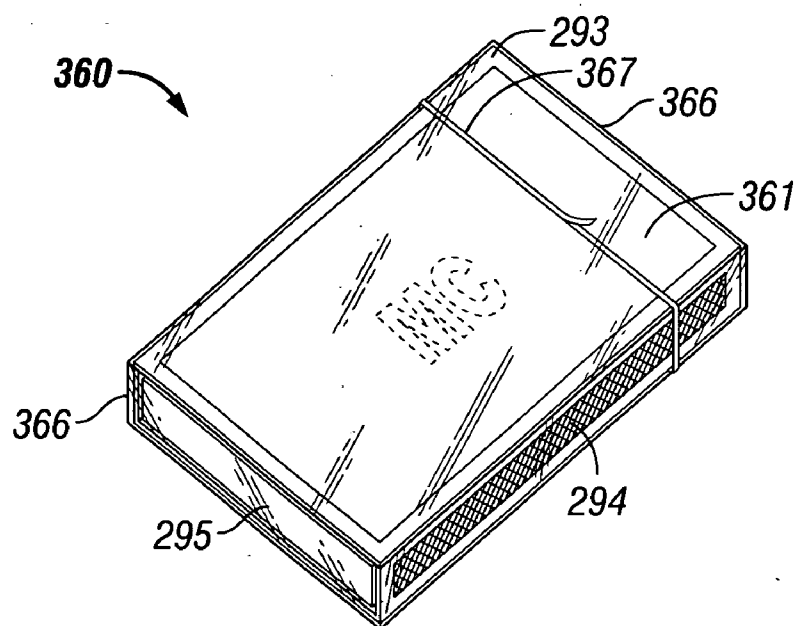


FIG. 47

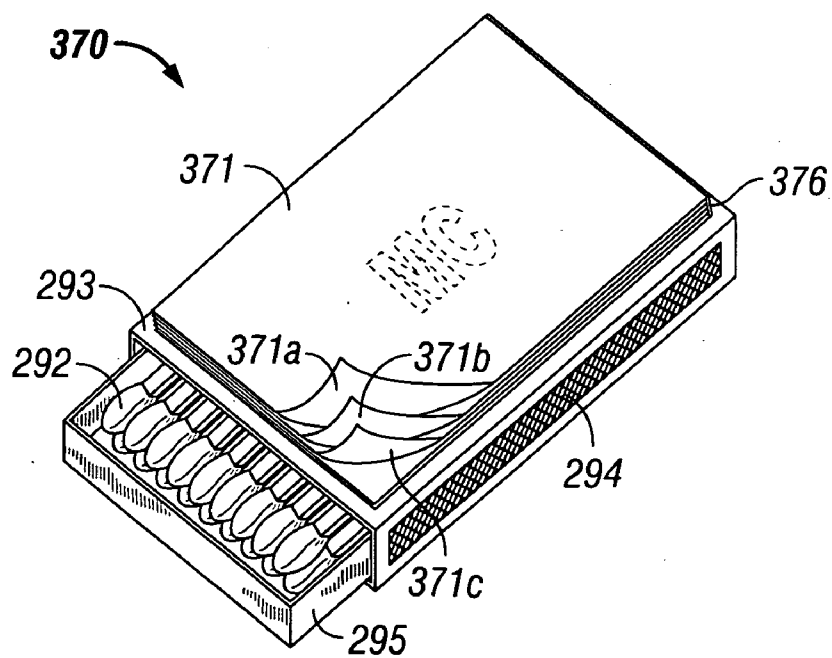


FIG. 48

MATCH CONTAINERS HAVING MANUFACTURER COUPONS

CLAIM TO PRIORITY

[0001] This application is a continuation-in-part of an application of Marcus L. Thuesen and Lejo C. Brana, entitled “Matchbooks Having Advertising Media”, U.S. Ser. No. 13/373,159, filed Nov. 7, 2011, which is a divisional of an application of Marcus L. Thuesen and Lejo C. Brana, entitled “Matchbooks Having Advertising Media”, U.S. Ser. No. 11/893,252, filed Aug. 15, 2007, which is a continuation of an application of Marcus L. Thuesen and Lejo C. Brana, entitled “Matchbooks Having Advertising Media”, U.S. Ser. No. 10/980,547, filed Nov. 3, 2004, now abandoned. This application also claims priority of the following provisional applications: “Match Containers Having Manufacturer Coupons,” U.S. Ser. No. 61/569,751, filed Dec. 12, 2011; “Match Containers Having Manufacturer Coupons,” U.S. Ser. No. 61/567,112, filed Dec. 5, 2011; and “Match Containers Having Manufacturer Coupons,” U.S. Ser. No. 61/564,277, filed Nov. 28, 2011.

FIELD OF THE INVENTION

[0002] The present invention relates to match containers; and more particularly, to improved match containers having manufacturer coupons and to methods for disseminating manufacturer coupons to consumers via such improved matchbooks.

BACKGROUND OF THE INVENTION

[0003] Advertisers have relied on many different ways to deliver advertising messages. For example, many advertisements are delivered through broadcast mass media, such as radio and television, or through printed mass media, such as magazines and newspapers. Direct advertising is another popular and often highly effective method because messages are delivered directly to a defined population of consumers. In addition to direct mail and e-mails, other direct advertising methods include dimensional mail, catalogs, and inserts in bills and other mailings.

[0004] Despite the many different media available to advertisers, however, there is a continuing need to develop effective, cost efficient methods of advertising. For example, while distribution by broadcast media is relatively inexpensive, the cost of producing entertainment, news and other content to attract an audience for broadcast media can be extremely expensive, and those costs are reflected in advertising fees. Content production costs for printed mass media also can be substantial, and printed mass media can be expensive to produce and distribute. While most direct advertising contains little or no content beyond the advertising message, and thus, involves relatively low content cost, the cost of direct advertising nevertheless can be substantial. Such costs typically include the generation of a mailing list and postage or other delivery costs.

[0005] Moreover, a substantial portion, if not the majority of all advertising messages are never viewed by their intended audience for one reason or another. Many consumers receiving the advertisement may have no interest in the advertised good or service, or they may not be able to afford it. There also is a general clutter of advertisements that makes it difficult for a particular ad to capture the attention of consumers, espe-

cially if the consumer is distracted or otherwise occupied when the opportunity for viewing the ad arises.

[0006] Inserts in newspapers and magazines typically have response rates on the order of 1-2%, although advertising in the newspaper or magazine itself has a lower response rate, usually under 1%. Direct mail, catalogs, and e-mails have average response rates around 2%. The response rates for all of these methods, however, are greatly reduced because the vast majority of the ads are never viewed. For example, most direct mailings are thrown away without ever being opened. Likewise, from 85% to 99% of e-mailings are never opened. Even when presented to a consumer, however, many ads are not really viewed because they are lost in the clutter of many other ads, and this is a common problem with newspaper inserts and some forms of direct mailings.

[0007] Thus, most advertising methods are very inefficient and wasteful. The effective cost for each advertising message that is actually communicated to consumers is generally many times higher than the nominal cost per message. Thus, despite, and in part because of the number and variety of conventional methods, advertisers continue to seek more cost effective ways of disseminating advertising messages. In particular, there is a continuing need for more effective and more economical methods for distributing manufacturer coupons.

[0008] Many products, such as food and consumer household products, are promoted extensively using manufacturer coupons. Such coupons typically offer a discount on specifically identified products. Consumers may redeem the coupons with merchants selling the product. The merchants in turn are reimbursed by the manufacturer or distributor of the product. The vast majority of manufacturer coupons are redeemed by merchants through a clearing house such as NCH Marketing Services, Deerfield, Ill. or Inmar, Winston-Salem, N.C. The automated processing of such manufacturer coupons essentially requires that they incorporate machine readable indicia, such as UPC bar codes utilizing the UCC/EAN-128 Article Numbering System or the GS1 DataBar coupon codes. Information on standards for manufacturer coupons is publicly available, for example, through Uniform Code Council, Inc., Lawrenceville, N.J., and through Grocery Manufacturers of America, Inc., Washington, D.C.

[0009] Manufacturer coupons have been distributed by various methods, including newspaper and other print media inserts, direct mailings, and e-mailings. They also have been distributed as part of “cross ruffing” or “bounce back” offers. Such offers attach or include a coupon for a product in packaging for that product or another product, and many products can be easily adapted for use in carrying coupons. For example, cereal and other food products that are distributed in relatively large packages can easily accommodate manufacturer coupons. Many products, however, have relatively little printable area available for a bar code and even minimal product identification as is required to produce a consumer redeemable, manufacturer coupon.

[0010] Matchbooks, for example, have long been used to disseminate advertising messages. Very commonly, a sponsor’s advertising message is imprinted on the cover of matchbooks, and then the matchbooks are distributed free of charge by or on behalf of the sponsor. The matchbooks thus serve as a vehicle for promoting the sponsor or its products or services. Rarely, matchbooks also have been used to disseminate merchant coupons. Merchant coupons are to be distinguished from manufacturer coupons. Merchant coupons offer discounts on products, but the discount is underwritten by the

merchant who issues the coupon, not the manufacturer of the product. Thus, merchant coupons do not require a system for collecting, processing, and accounting for discounts as exists in relation to manufacturer coupons. While matchbooks have served as a vehicle for disseminating merchant coupons, there are no known instances where matchbooks in fact have been used as a vehicle for disseminating manufacturer coupons.

[0011] U.S. Pat. No. 1,968,353 to Potter, for example, discloses a matchbook having a merchant coupon. The merchant coupon is imprinted on the cover of the matchbook and the merchant bears the full cost of the discount. While the covers of conventional matchbooks usually have sufficient imprintable area on which a coupon may be provided, they nevertheless are poorly suited for such purposes. The outer face of the cover is usually reserved for a sponsor's branding message. A coupon could be imprinted on the cover, as shown in Potter, but as a practical matter the matches would have to be removed from the cover in order to redeem and process the coupon. If the coupon, i.e., the cover is detached immediately by a consumer it will impair the functionality of the matchbook. On the other hand, considerable time may elapse before the matches are consumed and functionality is no longer an issue, during which time the consumer may lose the matchbook or his enthusiasm for redeeming the coupon, or the coupon may become damaged or soiled. There also is a perception that the matchbook is trash once all the matches have been used, and this too could reduce the rate of redemption if coupons were printed on matchbook covers.

[0012] U.S. Pat. No. 2,234,276 to F. Redcliffe discloses matchbooks which provide increased advertising space. The matchbooks may include a cover strip that provides a medium for detachable coupons. There is no disclosure that such coupons might include manufacturer coupons, instead of or in addition to the merchant coupons disseminated by other designs, such as those disclosed in Potter '353. Such matchbooks, however, are poorly suited for manufacturer coupons. The functionality of the matchbooks is impaired if the strip is detached. That is, the strip also serves as the cover for the match comb and, once removed, the matchbook no longer can be closed. It likely would be perceived as trash. That perception of "trash" would be particularly fatal to any sponsor branding message that one might want to include with a manufacturer coupon. There also is no disclosure in Redcliffe that suggests that the coupon should have any information to facilitate reimbursement to a merchant, thus, it is fair to say that Redcliffe does not disclose or suggest the use of manufacturer coupons on matchbooks.

[0013] U.S. Pat. No. 3,958,689 to E. Roth discloses matchbooks having an insert. The insert is connected to a base, and the base is stapled within the matchbook between a match comb and the rear panel of a cover. The insert may be detached from the base by tearing along a line of perforations and then removed from the matchbook. The patent suggests that the insert may be imprinted with suitable markings that may be filled in by a consumer to order goods or the like advertised on the matchbook. The matchbooks disclosed in the Roth '689 patent have even greater imprintable area available for advertising messages. Nevertheless, the disclosure in Roth '689 does not disclose or suggest that its insert could be imprinted with a manufacturer coupon, although such coupons were well known at the time, or that manufacturer coupons could be disseminated through matchbooks.

[0014] Even for merchant coupons, the practice of using matchbooks as a vehicle for disseminating coupons has

largely, if not entirely been discontinued as ineffective. Merchants continue to see value in using matchbooks to promote their business generally, but have turned to other vehicles for disseminating merchant offers that are perceived as more cost effective.

[0015] In addition, none of the matchbooks disclosed in the prior art are suitable for use with manufacturer coupons as they lack any effective means for processing the coupon so that retailers may be reimbursed by a manufacturer in a cost effective manner. In other areas, manufacturer coupons have been provided with machine readable indicia, such as bar codes. Indeed, the first clearing house dedicated to manufacturer coupon redemption was established in 1956, and since the 1970's manufacturer coupons have been provided with machine readable indicia, evolving into the widely used UPC codes. Notwithstanding, no matchbooks have been disseminated with manufacturer coupons having machine readable code to facilitate automated processing of the coupons. In addition, such prior art matchbook designs are poorly suited to accommodate manufacturer coupons for the vast majority of matchbooks consumed today. That is, matchbooks today are divided into two distinct categories: promotional and commodity, with commodity matches occupying the majority of the market.

[0016] Promotional matches are distinguished by a number of characteristics, all driven by the fact that they are perceived first as an advertising vehicle and only secondarily as an ignition source. Thus, they often have distinctive and unique cover designs made from a variety of stock materials and using specialized processes such as hot stamping and embossing. They may vary considerably in size and shape, and incorporate more or fewer individual matches. The match combs and heads also vary in color and shape. Promotional matches typically are distributed through the advertiser's retail outlets.

[0017] Commodity matches, on the other hand, are used primarily as an ignition source and only incidentally as an advertising vehicle. Commodity matches, if they have any advertising messages at all, are limited to basic branding messages. It is no coincidence then that they have 20 matches in their comb—the same number as cigarettes in the typical individual cigarette package. They have a standard size, i.e.: cover (overall)—1.5"×4.25"; front panel—1.5"×1.6"; "saddle" (area on top between front and back panels)—1.5"×0.36"; back panel—1.5"×1.8"; bottom panel 1.5"×0.47". Their covers and combs are almost universally made from the same stock.

[0018] Promotional matches typically are purchased by the sponsor who is advertising on the matchbook, such as a restaurant, bar, hotel, or casino. They then are given away for promotional purposes to their customers, typically through their retail establishments. Commodity matches, on the other hand, are typically purchased by retail outlets as merchandise to be resold, but more commonly to be given away in conjunction with the purchase of cigarettes, much like a straw might be provided with the purchase of a fountain soda.

[0019] The manufacture of promotional and commodity matches requires, in many respects, different processes and equipment. Promotional matches require considerable interaction with the purchaser and require extensive preparation and setup for their manufacture. Interaction with purchasers of commodity matches rarely extends beyond the placing of an order except for perhaps the specifications for a basic branding message. The equipment required to produce pro-

motional matches is more extensive, varied, and flexible so as to meet the demands of sponsors who view them primarily as premium, marketing vehicles. Such equipment is not efficient enough to produce commodity prices at a competitive price. On the other hand, the equipment used to produce commodity matches requires little setup, but has little flexibility. It is designed with the primary goal of producing as many matchbooks as possible in as short a time as possible. Such equipment is not flexible enough to satisfy the demands of promotional matches, but it does provide cigarette retailers with matches that are cheap enough to give away without regard to any promotional value they may have.

[0020] Thus, commodity matchbooks typically are sold to wholesalers and retailers at less than \$20 CPM (cost per thousand). Many promotional matches are sold to sponsors for \$180 CPM to over a \$1,000 CPM. While the cost of promotional matches necessarily implies that the sponsor values the advertising at a value at least equal to the price of the matchbooks, sponsorship messages for commodity matchbooks has not been valued anywhere near the price of the matchbook. Even cigarette manufacturers, whose products are closely tied to matches, have paid only \$5.60 CPM for their branding message to appear on commodity matchbooks.

[0021] In any event, to date matchbooks have not been used to deliver more extensive and sophisticated advertising messages such as manufacturer coupons. Moreover, the design of most conventional matchbooks is not such that they can easily, economically, and effectively present to the consumer manufacturer coupons that may be neatly and easily separated for automated processing.

[0022] Thus, one or more aspects or embodiments of the subject invention address one or more of such disadvantages of the prior art and others and provide one or more advantages over the prior art.

[0023] Those and other objects and advantages of various aspects or embodiments of the invention will be apparent to those skilled in the art upon reading the following detailed description and upon reference to the drawings.

SUMMARY OF THE INVENTION

[0024] In its broadest aspects, the subject invention provides for novel match packages. The novel match packages comprise a plurality of matches packaged in primary packaging that comprises a container, such as a matchbook or match box, in which the matches are carried. The match packages also comprise a manufacturer coupon which includes machine readable code associated therewith to facilitate the automated processing of the coupon. The manufacturer coupon may be imprinted on the container or on wraps or other associated primary packaging components. Methods for distributing manufacturer coupons via such match packages also are provided.

[0025] Preferred, broader aspects of the subject invention provides for novel match containers having manufacturer coupons and methods for distributing manufacturer coupons via match containers. The manufacturer coupon includes machine readable code associated with the manufacturer coupon to facilitate the automated processing of the manufacturer coupon.

[0026] Other preferred broad embodiments provide novel match packages and match containers which comprise a plurality of matches packaged in the container and a coupon sheet. The coupon sheet provides a substrate on which the manufacturer coupon is imprinted. It is removable from the

container by a consumer for redemption of the manufacturer coupon. The manufacturer coupon further includes machine readable code associated with the manufacturer coupon to facilitate the automated processing of the manufacturer coupon.

[0027] Other broad embodiments comprise a match container having a manufacturer coupon wherein the container has a first closed position in which the matches are substantially enclosed in the container. The container also has a second open position in which the matches are accessible and may be removed individually from the container by a consumer. The match container further comprises a coupon sheet. The coupon sheet provides a substrate on which the manufacturer coupon is imprinted. It is removable from the container without impairing the ability of the container to substantially enclose the matches when the container is in the first closed position. The manufacturer coupon is redeemable by a consumer and includes machine readable code associated therewith to facilitate automated processing of the coupon.

[0028] The subject invention also provides matchbooks which have a separable substrate for imprinting a manufacturer coupon. The novel matchbooks comprise a comb of matches having a plurality of matches and a cover. The cover is attached to and folded over the comb such that the cover substantially encloses the comb when the cover is in a first closed position and permits a consumer to access the matches in the comb when the cover is in a second open position. The cover has igniting material on the cover on which the matches may be struck and ignited. The matchbook also has a coupon sheet providing a substrate on which a manufacturer coupon may be imprinted. The coupon sheet is separably connected to the cover such that the coupon sheet is separable from the cover. Thus, the coupon sheet may be removed from the matchbook by a consumer without compromising the integrity of the matchbook and the manufacturer coupon imprinted thereon may be redeemed by a consumer.

[0029] Other embodiments of the invention comprise novel matchbooks wherein the cover is provided on a first section of an imprintable substrate sheet and the coupon sheet is provided on a second section of the imprintable substrate sheet, the boundary between the first and second sections being defined by perforations in the sheet such that the second section is separable from the first section. Thus, the manufacturer coupon imprinted on the coupon sheet may be easily and neatly torn from the matchbook, but the matchbook remains fully functional.

[0030] The subject invention also provides for novel matchbooks having, separable coupon sheets wherein at least a portion of the coupon sheet is releasably affixed to a surface of the cover. Thus, the manufacturer coupon imprinted on the coupon sheet may be peeled easily and neatly from the matchbook without impairing the functionality of the matchbook.

[0031] Other embodiments provide novel matchbooks having a separable coupon sheet which is releasably affixed to a matchbook by adhesives.

[0032] Other embodiments provide novel matchbook having a separable coupon sheet which is releasably affixed to a matchbook by fusing the coupon sheet to the cover.

[0033] Other embodiments provide novel matchbooks having a separable coupon sheet which is releasably affixed to a matchbook by mechanical attachment devices, such as a staple, during assembly of the matchbook, so that the manu-

facturer coupon may be easily removed from the matchbook for redemption without compromising the matchbook and its cover.

[0034] Other embodiments provide novel matchbooks having a separable coupon sheet which is releasably affixed to a matchbook by mechanical attachment devices, such as staples, ties, paper rivets, fishhook connectors, brads, and spiral binding, so that the manufacturer coupon may be easily removed from the matchbook for redemption without compromising the matchbook and its cover.

[0035] Other embodiments provide novel matchbooks having a separable coupon sheet which is releasably affixed to the cover with paper welds.

[0036] The subject invention also provides for matchbooks having a separable coupon sheet which is captured by the matchbook or other primary packing associated therewith and which may be removed from the matchbook without impairing the functionality of the matchbook. The subject invention also provides for match boxes having a manufacturer coupon. The manufacturer coupon includes machine readable code associated with the manufacturer coupon to facilitate the automated processing of the manufacturer coupon.

[0037] Other novel match boxes have a separable coupon sheet which provides a substrate on which a manufacturer coupon is imprinted. The manufacturer coupon includes machine readable code to facilitate automated processing of the coupon. Such embodiments include match boxes having a separable coupon sheet releasably affixed to the match box cover, having a cover with a separable coupon sheet extending therefrom, having a separable coupon sheet which is releasably affixed to the cover by mechanical attachment means, having a separable coupon sheet which is releasably affixed, to the cover with paper welds, which capture and carry a separable coupon sheet in the match box or other primary packaging associated therewith, and which have a pad of separable coupon sheets attached to the cover. Thus, the coupon sheet and the manufacturer coupon imprinted thereon may be easily removed from the match box for redemption.

[0038] As further embodiments, the subject invention provides for novel match containers which have a manufacturer coupon imprinted on the container or on other primary packaging associated with the container. The manufacturer coupon includes machine readable code associated with the manufacturer coupon to facilitate the automated processing of the manufacturer coupon.

[0039] The subject invention provides for novel match packages and match containers having manufacturer coupons with a UPC bar code utilizing the UCC/EAN-128 Article Numbering System, the GS1 DataBar Coupon code, or another bar code. Yet other embodiments provide novel match containers having a branding message, such as a branding message from the perceived sponsor of the match container, and a manufacturer coupon, which may be provided by the match container sponsor or another party.

[0040] It will be appreciated that the novel match packages may be used to efficiently and effectively distribute manufacturer coupons. Incorporating a coupon in the novel match containers does not appreciably increase the cost of distributing novel match containers beyond those costs incurred in distributing conventional match packages. Thus, the cost of distributing manufacturing coupons, for example, via the

novel matchbooks is relatively low, the cost being essentially the incremental cost of preparing the coupon itself.

[0041] Also, because match packages typically are handled many times by a consumer, they can provide an effective vehicle for displaying advertising. Accordingly, the subject invention encompasses methods for distributing manufacturer coupons via match packages. The method comprises packaging matches in primary packaging comprising a container, such as a matchbook or match box. The container, or other primary packaging associated with the container, is provided with a coupon which may be redeemed by a consumer. The coupon includes machine readable indicia associated therewith to facilitate automated processing of the coupon. The match packages, including the coupon, then are distributed to a consumer outlet and finally to consumers associated with the consumer outlet. Thus, consumers receiving the matches are provided with an opportunity to view and redeem the coupon.

[0042] Other broader embodiments of the novel methods comprise packaging matches in a container having a first closed position in which the matches are substantially enclosed in the container and having a second open position in which the matches are accessible and may be removed individually from the container by a consumer. The container comprises a coupon sheet which provides a substrate on which the manufacturer coupon is imprinted. The coupon sheet is removable from the match container by a consumer without impairing the ability of the container to substantially enclose the matches when the container is in the first closed position. The manufacturer coupon is redeemable by a consumer of the match container and includes machine readable code associated therewith to facilitate automated processing of the coupon. The method further comprises providing the match containers for distribution to a consumer outlet associated with a target consumer group whereby the manufacturer coupon may be provided to the target consumer group.

[0043] Other preferred methods of the subject invention further comprise packaging the packaged matches in a shipping carton having a machine readable indicator assigned to the manufacturer coupon, reading the indicator and in response thereto shipping the shipping carton to a consumer outlet associated with a target consumer group so that the match containers with the manufacturer coupon may be distributed to consumers associated with the consumer outlet and thereby disseminate the manufacturer coupon to the target consumer group.

[0044] Preferably, the match packages are distributed through outlets which enhance a consumer's opportunity to view the manufacturer coupon, such as a convenience store, gas station, grocery store, or restaurants and other food and beverage service establishments where a consumer is able to view manufacturer coupons on the matchbook while they purchase, wait for, or consume food and beverages. Alternately, the novel match packages may be distributed free of charge at the point of sale, for example, when cigarettes are purchased. It is expected, therefore, that the view and redemption rates for manufacturer coupons distributed via the novel methods will be significantly greater than view rates for other types of direct advertising.

[0045] The novel match packages preferably are provided with coupon sheets that may be removed by a consumer without impairing the functionality of the container. Such match packages can allow more effective presentation and easier handling of manufacturer coupons. Regardless, it is

believed that the inventors herein are the first to provide matchbooks, match boxes, or other match containers, or other associated primary packaging for matches, with a manufacturer coupon having machine readable code associated therewith to facilitate automated processing of the coupon. Such coupons have not previously been associated in any way with a match container or associated packaging providing primary packaging for matches. Thus, the subject invention encompasses match packages wherein a coupon sheet may be removed or otherwise redeemed and processed in a manner which will impair the functionality of the container, or will require surrender of the match container. For example, a manufacturer coupon may be imprinted on the container cover itself. In such embodiments the cover itself provides a coupon sheet.

[0046] Other embodiments of the novel methods utilize any or all of the aforementioned embodiments of the novel match packages to disseminate manufacturer coupons. Those and other aspects of the invention, and the advantages derived therefrom, are described in further detail below.

BRIEF DESCRIPTION OF THE DRAWINGS

[0047] FIG. 1 (prior art) is a perspective view of a conventional matchbook 10 having a top, or horizontal fold in the cover 13.

[0048] FIG. 2 (prior art) is a plan view of the cover 13 of conventional matchbook 10 shown in FIG. 1, a comb of matches 11 being shown thereon.

[0049] FIG. 3 (prior art) is a perspective view of a conventional matchbook 20 having a side, or vertical fold in the cover 23.

[0050] FIG. 4 (prior art) is a plan view of the cover 23 of conventional matchbook 20 shown in FIG. 3, a comb of matches 21 being shown thereon.

[0051] FIG. 5 is a plan view of a substrate sheet 33 comprised by a novel matchbook 30, a comb of matches 11 being shown in phantom, which matchbook 30 has a separable coupon sheet 31 extending from the top of front panel 15 of cover 13.

[0052] FIG. 6 is a plan view of a substrate sheet 43 comprised by a novel matchbook 40, a comb of matches 11 being shown in phantom, which matchbook 40 has a separable coupon sheet 41 extending from the bottom of bottom panel 17 of cover 13.

[0053] FIG. 7 is a plan view of a substrate sheet 53 comprised by a novel matchbook 50, a comb of matches 11 being shown in phantom, which matchbook 50 has two separable coupon sheets 51a and 51b extending from the sides of front panel 15 of cover 13.

[0054] FIG. 8 is a plan view of a substrate sheet 63 comprised by a novel matchbook 60, a comb of matches 21 being shown in phantom, which matchbook 60 has a separable coupon sheet 61 extending from the top of back panel 26 of cover 23.

[0055] FIG. 9 is a plan view of a substrate sheet 73 comprised by a novel matchbook 70, a comb of matches 21 being shown in phantom, which matchbook 70 has a separable coupon sheet 71 extending from the bottom of bottom panel 27 of cover 23.

[0056] FIG. 10 is a plan view of a substrate sheet 83 comprised by a novel matchbook 80, a comb of matches 21 being shown in phantom, which matchbook 80 has a separable coupon sheet 81 extending from the side of front panel 25 of cover 23.

[0057] FIG. 11 is a plan view of a substrate sheet 93 comprised by a novel matchbook 90, a comb of matches 21 being shown in phantom, which matchbook 90 has two separable coupon sheets 91a and 91b extending, respectively, from the top and bottom of front panel 25 of cover 23.

[0058] FIG. 12 is a plan view (with a partial peel-away view) of a substrate sheet 103 comprised by a novel matchbook 100, a comb of matches 11 being shown in phantom, which matchbook 100 has a separable coupon sheet 101 laminated to cover 13.

[0059] FIG. 13 is a cross-sectional view of the substrate sheet 103 shown in FIG. 12 taken along line 13-13 thereof showing the construction of substrate sheet 103.

[0060] FIG. 14 is a plan view (with a partial peel-away view) of a substrate sheet 113 comprised by a novel matchbook 110, a comb of matches 21 being shown in phantom, which matchbook 110 has a separable coupon sheet 111 laminated to the front panel 25 of cover 23.

[0061] FIG. 15 is a cross-sectional view of the substrate sheet 113 shown in FIG. 14 taken along line 15-15 thereof showing the construction of substrate sheet 113.

[0062] FIG. 16 is a plan view (with a partial peel-away view) of a substrate sheet 123 comprised by a novel matchbook 120, a comb of matches 21 being shown in phantom, which matchbook 120 has two separable coupon sheets 121a and 121b affixed to the front panel 25 of cover 23.

[0063] FIG. 17 is a cross-sectional view of the substrate sheet 123 shown in FIG. 16 taken along line 17-17 thereof showing the construction of substrate sheet 123.

[0064] FIG. 18 is a perspective view of a shipping carton having a machine readable indicator 201 in which packaged matches 30 being shown in phantom may be shipped in accordance with the subject invention.

[0065] FIG. 19 is a plan view of a substrate sheet 133 comprised by a novel matchbook 130, a comb of matches 11 being shown in phantom, which matchbook 130 has separable coupon sheets 131a and 131b extending from the sides of, respectively, front panel 15 and back panel 16 of cover 13.

[0066] FIG. 20 is a perspective view of novel matchbook 130 shown in FIG. 19.

[0067] FIG. 21 is a perspective view of a novel matchbook 140, which matchbook 140 has a plurality of separable coupon sheets 141 stapled with a comb of matches 11 in cover 13.

[0068] FIG. 22 is a perspective view of a novel matchbook 150, which matchbook 150 has a pair of separable coupon sheets 151a and 151b stapled to back panel 16 of cover 13.

[0069] FIG. 23 is a perspective view of a novel matchbook 160, which matchbook 160 has a pair of separable coupon sheets 161 stapled with a comb of matches 11 in cover 13.

[0070] FIG. 24 is a perspective view of novel matchbook 160 shown in FIG. 23.

[0071] FIG. 25 is a perspective view of a novel matchbook 170, which has a pair of separable coupon sheets 171 stapled with a comb of matches 11 in cover 13.

[0072] FIG. 26 is a side view of the novel matchbook 170 shown in FIG. 25.

[0073] FIG. 27 is a perspective view of a novel matchbook 180, which matchbook 180 has a separable coupon sheet 181 attached to cover 13 by a cable tie 182.

[0074] FIG. 28 is a perspective view of a novel matchbook 190, which matchbook 190 has a separable coupon sheet 191 attached to cover 13 by a paper rivet 192.

[0075] FIG. 29 is a perspective view of a novel matchbook 210, which matchbook 210 has a separable coupon sheet 211 attached to cover 13 by a fishhook connector 212.

[0076] FIG. 30 is a perspective view of a novel matchbook 220, which matchbook 220 has a separable coupon sheet 221 attached to cover 13 by a paper brad 222.

[0077] FIG. 31 is a perspective view of a novel matchbook 230, which matchbook 230 has a separable coupon sheet 231 attached to cover 13 by spiral binding.

[0078] FIG. 32 is a perspective view of a novel matchbook 240, which matchbook 240 has a separable coupon sheet 241 attached to cover 13 by paper welds 242.

[0079] FIG. 33 is a perspective view of a novel matchbook 250, which matchbook 250 has a pair of separable coupon sheets 251a and 251b carried in pockets 249a and 249b defined, respectively, in front panel 15 and back panel 16 of cover 13.

[0080] FIG. 34 is a side view of novel matchbook 250 shown in FIG. 33.

[0081] FIG. 35 is a front view of novel matchbook 250 shown in FIGS. 33-34.

[0082] FIG. 36 is a perspective view of a novel packaged matchbook 260, which matchbook 260 has a removable coupon sheet 261 packaged with matchbook 10, shown in FIGS. 1-2, in a wrapper 262.

[0083] FIG. 37 is a perspective view of a novel packaged matchbook 270, which matchbook 270 has a removable coupon sheet 271 packaged with matchbook 10, shown in FIGS. 1-2, in wrapper 272.

[0084] FIG. 38 is a perspective view of a novel matchbook 280, which matchbook 280 has a pad of separable coupon sheets 281 attached to cover 13.

[0085] FIG. 39 is a perspective view of a novel match box 290, which match box 290 has a separable coupon sheet 291 laminated to its cover 293.

[0086] FIG. 40 is a perspective view of novel match box 290 shown in FIG. 39 showing the match box in its open position.

[0087] FIG. 41 is a perspective view of novel match box 300, which match box 300 has a separable coupon sheet 301 extending from the side of match box cover 293.

[0088] FIG. 42 is a perspective view of novel match box 310, which match box 310 has a separable coupon sheet 311 extending from the end of match box cover 293.

[0089] FIG. 43 is a perspective view of novel match box 320, which match box 320 has a separable coupon sheet 321 extending from the end of match box drawer 295.

[0090] FIG. 44 is a perspective view of novel match box 330, which match box 330 has a separable coupon sheet 331 attached to match box cover 293 by a paper rivet 336.

[0091] FIG. 45 is a perspective view of novel match box 340, which match box 340 has a separable coupon sheet 341 attached to the end of match box drawer 295 by spiral binding 346.

[0092] FIG. 46 is a perspective view of novel match box 350, which match box 350 has a separable coupon sheet 351 carried in pocket 359 defined in match box cover 293.

[0093] FIG. 47 is a perspective view of novel packaged match box 360, which match box 360 has a removable coupon sheet 361 packaged with a match box in a wrapper 366.

[0094] FIG. 48 is a perspective view of novel match box 370, which match box 370 has a pad of separable coupon sheets 371 attached to match box cover 293.

DESCRIPTION OF ILLUSTRATIVE EMBODIMENTS

[0095] The subject invention is directed to methods for disseminating manufacturer coupons to consumers. The method comprises packaging matches in primary packaging comprising a container, such as a matchbook or match box. The match package is provided with a manufacturer coupon which may be redeemed by a consumer. The coupon includes machine readable indicia associated therewith to facilitate automated processing of the coupon. The match package, including the coupon, then is distributed to a consumer outlet and finally to consumers associated with the consumer outlet. Thus, consumers receiving the matches are provided with an opportunity to view and redeem the coupon.

[0096] It will be appreciated that the cost of distributing manufacturer coupons via the novel methods is, in a sense, free. That is, the novel methods take advantage of the existing distribution methods for matches, especially matches that are distributed free of charge by a sponsor. Coupons may be effectively disseminated for little incremental cost over the normal costs of producing and distributing matches.

[0097] In the novel methods, match packages are provided with a manufacturer coupon. Manufacturer coupons, as used herein, include coupons that may be redeemed by a consumer at a retailer who is then reimbursed by the manufacturer of the product or sponsor of the service. It will be appreciated that many branded products and services are not actually manufactured or provided by the brand owner. A "manufacturer" often contracts with others for the manufacture, assembly, or fabrication of their product, or for the provision of their service, and then brands it as its own and introduces it into the stream of commerce. In any event, a manufacturer coupon is the tangible article by which the "manufacturer" informs consumers of a discount being offered on its products and reimburses retailers who honor that discount. Preferably the coupon includes the common features of coupons commonly in use. Such features include an offer value, such as "\$1 Off", and additional offer details such as an indication of the product, package size, locations where the coupon may be redeemed, and an expiration date.

[0098] The manufacturer coupon incorporates machine readable indicia, such as bar codes, that will facilitate the automated processing of the coupon. Preferably the bar codes imprinted on the coupon sheet meet standards for UPC bar codes utilizing the UCC/EAN-128 Article Numbering System and the GS1 DataBar Coupon code as are known in the industry, or for matrix or two-dimensional bar codes, such as quick response (QR) codes, but other codes may be used and other information may be encoded therein. It also will be appreciated that other machine readable indicia may be provided in association with the coupon or other advertising message, such as suitably encoded magnetic media films or ink. Codes also may be embedded via Wiegand cards, proximity cards, contact and contactless smart cards, RFID tags, and such which utilize embedded ferromagnetic wires, LC circuits, microprocessors, memory, radio frequency transmitters/receivers, and the like. Not all such technologies may be cost efficient for disseminating manufacturer coupons or offer codes at present, but they may be used if desired. Generally speaking, the subject invention may employ such codes, or such other indicia and readers and systems as may hereafter be developed or put into common use for processing coupons.

[0099] The match packages, with the manufacturer coupon, then are distributed to consumer outlets. The consumer outlets may be any distributor of matches to consumers, including retailers who sell the matches to consumers. Preferably, however, the consumer outlet is a sponsor of the match packages, that is, a consumer outlet that distributes the matches to consumers free of charge in order to disseminate the sponsor's advertising message imprinted on the match container. Such sponsors traditionally have included a variety of consumer retail outlets, such as restaurants, which purchase matches having the sponsor's message custom printed on the match container, such as a box or booklet. The sponsor's advertising message is usually a relatively simple branding message. The match packages also may be distributed by retailers free of charge, with or without a sponsor's branding message, usually upon purchase of cigarettes. The branding message or other sponsor advertising may pertain to the retailer providing the match container, but it also may pertain to third parties who have purchased advertising space on the match container.

[0100] The manufacturer coupon may be directed to any product, but preferably it pertains to a product of interest to consumers of the sponsor or other outlet. For example, manufacturer coupons directed to alcohol or tobacco products may be provided on match containers distributed through restaurants, taverns, and other food and beverage service outlets. It will be appreciated that consumers in such outlets often have a greater opportunity to view advertising messages while they wait for and consume food and beverages. It is expected, therefore, that the view rates for manufacturer coupons distributed via the novel methods will be significantly greater than view rates for other types of direct advertising. Similarly, match packages having manufacturer coupons for tobacco products preferably are distributed through retailers of tobacco products, usually as a "freebie" accompanying the purchase of tobacco products. Such point-of-sale distributions are likely to lead to higher view and redemption rates.

[0101] Preferably, the manufacturer coupons are directed to a target consumer audience. For example, an advertiser may wish to limit its campaign to consumers in a specific geographical area or associated with specific types of consumer outlets. Thus, the novel methods allow for efficient and effective dissemination of manufacturer coupons to targeted consumers.

[0102] For example, the novel methods most commonly will involve the flow of information through four basic entities, (1) an agency that coordinates the flow of information from (2) a client who desires to disseminate a coupon, (3) a match manufacturer who packages matches in containers for distribution by or under the authority of (4) a perceived source or sponsor of the matches whose message occupies other advertising space on the container. It will be appreciated, of course, that in some situations, those entities may be the same entity, such as when a manufacturer desires to disseminate a coupon that may be included toward future purchases of matches or a sponsor who wishes to distribute a coupon for its own product or service. The perceived source of the matches may be the manufacturer, but most matches will be distributed with a sponsor, a third party who is presenting an advertising message on the match container. Any of those entities may utilize subcontractors, suppliers, and the like. The manufacturer also may act as its own agency and deal directly with advertising sponsors and clients who want their coupons disseminated.

[0103] The process generally begins with coupon specifications provided to the agency by the client. Those specifications include instructions as to the content and format of the coupon to be provided with the match packages, the quantity of coupons to be disseminated and the time period over which the coupons will be distributed. The instructions also may include the consumers to whom the coupon will be disseminated. It will be appreciated that a particular coupon may be targeted to particular consumers by associating the coupon with matches to be distributed in a particular geographical area, through particular sponsors or consumer outlets or types of sponsors or consumer outlets, or a combination of those and other factors believed to be associated with the targeted consumers.

[0104] The coupon specifications of the client will be coordinated with specifications provided by the source or sponsor as to information that also will appear on the match container, such as the manufacturer's trademark or the sponsor's advertising message. In particular, if the client has specified that its manufacturer coupon is to be disseminated through certain sponsor or types of sponsors, the client specifications will be coordinated with the specifications of the appropriate sponsors. It also will be appreciated that the coupon specifications will be coordinated, usually by the agency, with the production schedule of the manufacturer, especially where the coupon will be disseminated to targeted consumers, as the quantity of such coupons generally will be limited by expected production and sales levels for the sponsors with which the coupon will be associated.

[0105] Preferably, the client specifications are transmitted from a central computer maintained by the agency through a network, such as the Internet, dedicated, or dial-up networks, to a computer or computer system maintained by the manufacturer to control its inventory and operation of its manufacturing equipment. The manufacturer's system preferably is in communication with any subcontractor systems, such as systems maintained by a printer, so as to facilitate the preparation of the match containers and the subsequent packaging of matches. Also, once the appropriate packaging components have been imprinted in accordance with client and sponsor instructions, a code or other indicator, such as a bar code, may be assigned to components incorporating those instructions and stored in a machine readable format or medium which is printed, affixed, or otherwise associated with the components themselves or the web roll, cassettes, jigs, or packaging in which the components are handled prior to their use in the packaging process.

[0106] Matches then are packaged based on the client (or multiple client) specifications and the source or sponsor (or multiple sources or sponsors) specifications. For example, matches will be packaged in the quantities specified by the client. The packaging may be accomplished by manually controlled packaging equipment. Preferably, however, once communicated to the manufacturer's computer system, the relevant client specifications, e.g., product quantity, are communicated directly to automated, computer controlled packaging equipment in the manufacturer's facility. The packaging equipment also are preferably provided with suitable readers for reading an indicator or code associated with the packaging components associated with a particular client and source or sponsor so that the packaging of matches proceeds in accordance with their respective instructions. The equipment may also include suitable means, such as ink jet sprayers, to apply, affix, or otherwise associate a code or other

indicator, such as a bar code, associated with the client manufacturer coupon which is in a machine readable format or medium to the match containers.

[0107] Once the matches are packaged, the match packages with the coupon are packed and then distributed in accordance with the client specifications. For example, the client may have specified that the coupon be distributed only through particular consumer outlets, such as certain retailers or types of retailers, in certain geographic areas, or certain time periods. In particular, client specifications as to the distribution of the matches may further its purpose of reaching targeted consumers. Preferably, match packages are packed in a shipping carton having a machine readable indicator uniquely associated with the manufacturer coupon. For example, as illustrated in FIG. 18, match packages, such as a plurality of novel matchbooks 30 described in further detail below and shown in further detail in FIG. 5, may be packed in a shipping carton 200 that bears a machine readable code 201. (For the sake of clarity, only a single matchbook 30 is shown in phantom in FIG. 18.) The indicator then is read and, in response to the reading, the carton containing the packaged matches is shipped to consumer outlets associated with the target consumer group or otherwise in accordance with the client's instructions. The manufacturing coupon then may be disseminated, though dissemination of the matches, to the target consumer group through the consumer outlets.

[0108] The machine readable indicator, and the apparatus for reading such indicators, may be selected from any such systems as are known in the art. For example, the indicator could be a bar code readable by conventional bar code readers, such as bar code 201 on shipping carton 200 shown in FIG. 18. Alternately, the indicator could be text, numerical, or graphical code that may be scanned and interpreted by conventional scan readers. Other indicators include Wiegand cards, proximity cards, contact and contactless smart cards, RFID tags, and the like which utilize embedded ferromagnetic wires, LC circuits, microprocessors, memory, radio frequency transmitters/receivers, and such to record data and which may be read by various readers. Not all such technologies may be cost efficient, but they may be used if desired. Generally speaking, the subject invention may employ any such indicators as are known, or may hereafter be developed.

[0109] Matches are packaged in a variety of containers, but most commonly in one of two general package designs. Match boxes typically have a drawer which holds individual wooden match sticks and slides in and out of an outer cover. Matchbooks typically have a paper cover folded over a comb of paper matches. The novel methods of distributing manufacturer coupons encompass the use of all such conventional match containers and other primary packaging for matches, and they may be provided with a coupon by any suitable means. For example, a manufacturer or other type of coupon may be inserted during packaging operations into the drawer of a matchbox along with the matches. Likewise, a coupon may be inserted into booklets, preferably such that it is frictionally held by the match comb and cover. Matchbooks, such as those disclosed in the Roth '689 patent may be utilized, a coupon being imprinted on the matchbook's insert.

[0110] Accordingly, the subject invention also provides for novel matchbooks and matchboxes that are particularly suitable for distributing manufacturer coupons and other advertising messages, and to methods of distributing manufacturer coupons using those novel matchbooks.

[0111] More particularly, preferred embodiments of the subject invention are directed to novel matchbooks having separable advertising media. The matchbooks comprise a comb of matches having a plurality of matches and a cover. The cover is attached to and folded over the comb such that the cover substantially encloses the comb when the cover is in a first closed position and permits a consumer to access the matches in the comb when the cover is in a second open position. The cover has igniting material on the cover on which the matches may be struck and ignited. The matchbook also has a coupon sheet providing a substrate on which a manufacturer coupon may be imprinted. The coupon sheet is connected to the cover such that the coupon sheet is separable from the cover. Thus, the coupon sheet may be removed from the matchbook by a consumer without compromising the integrity of the matchbook.

[0112] Various embodiments of the subject invention may be viewed as improvements on conventional matchbooks. Conventional matchbooks, such as the matchbook 10 shown in FIGS. 1-2, typically comprise a comb of matches 11 in which individual matches extend and are separable from a base 12 for use by a consumer. A cover 13 is folded over the comb 11 and has igniting material 14 thereon to facilitate ignition of the matches. It will be noted that ignition material 14 in matchbook 10 is shown in FIG. 1 as being on the front of matchbook 10. It is illustrated in a similar manner in the various drawings and embodiments discussed below. Since the 1970s, however, at least in the United States, matchbook manufacturers have been required to place the ignition material on the back of matchbooks. Thus, in practice, ignition material for safety reasons, if not required by regulations or laws, will be placed on the back of the various novel matchbooks disclosed herein.

[0113] More particularly, as may be appreciated from FIG. 2, the cover 13 comprises a front panel 15, back panel 16, and bottom panel 17. Front panel 15 is separated by a pair of horizontal (as referenced to comb base 12) fold lines 18a and 18b from back panel 16, which is separated from bottom panel 17 by horizontal fold lines 18c and 18d. The cover 13 is folded along fold lines 18c and 18d such that the bottom panel 17 and back panel 16 are folded over the base 12 of comb 11. The comb base 12 is secured to the bottom panel 17 and back panel 16 typically by a staple 19. The front panel 15 is folded along fold lines 18a and 18b over the top of the match comb 11 such that it substantially encloses the comb 11 when the cover 13 is in a closed position (as shown). It will be appreciated that the folds described above may be made by a single fold line, if desired and practical, instead of the pair of fold lines as described. The cover 13 may be moved to an open position (not shown) in order to access the matches. It also will be appreciated that the bottom panel and front panel can be folded over the match comb along single fold lines, instead of pairs of fold lines as described above, although utilizing a pair of fold lines generally will provide a neater booklet.

[0114] There are variations on this basic design, such as the conventional matchbook 20 shown in FIGS. 3-4. Matchbook 20 is similar to matchbook 10, except that it folds from the side, instead of the top. More specifically, matchbook 20 comprises a comb of matches 21 and a cover 23 which is folded over the comb 21 and has igniting material 24 thereon. As may be appreciated from FIG. 4, the cover 23 comprises a front panel 25, back panel 26, and bottom panel 27. Front panel 25 is separated by a pair of vertical (as referenced to comb base 22) fold lines 28a and 28b from back panel 26,

which is separated from bottom panel 27 by horizontal fold lines 28c and 28d. The cover 23 is folded along fold lines 28c and 28d such that the bottom panel 27 and back panel 26 are folded over base 22 of comb 21. The comb base 22 is secured to the bottom panel 27 and back panel 26 typically by a staple 29. The front panel 25 is folded along fold lines 28a and 28b over the side of the match comb 21 such that it substantially encloses the comb 21 when the cover 23 is in a closed position. The cover 23 may be moved to an open position in order to access the matches. If desired, the bottom panel and front panel can be folded over the match comb along single fold lines, instead of pairs of fold lines as described above.

[0115] The novel matchbooks incorporate the basic design of such conventional matchbooks, but they also comprise a removable coupon sheet. For example, and in accordance with a first preferred embodiment, the subject invention provides for matchbooks having a separable coupon sheet which may be torn from the matchbook without compromising the matchbook. More specifically, such novel matchbooks comprise a comb of matches having a plurality of matches and a cover attached to and folded over the comb. The cover includes igniting material and substantially encloses the comb when the cover is in a first closed position and permits access to the comb when the cover is in a second open position. The novel matchbook also comprises a coupon sheet which provides a substrate on which a manufacturer coupon may be imprinted. The cover is provided on a first section of an imprintable substrate sheet and the coupon sheet is provided on a second section of the imprintable substrate sheet. The boundary between the first and second sections preferably is defined by perforations in the sheet, but in any event, the second section is separable from the first section. Thus, the coupon sheet may be removed from the matchbook without compromising the integrity of the matchbook.

[0116] Examples of this first preferred embodiment, matchbooks 30, 40, 50, and 130 are shown, respectively, in FIGS. 5-7 and 19-20, and they may be viewed as improvements on the design of conventional matchbook 10. That is, as described above in reference to matchbook 10, they comprise a comb of matches 11 over which is folded a cover 13 having a front panel 15, back panel 16, and bottom panel 17. Cover 13 is folded along fold lines 18c and 18d such that the bottom panel 17 and back panel 16 are folded over the base 12 of comb 11 and secured by a staple 19. The front panel 15 is folded along fold lines 18a and 18b over the top of the match comb 11.

[0117] Matchbooks 30, 40, 50, and 130 further comprise a coupon sheet which provides a substrate on which a manufacturer coupon may be imprinted, but which may be torn from the matchbook without compromising the integrity of the matchbook. In particular, matchbook 30, as shown in FIG. 5, comprises an imprintable substrate sheet 33. The cover 13, including panels 15, 16, and 17, is provided on a first section of the substrate sheet 33. A coupon sheet 31 is provided on a second section of substrate sheet 33 which extends from the top (as viewed from the perspective of FIG. 5) of front panel 15. The boundary between coupon sheet 31 and cover 13 is defined by perforations 32 in substrate sheet 33. When matchbook 30 is assembled, coupon sheet 31 preferably is folded inwardly along perforations 32 against the inner face of front panel 15 where it may be viewed by a consumer upon opening matchbook 30.

[0118] As used herein perforations shall be understood to include a line of perforations extending through and along a

substrate sheet such as sheet 33, as well as scoring of the sheet or any weakening thereof so that the substrate sheet may be torn along a predetermined line, thereby facilitating the removal of the coupon sheet without damage thereto or to the cover from which it is torn. Thus, it will be appreciated that the coupon sheet 31 may be easily removed from the matchbook cover 13. At the same time, matchbook 30 and, in particular, its cover 13 retains full functionality after removal of coupon sheet 31. It also will be appreciated that references to removal of a coupon sheet and the like do not necessarily imply that the entire coupon sheet is removed or removable, only that the manufacturer coupon imprinted thereon may be removed. Portions of the coupon sheet may remain in the pack, for example, when perforations are provided.

[0119] Matchbook 40, as shown in FIG. 6, comprises an imprintable substrate sheet 43. The cover 13, including panels 15, 16, and 17, is provided on a first section of the substrate sheet 43. A coupon sheet 41 is provided on a second section of substrate sheet 43 which extends from the bottom (as viewed from the perspective of FIG. 6) of bottom panel 17. The boundary between coupon sheet 41 and cover 13 is defined by perforations 42 in substrate sheet 43. When matchbook 40 is assembled, coupon sheet 41 preferably overlays match comb 11 where it may be viewed by a consumer upon opening matchbook 40. It also will be appreciated that the coupon sheet 41 may be easily removed from the matchbook cover 13 by tearing along perforations 42 without impairing the functionality of matchbook 40 and its cover 13.

[0120] Matchbook 50, as shown in FIG. 7, comprises an imprintable substrate sheet 53. The cover 13, including panels 15, 16, and 17, is provided on a first section of the substrate sheet 53. A coupon sheet 51a is provided on a second section of substrate sheet 53 which extends from one side (as viewed from the perspective of FIG. 7) of front panel 15. A second coupon sheet 51b is provided on a third section of substrate sheet 53 which extends from the other side of front panel 15. The boundaries between coupon sheets 51a and 51b and cover 13 are defined, respectively, by perforations 52a and 52b in the substrate sheet 53. When matchbook 50 is assembled, coupon sheets 51a and 51b preferably are folded inwardly along perforations 52a and 52b against the inner face of front panel 15 where they may be viewed by a consumer upon opening matchbook 50. It also will be appreciated that coupon sheets 51a and 51b may be easily removed from the matchbook cover 13 by tearing along perforations 52a and 52b without impairing the functionality of matchbook 50 and its cover 13.

[0121] As noted below, matchbooks may be constructed in accordance with the subject invention that comprise coupon sheet extensions from other portions of the cover, such as the back panel or the entire length of front and back panels. Thus, matchbook 130, as shown in FIGS. 19-20, comprises an imprintable substrate sheet 133. Cover 13, including panels 15, 16, and 17, is provided on a first section of substrate sheet 133. Coupon sheets 131a and 131b are provided on a second section of substrate sheet 133 that extends along the sides of panels 15, 16, and 17. The boundary between coupon sheets 131a and 131b and cover 13 is defined by a lateral fold line 132e which, at least along the boundary with coupon sheets 131a and 131b, preferably is perforated. Fold lines 132a, 132b, 132c, and 132d extend horizontally across the second section from, respectively, fold lines 18a, 18b, 18c, and 18d. At least one of fold lines 132a and 132b preferably are perforated, as is fold line 132c, so that coupon sheets 131a and

131b may be removed more easily. As shown in FIG. 20, the first, cover section **13** of substrate sheet **133** is folded along lateral fold line **132e** during assembly so that it underlies the second section which provides coupon sheets **131**. Cover section **13** also could be folded the other way so that coupon sheets **131** are presented on the outside of the matchbook. In either event, however, coupon sheets **131a** and **131b** may be removed easily from matchbook **130** without impairing the functionality of matchbook **130** and its cover **13**.

[0122] Further examples of this first preferred embodiment, matchbooks **60**, **70**, **80**, and **90**, are shown, respectively, in FIGS. 8-11, and they may be viewed as improvements on the design of conventional matchbook **20**. That is, as described above in reference to matchbook **20**, they comprise a comb of matches **21** over which is folded a cover **23** having a front panel **25**, back panel **26**, and bottom panel **27**. Cover **23** is folded along fold lines **28c** and **28d** such that the bottom panel **27** and back panel **26** are folded over the base **22** of comb **21** and secured by a staple **29**. The front panel **25** is folded along fold lines **28a** and **28b** over the side of the match comb **21**.

[0123] Novel matchbooks **60**, **70**, **80**, and **90**, like matchbooks **50**, **60**, **70**, and **130**, further comprise a coupon sheet which provides a substrate on which a manufacturer coupon may be imprinted, but which may be torn from the matchbook without compromising the integrity of the matchbook. In particular, matchbook **60**, as shown in FIG. 8, comprises an imprintable substrate sheet **63**. The cover **23**, including panels **25**, **26**, and **27**, is provided on a first section of the substrate sheet **63**. A coupon sheet **61** is provided on a second section of substrate sheet **63** which extends from the top (as viewed from the perspective of FIG. 8) of back panel **26**. The boundary between coupon sheet **61** and cover **23** is defined by perforations **62** in substrate sheet **63**. When matchbook **60** is assembled, coupon sheet **61** preferably is folded inwardly along perforations **62** such that it overlays match comb **21** where it may be viewed by a consumer upon opening matchbook **60**. Fold line **68** is provided so that the coupon sheet **61** will more neatly overlay match comb **21**. It also will be appreciated that the coupon sheet **61** may be easily removed from the matchbook cover **23** by tearing along perforations **62**. At the same time, matchbook **60** and, in particular, its cover **23** retains full functionality after removal of coupon sheet **61**.

[0124] Matchbook **70**, as shown in FIG. 9, comprises an imprintable substrate sheet **73**. The cover **23**, including panels **25**, **26**, and **27**, is provided on a first section of the substrate sheet **73**. A coupon sheet **71** is provided on a second section of substrate sheet **73** which extends from the bottom of bottom panel **27**. The boundary between coupon sheet **71** and cover **23** is defined by perforations **72** in substrate sheet **73**. When matchbook **70** is assembled, coupon sheet **71** preferably overlays match comb **21** where it may be viewed by a consumer upon opening matchbook **70**. It also will be appreciated that the coupon sheet **71** may be easily removed from the matchbook cover **23** by tearing along perforations **72** without impairing the functionality of matchbook **70** and its cover **23**.

[0125] Matchbook **80**, as shown in FIG. 10, comprises an imprintable substrate sheet **83**. The cover **23**, including panels **25**, **26**, and **27**, is provided on a first section of the substrate sheet **83**. A coupon sheet **81** is provided on a second section of substrate sheet **83** which extends from the side of front panel **25**. The boundary between coupon sheet **81** and cover **23** is defined by perforations **82** in substrate sheet **83**. When match-

book **80** is assembled, coupon sheet **81** preferably is folded inwardly along perforations **82** against the inner face of front panel **25** where it may be viewed by a consumer upon opening matchbook **80**. It also will be appreciated that the coupon sheet **81** may be easily removed from the matchbook cover **23** by tearing along perforations **82** without impairing the functionality of matchbook **80** and its cover **23**.

[0126] Matchbook **90**, as shown in FIG. 11, comprises an imprintable substrate sheet **93**. The cover **23**, including panels **25**, **26**, and **27**, is provided on a first section of the substrate sheet **93**. A coupon sheet **91a** is provided on a second section of substrate sheet **93** which extends from the top of front panel **25**. A second coupon sheet **91b** is provided on a third section of substrate sheet **93** which extends from the bottom of front panel **25**. The boundaries between coupon sheets **91a** and **91b** and cover **23** are defined, respectively, by perforations **92a** and **92b** in the substrate sheet **93**. When matchbook **90** is assembled, coupon sheets **91a** and **91b** preferably are folded inwardly along perforations **92a** and **92b** against the inner face of front panel **25** where they may be viewed by a consumer upon opening matchbook **90**. It also will be appreciated that coupon sheets **91a** and **91b** may be easily removed from the matchbook cover **23** by tearing along perforations **92a** and **92b** without impairing the functionality of matchbook **90** and its cover **23**.

[0127] While this first preferred embodiment of the novel matchbooks has been exemplified by matchbooks **30**, **40**, **50**, **60**, **70**, **80**, **90**, and **130** which comprise coupon sheets provided on extensions from certain portions of the cover, it will be understood that the invention is not limited thereto. Other matchbooks may be constructed in accordance with the subject invention that comprise coupon sheet extensions from other portions of the cover, such as the back panel or the entire length of front and back panels. Likewise, the novel matchbooks may comprise multiple coupon sheet extensions extending not just from the sides of the top panel as exemplified by matchbook **50**, but from any portions of the cover as desired.

[0128] Also, the coupon sheets may be designed so the coupon sheets are folded inwardly over the inner surface of the cover or extend over the match comb, as described above, so that a sponsor's advertising message on the outer surface of the cover is not obscured. If desired, however, the coupon sheets may be folded outwardly over the outer surface of the cover or they may be left unfolded, and such approaches may make the coupon sheet more visible. When folded onto the cover, the coupon sheets also may be tacked down, for example with a releasable adhesive, in order to provide a neater booklet.

[0129] It also will be appreciated that some of the coupon sheets interfere in a sense with usual functionality of the matchbooks. For example, matchbooks **40**, **60**, and **70** have coupon sheets that overlay the match comb, and other matchbooks could be similarly designed, for example, with side extensions from the back panel. Such designs require a consumer to not only fold open the front panel of the cover, but to also fold away the coupon sheet in order to access matches in the booklet. Thus, such designs may provide greater visibility and higher response rates for manufacturer coupons imprinted thereon. If desired, such coupon sheets could be tacked down on the match comb itself, for example by a releasable adhesive, thereby requiring more consumer interaction with the coupon sheet.

[0130] Similarly, while the exemplified matchbooks have coupon sheets that are not folded upon themselves, if a larger coupon sheet is desired, for example, an extension may be provided with folds such that the coupon sheet folds in on itself, with or without tacking, as well as onto the cover. The extension also can be provided with additional lines of perforations such that a single extension provides two or more coupon sheets.

[0131] Since the coupon sheets of the novel matchbooks preferably are made of paper or other webs, as are the matchbook covers, it will be appreciated that coupon sheets may be releasably affixed to a matchbook cover by various adhesives as are commonly employed to join webs together. A variety of such adhesives is known and may be used to join paper and non-paper webs.

[0132] Thus, as a further example, and in accordance with a second preferred embodiment, the subject invention provides for matchbooks having a separable coupon sheet which may be peeled from the matchbook without compromising the matchbook. More specifically, such novel matchbooks comprise a comb of matches having a plurality of matches and a cover attached to and folded over the comb. The cover includes igniting material and substantially encloses the comb when the cover is in a first closed position and permits access to the comb when the cover is in a second open position. The novel matchbook also comprises a coupon sheet which provides a substrate on which a manufacturer coupon may be imprinted. The coupon sheet is releasably affixed to a surface of the cover, preferably by adhesives. Thus, the coupon sheet may be removed from the matchbook without compromising the integrity of the matchbook.

[0133] An example of this second preferred embodiment, matchbook 100, is shown in FIGS. 12-13, and it may be viewed as an improvement on the design of conventional matchbook 10. That is, as described above in reference to matchbook 10, matchbook 100 comprises a comb of matches 11 over which is folded a cover 13 having a front panel 15, back panel 16, and bottom panel 17. Cover 13 is folded along fold lines 18c and 18d such that the bottom panel 17 and back panel 16 are folded over the base 12 of comb 11 and secured by a staple. The front panel 15 is folded along fold lines 18a and 18b over the top of the match comb 11.

[0134] Matchbook 100 further comprises a coupon sheet which provides a substrate on which a manufacturer coupon may be imprinted, but which may be peeled from the matchbook without compromising the integrity of the matchbook. In particular, matchbook 100 comprises a laminate sheet 103. The laminate sheet 103 includes a first imprintable substrate layer which provides the cover 13, including panels 15, 16, and 17. The laminate sheet 103 further includes a second imprintable substrate layer releasably laminated to the inner surface of the first layer by an adhesive layer 105 and providing the coupon sheet 101. Coupon sheet 101 is provided on a section of the second layer defined by perforations 102 in the second layer. Thus, it will be appreciated that the coupon sheet 101 may be easily removed from the matchbook cover 13 and the rest of the second layer by peeling coupon sheet 101 away from cover 13 and searing along perforations 102. Preferably at least a portion of the coupon sheet 101 near its edges is not adhered to the cover 13 so that it may be more easily grasped and peeled by a consumer. At the same time, matchbook 100 and, in particular, its cover 13 retains full functionality after removal of coupon sheet 101.

[0135] While coupon sheet 101 in matchbook 100 comprises a portion of second layer, other matchbooks encompassed by the subject invention may have coupon sheets wherein the entire second layer is a coupon sheet. Likewise, the second layer may comprise more than one coupon sheet by providing additional lines of perforations in the second layer or by providing additional layers in the laminate sheet.

[0136] Further examples of this second preferred embodiment, matchbooks 110 and 120, are shown, respectively, in FIGS. 14-15 and 16-17, and they may be viewed as improvements on the design of conventional matchbook 20. That is, as described above in reference to matchbook 20, they comprise a comb of matches 21 over which is folded a cover 23 having a front panel 25, back panel 26, and bottom panel 27. Cover 23 is folded along fold lines 28c and 28d such that the bottom panel 27 and back panel 26 are folded over the base 22 of comb 21 and secured by a staple 29. The front panel 25 is folded along fold lines 28a and 28b over the side of the match comb 21.

[0137] Novel matchbooks 110 and 120, like matchbook 100, further comprise a coupon sheet which provides a substrate on which a manufacturer coupon may be imprinted, but which may be peeled from the matchbook without compromising the integrity of the matchbook. In particular, matchbook 110, as shown in FIGS. 14-15, comprises a cover 23 which includes panels 25, 26, and 27. A coupon sheet 111 is releasably laminated by an adhesive layer 115 to the surface of the cover 23, and more specifically, to the inner surface of front panel 25. Coupon sheet 111 also could extend over the inner surface of back panel 26, to provide a larger coupon sheet or, with suitable perforations, two or more coupon sheets. In any event, it will be appreciated that the coupon sheet 111 may be easily removed from the matchbook cover 23 by peeling it away from front panel 25, and preferably at least a portion of the coupon sheet 111 near its edges is not adhered to the cover 23 so that it may be more easily grasped and peeled by a consumer. At the same time, matchbook 110 and, in particular, its cover 23 retains full functionality after removal of coupon sheet 111.

[0138] Matchbook 120, as shown in FIGS. 16-17, comprises a cover 23 which includes panels 25, 26, and 27. Coupon sheets 121a and 121b are releasably affixed to the surface of cover 23. More specifically, coupon sheet 121a is releasably affixed to the surface of front panel 25, and coupon sheet 121b is releasably affixed to coupon sheet 121a. It will be noted that coupon sheets 121a and 121b are releasably affixed to cover 23 and to each other only at the top portions thereof, in the manner of a booklet. Thus, it will be appreciated that the coupon sheets 121a and 121b may be easily removed from the matchbook cover 23 by peeling them away from front panel 25 without impairing the functionality of matchbook 120 and its cover 23.

[0139] While the coupon sheets in matchbooks 110 and 120 are releasably affixed to the front panel 25, other matchbooks may be designed in accordance with the subject invention wherein the coupon sheets are releasably affixed to other portions of the cover. Also, the coupon sheets in the matchbooks 100, 110, and 120 are affixed to the inner surface of the cover so that a sponsor's advertising message on the outer surface of the cover is not obscured. If desired, however, the coupon sheets may be releasably affixed to the outer surface of the cover to make it more visible. Similarly, the illustrated embodiments all have coupon sheets that fully overlay the cover or a portion thereof, but portions of the coupon sheets

may extend beyond the edges of the novel matchbook covers, and such coupon sheets may have greater visibility.

[0140] Since the coupon sheets and covers of the novel matchbooks may be made of materials which may be fused together, it will be appreciated that coupon sheets may be releasably affixed to attached a matchbook cover by fusing techniques as are commonly employed to join polymer and other synthetic webs. Heat fusing, vibrational or frictional welding, and a variety of other fusing or welding techniques are known and may be used to join such webs together or to paper or non-fusible webs.

[0141] Thus, as a further example, and in accordance with a third preferred embodiment, the subject invention provides for matchbooks having a separable coupon sheet which may be peeled from the matchbook without compromising the matchbook. More specifically, such novel matchbooks comprise a comb of matches having a plurality of matches and a cover attached to and folded over the comb. The cover includes igniting material and substantially encloses the comb when the cover is in a first closed position and permits access to the comb when the cover is in a second open position. The novel matchbook also comprises a coupon sheet which provides a substrate on which a manufacturer coupon may be imprinted. The coupon sheet is releasably affixed to a surface of the cover by fusing the coupon sheet thereto. Thus, the coupon sheet may be removed from the matchbook without compromising the integrity of the matchbook. Such matchbooks may be fabricated, for example, substantially as shown above in matchbooks **100**, **110**, and **120** except that one or both of the cover and coupon sheet are comprised of a polymer or other synthetic and fusible web and coupon sheet is releasably fixed to the cover by fusing the cover and coupon sheet together instead of using adhesives.

[0142] As noted above, coupon sheets also may be releasably affixed to a matchbook cover by staples, preferably as the match comb is being connected to the cover. For example, the coupon sheet may be stapled to the matchbook cover with the same staple(s) used to connect the match comb and cover. Other embodiments, therefore, provide novel matchbooks having a separable coupon sheet which is releasably affixed to a matchbook, preferably by staples or other attachment method or devices, as the match comb is assembled to the cover, so that the manufacturer coupon may be easily removed from the matchbook for redemption without compromising the matchbook and its cover.

[0143] Thus, as a further example, and in accordance with a fourth preferred embodiment, the subject invention provides for matchbooks having a separable coupon sheet which is stapled or otherwise assembled into the matchbook as the comb and cover are assembled. More specifically, such novel matchbooks comprise a comb of matches having a plurality of matches and a cover attached to and folded over the comb. The cover includes igniting material and substantially encloses the comb when the cover is in a first closed position and permits access to the comb when the cover is in a second open position. The novel matchbook also comprises a coupon sheet which is stapled, or otherwise assembled to the cover with the match comb. The manufacturer coupon then may be removed by tearing the coupon sheet or pulling it from the matchbook.

[0144] Examples of this fourth preferred embodiment, matchbooks **140**, **150**, **160**, and **170** are shown, respectively, in FIG. **21**, FIG. **22**, FIGS. **23-24**, and FIGS. **25-26**, and they may be viewed as improvements on the design of conven-

tional matchbook **10**. That is, as described above in reference to matchbook **10**, matchbooks **140**, **150**, and **160** comprise a comb of matches **11** over which is folded a cover **13** having a front panel **15**, back panel **16**, and bottom panel **17**. Cover **13** is folded along fold lines **18c** and **18d** such that the bottom panel **17** and back panel **16** are folded over the base **12** of comb **11** and secured by a staple **19**. The front panel **15** is folded along fold lines **18a** and **18b** over the top of the match comb **11**.

[0145] Matchbooks **140**, **150**, **160**, and **170** further comprise a coupon sheet which provides a substrate on which a manufacturer coupon may be imprinted, and which is releasably affixed to the cover, but which may be separated from the matchbook without compromising the integrity of the matchbook. In particular, matchbook **140**, as shown in FIG. **21**, comprises an imprintable substrate sheet **13** which include panels **15**, **16**, and **17**. Three coupon sheets **141a**, **141b**, and **141c** are provided. The coupon sheets **141** are laid over match comb **11** during assembly of the matchbook **140** and their lower portions are stapled in place between base **12** of comb **11** and bottom panel **17** with the same staple(s) that is used in assembling comb **12** and cover **13**, for example, staple **19**. Preferably, a line of perforations, such as perforations **142a**, are provided in coupon sheets **141** to facilitate separation of the manufacturer coupon imprinted thereon. Alternately, however, perforations could be omitted, and coupon sheets **141** may simply be pulled out of the staples. It will be appreciated that coupon sheets **141** preferably are sized to closely approximate the size of match comb **11** or back panel **16**. Such sizing facilitates assembly and makes for a nice, clean presentation of coupon sheets **141**. Coupon sheets **141**, and the manufacturer coupons imprinted thereon, are readily visible to consumers and may be easily removed for redemption. At the same time, matchbook **140** and, in particular, its cover **13** retains full functionality after removal of the manufacturer coupons imprinted on coupon sheets **141**.

[0146] While stapling is by far the most common way of securing a matchbook cover to a comb, and can easily accommodate assembly of coupon sheets, other methods of assembling matchbooks with coupon sheets may be employed. For example, adhesives may be used, and a separable coupon sheet may be adhered to the cover at the same time as the match comb and cover are adhered together. Various other mechanical attachment means, in addition to staples, are known and may be used to secure a match comb, along with a coupon sheet, to a match cover. Such mechanical attachment means include ties, rivets, fishhooks, brads, clips, plastic or metal spirals or loops, and a variety of other such means familiar to those skilled in the art. Coupon sheets also may be assembled behind the match comb, between two match combs, or to the outside of the match cover.

[0147] It also will be noted in FIGS. **2** and **4** that the base **12** of match comb **11** is provided with cut-outs or castellation on the bottom edge thereof. Such cut-outs provide a bottom profile that may be used to mechanically register a web comprising multiple match combs so that the web may be cut into individual match combs more accurately. Other means, such as optical readers, may be used to provide such registry. Thus, although not specifically shown in the figures, it will be appreciated that the novel matchbooks preferably will incorporate a bottom profile on their match combs or other systems to register cuts during production.

[0148] When cut-outs or other profiles are provided on a match comb base for mechanical registration, however, it will

be appreciated that the coupon sheets employed in this fourth preferred embodiment, if wrapped or folded under the match comb, preferably will comprise openings which allow the profile to be registered mechanically. Such openings will allow a web comprising multiple coupon sheets to be loaded and cut with a web comprising multiple match combs. For example, coupon sheets **141**, **161**, and **171** in, respectively, matchbooks **140**, **160**, and **170** may be provided with a series of rectangular holes matching the raised portions of the bottom profile of match comb base **12**. Thus, if those coupon sheets are folded under match comb **11** as it is placed on cover **13** during assembly, the raised portions will extend through the coupon sheet and allow mechanical registration of the webs.

[0149] For example, matchbook **150**, as shown in FIG. 22, comprises an imprintable substrate sheet **13** which include panels **15**, **16**, and **17**. It also comprises two coupon sheets **151a** and **151b**. The lower portions of coupon sheets **151** are stapled to back panel **16** during assembly of matchbook **150** by staple **19**. Preferably, a line of perforations, such as perforations **152a**, are provided in coupon sheets **151** to facilitate separation of the manufacturer coupon imprinted thereon. Alternately, however, coupon sheets **151** may simply be pulled out of the staples. It will be appreciated that coupon sheets **151** are sized to closely approximate the size of back panel **16**. While not essential, such sizing facilitates assembly and makes for a nice, clean presentation of coupon sheets **151**. Coupon sheets **151**, and the manufacturer coupons imprinted thereon, are readily visible to consumers and may be easily removed for redemption. At the same time, matchbook **150** and, in particular, its cover **13** retains full functionality after removal of coupon sheets **151**.

[0150] Matchbook **160**, as shown in FIGS. 23-24, comprises an imprintable substrate cover sheet **13** which include panels **15**, **16**, and **17**. It also comprises two coupon sheets **161a** and **161b** which are provided on a second imprintable substrate sheet **163**. Second substrate sheet **163** is coextensive with substrate sheet **13** and is stapled in place during assembly of matchbook **160** between base **12** of comb **11** and back panel **16** by staple **19**. A line of perforations, such as perforations **162a**, may be provided in substrate sheet **163** to provide two coupon sheets **161a** and **161b**, but more or fewer coupon sheets may be provided thereon. In any event, a line of perforations (not shown) preferably is provided near the base of substrate sheet **163** above the staple to facilitate separation of coupon sheets **161** from matchbook **160**. Substrate sheet **163**, and the manufacturer coupons imprinted thereon, however, may simply be pulled out of the staples. Though not essential, it will be appreciated that substrate sheet **163** is sized to closely approximate the size of cover **13**, which facilitates assembly and makes for a nice, clean presentation of coupon sheets **161**. Substrate sheet **163** and cover sheet **13** also may be arranged so that coupon sheets **161** are presented on the outside of the matchbook. Regardless, coupon sheets **161**, and the manufacturer coupons imprinted thereon, are readily visible to consumers and may be easily removed for redemption. At the same time, matchbook **160** and, in particular, its cover **13** retains full functionality after removal of coupon sheets **161**.

[0151] Matchbook **170**, as shown in FIGS. 25-26, comprises an imprintable substrate cover sheet **13** which include panels **15**, **16**, and **17**. It also comprises two coupon sheets **171a** and **171b** which are provided on a second imprintable substrate sheet **173**. Second substrate sheet **173** is folded

under match comb **11** and extends upwards on either side of match comb **11**. It is stapled in place during assembly of matchbook **170** between base **12** of comb **11** and back panel **16** and bottom panel **17** by staple **19**. A line of perforations, such as perforations **172a**, may be provided in substrate sheet **173** to provide two coupon sheets **171a** and **171b**, but more or fewer coupon sheets may be provided thereon. Substrate sheet **173**, and the manufacturer coupons imprinted thereon, however, may simply be pulled out of the staples. Though not essential, it will be appreciated that substrate sheet **173** is sized to closely approximate the size of cover **13**, which facilitates assembly and makes for a nice, clean presentation of coupon sheets **171**. Substrate sheet **173** also could be lengthened to provide more or larger coupon sheets which fold within cover **13**. Regardless, coupon sheets **171**, and the manufacturer coupons imprinted thereon, are readily visible to consumers and may be easily removed for redemption. At the same time, matchbook **170** and, in particular, its cover **13** retains full functionality after removal of coupon sheets **171**.

[0152] It will be appreciated that novel matchbooks **140**, **150**, **160**, and **170** all represent improvements on prior art matchbook **10**. The novel matchbooks, however, comprise similar modifications to prior art matchbook **20** shown in FIGS. 3-4 and other designs where the cover folds from a side. That is, such matchbooks may be provided with coupon sheets which are stapled, or otherwise assembled to the cover with the match comb in much the same manner as described above. Oversize or folded coupon sheets also may be stapled, or otherwise assembled to the cover with the match comb.

[0153] Since the coupon sheets of the novel matchbooks are typically made of paper or other webs, as are the matchbook covers, it will be appreciated that the coupon sheets may be attached to the matchbooks by various mechanical attachment devices, in addition to staples, as are commonly employed to attach a web to articles or to other webs. Such mechanical attachment devices include staples, ties, rivets, fishhooks, brads, clips, plastic or metal spirals or loops, and a variety of other such devices familiar to those skilled in the art.

[0154] Thus, as a further example, and in accordance with a fifth preferred embodiment, the subject invention provides for matchbooks having a separable coupon sheet which is releasably affixed to the matchbook by mechanical attachment devices and which may be removed from the matchbook without compromising the functionality of the matchbook. More specifically, such novel matchbooks comprise a comb of matches having a plurality of matches and a cover attached to and folded over the comb. The cover includes igniting material and substantially encloses the comb when the cover is in a first closed position and permits access to the comb when the cover is in a second open position. The novel matchbooks also comprise a coupon sheet which provides a substrate on which a manufacturer coupon may be imprinted. The coupon sheet is releasably affixed to the cover of the matchbook by mechanical attachment devices. Thus, the coupon sheet may be removed from the matchbook without compromising the integrity of the matchbook.

[0155] Examples of this fifth preferred embodiment, matchbooks **180**, **190**, **210**, **220**, and **230** are shown, respectively, in FIGS. 27-31, and they may be viewed as improvements on the design of conventional matchbook **10**. That is, as described above in reference to matchbook **10**, matchbooks **180**, **190**, **210**, **220**, and **230** comprise a comb of matches **11** over which is folded a cover **13** having a front panel **15**, back

panel 16, and bottom panel 17. Cover 13 is folded along fold lines 18c and 18d such that the bottom panel 17 and back panel 16 are folded over the base 12 of comb 11 and secured by a staple 19. The front panel 15 is folded along fold lines 18a and 18b over the top of the match comb 11.

[0156] Matchbooks 180, 190, 210, 220, and 230 further comprise a coupon sheet which provides a substrate on which a manufacturer coupon may be imprinted, and which is releasably affixed to the cover, but which may be separated from the matchbook without compromising the integrity of the matchbook. In particular, matchbook 180, as shown in FIG. 27, comprises an imprintable substrate sheet 13 which include panels 15, 16, and 17. It also comprises a coupon sheet 181 which is releasably affixed by a plastic cable tie 182, through apertures provided in front panel 15 and coupon sheet 181 provided for that purpose. Coupon sheet 181, and the manufacturer coupon imprinted thereon, are readily visible to consumers and may be easily removed for redemption, for example, by tearing coupon sheet 181 or by cutting tie 182. At the same time, matchbook 180 and, in particular, its cover 13 retains full functionality after removal of coupon sheet 181.

[0157] It will be appreciated that coupon sheets such as coupon sheet 181, or folded coupon sheets, may be hung from the matchbook by a variety of ties commonly used for hang tags. Such ties include string loops, elasticized loops, plastic worm loops, twist ties, and any number of other ties known in the art. Multiple coupon sheets also could be affixed with a single tie.

[0158] Matchbook 190, as shown in FIG. 28, comprises an imprintable substrate sheet 13 which include panels 15, 16, and 17. It also comprises a coupon sheet 191 which is releasably affixed to front panel 15 by a paper rivet 192. Coupon sheet 191, and the manufacturer coupon imprinted thereon, are readily visible to consumers and may be easily removed for redemption by tearing coupon sheet 191 away from rivet 192. Perforations also may be provided to facilitate removal of a manufacturer coupon. At the same time, matchbook 190 and, in particular, its cover 13 retains full functionality after removal of coupon sheet 191.

[0159] It will be appreciated that a variety of paper rivets are known in the art and may be used to affix coupon sheets, both folded and unfolded, to a matchbook. Multiple coupon sheets also could be affixed with a single rivet.

[0160] Matchbook 210, as shown in FIG. 29, comprises an imprintable substrate sheet 13 which include panels 15, 16, and 17. It also comprises a coupon sheet 211 which is releasably affixed to front panel 15 by a hard, plastic fishhook connector 212, through apertures provided in front panel 15 and coupon sheet 211 provided for that purpose. Coupon sheet 211, and the manufacturer coupon imprinted thereon, are readily visible to consumers and may be easily removed for redemption, for example, by tearing coupon sheet 211 or by pushing fishhook connected 212 back through the apertures. Perforations also could be provided to facilitate removal of a manufacturer coupon. At the same time, matchbook 210 and, in particular, its cover 13 retains full functionality after removal of coupon sheet 211.

[0161] It will be appreciated that a variety of fishhook connectors, both metal and plastic, and having a variety of designs are known in the art and may be used to affix coupon sheets, both folded and unfolded, to a matchbook. Multiple coupon sheets also could be affixed with a single fishhook connector.

[0162] Matchbook 220, as shown in FIG. 30, comprises an imprintable substrate sheet 13 which include panels 15, 16, and 17. It also comprises a coupon sheet 221 which is releasably affixed to front panel 15 by a metal paper brad 222. As is common in the art, brad 222 has spreadable legs. Once brad 222 is inserted through apertures provided in front panel 15 and coupon sheet 221, the legs are spread to prevent brad 222 from falling out and affix coupon sheet 221 to front panel 15. Coupon sheet 221, and the manufacturer coupon imprinted thereon, are readily visible to consumers and may be easily removed for redemption, for example, by tearing coupon sheet 221 or by undoing brad 222. At the same time, matchbook 220 and, in particular, its cover 13 retains full functionality after removal of coupon sheet 221.

[0163] It will be appreciated that a variety of paper brads having a variety of designs are known in the art and may be used to affix coupon sheets, both folded and unfolded, to a matchbook. Multiple coupon sheets also could be affixed with a single paper brad.

[0164] Matchbook 230, as shown in FIG. 31, comprises an imprintable substrate sheet 13 which include panels 15, 16, and 17. It also comprises a coupon sheet 231 which is releasably affixed to front panel 15 by a metal spiral binding 232. As is common in the art, spiral binding 232 is formed from wire and has spreadable loops. The loops of binding 232 may be spread and inserted through apertures provided along the sides of front panel 15 and coupon sheet 231 provided for that purpose. The legs of binding 232 then spring back to bind coupon sheet 231 to front panel 15. Coupon sheet 231, and the manufacturer coupon imprinted thereon, are readily visible to consumers and may be easily removed for redemption, for example, by tearing coupon sheet 231. At the same time, matchbook 230 and, in particular, its cover 13 retains full functionality after removal of coupon sheet 231.

[0165] It will be appreciated that a variety of spiral and other types of binding devices known in the art and used to bind paper and synthetic webs together. Such binding devices may be used to affix coupon sheets, both folded and unfolded, to a matchbook. Multiple coupon sheets also could be affixed with a single binding.

[0166] Since the coupon sheets of the novel matchbooks preferably are made of paper or other webs, as are the matchbook covers, it will be appreciated that the coupon sheets may be attached to the matchbooks by various methods and means for mechanically joining webs as are commonly employed to join webs together. Such methods include those commonly referred to as paper welding, bonding, or fusing (although they may be applied to non-paper webs as well) or “staple-less” staples. They shall be referenced herein as paper welding and paper welds. Paper welds typically are formed by making configured cuts, such as v-shaped cuts, through sheets of paper and then folding or deforming a portion of the cut such that the sheets are bound together.

[0167] Thus, as a further example, and in accordance with a sixth preferred embodiment, the subject invention provides for matchbooks having a separable coupon sheet which is releasably affixed to the matchbook by paper welds and which may be removed from the matchbook without compromising the functionality of the matchbook. More specifically, such novel matchbooks comprise a comb of matches having a plurality of matches and a cover attached to and folded over the comb. The cover includes igniting material and substantially encloses the comb when the cover is in a first closed position and permits access to the comb when the cover is in

a second open position. The novel matchbooks also comprise a coupon sheet which provides a substrate on which a manufacturer coupon may be imprinted. The coupon sheet is attached to the cover of the matchbook by a paper weld. Thus, the coupon sheet may be removed from the matchbook without compromising the integrity of the matchbook.

[0168] An example of this sixth preferred embodiment, matchbook **240**, is shown in FIG. **32**, and it may be viewed as an improvement on the design of conventional matchbook **10**. That is, as described above in reference to matchbook **10**, matchbook **240** comprises a comb of matches **11** over which is folded a cover **13** having a front panel **15**, back panel **16**, and bottom panel **17**. Cover **13** is folded along fold lines **18c** and **18d** such that the bottom panel **17** and back panel **16** are folded over the base **12** of comb **11** and secured by a staple **19**. The front panel **15** is folded along fold lines **18a** and **18b** over the top of the match comb **11**.

[0169] Matchbook **240** further comprises a coupon sheet which provides a substrate on which a manufacturer coupon may be imprinted, and which is releasably affixed to the cover, but which may be separated from the matchbook without compromising the integrity of the matchbook. In particular, matchbook **240**, as shown in FIG. **32**, comprises an imprintable substrate sheet **13** which include panels **15**, **16**, and **17**. It also comprises a coupon sheet **241** which is affixed to front panel **15** via two rows of paper welds **242a** and **242b**. Thus, coupon sheet **241**, and the manufacturer coupon imprinted thereon, are readily visible to consumers and may be easily removed for redemption by peeling coupon sheet **241** away from front panel **15**. At the same time, matchbook **240** and, in particular, its cover **13** retains full functionality after removal of coupon sheet **241**.

[0170] It will be appreciated that there are a number of conventional devices for welding paper that are known in the art and are commercially available. Such devices may be used to releasably affix a coupon sheet, both folded and unfolded, to a matchbook. Multiple coupon sheets also could be affixed with common welds.

[0171] As noted above, a manufacturer coupon may be inserted into matchbooks, preferably such that it is frictionally held by the match cover and comb. Thus, as a further example, and in accordance with a seventh preferred embodiment, the subject invention provides for matchbooks having a separable coupon sheet which is captured by the matchbook, or other primary packaging associated therewith, and which may be removed from the matchbook without compromising the functionality of the matchbook. More specifically, such novel matchbooks comprise a comb of matches having a plurality of matches and a cover attached to and folded over the comb. The cover includes igniting material and substantially encloses the comb when the cover is in a first closed position and permits access to the comb when the cover is in a second open position. The novel matchbooks also comprise a coupon sheet which provides a substrate on which a manufacturer coupon may be imprinted. The coupon sheet is captured by the matchbook or other associated primary packaging, but otherwise unadhered or connected to the matchbook. Thus, the coupon sheet may be removed from the matchbook without compromising the integrity of the matchbook.

[0172] It will be appreciated that packaging is commonly categorized according to its proximity to the product itself. Primary packaging is the first level of packaging in which a product is packaged, and typically it defines the smallest unit of consumption. For matches, the primary packaging typically

is either a matchbook or match box. Secondary packaging typically packages a quantity of primary packaging. For example, a number of matchbooks may be placed in a retail-ready caddy, so that they are available for distribution to consumers. Finally, tertiary packaging typically packages a quantity of secondary packages, for example, when a number of matchbook caddies are placed in a shipping container.

[0173] Those categories are not always precisely defined for all products. For example, the cardboard boxes for consumer electronics serves as primary packaging, but also may be used to ship individual product. At the same time, consumer electronics may be shipped in quantity via wrapper pallets or containers. Moreover, while matchbooks and match boxes almost universally constitute the only primary packaging for matches, that packaging also may include, if desired, various wraps that either completely or partially envelope a matchbook or match box. Such wrapping may provide a substrate for additional advertising or may serve to protect the match container. As used herein, however, “match packages” and “primary packaging” for matches shall be understood to include such wraps and other primary packaging materials and components in which individual matches are packaged for consumption, as well as the matchbook or match box itself.

[0174] Thus, an example of this seventh preferred embodiment would include matchbooks into which, as noted above, a coupon has been inserted, preferably such that it is frictionally held by the match comb and cover. For example, and referring for general reference to FIGS. **1-2**, a coupon sheet may be placed in front of, between or behind, or folded over the comb of matches **11** in matchbook **10** such that when cover **13** is moved to its closed position the coupon is captured therein. Preferably, the coupon sheet is frictionally retained in matchbook **10**, such as between comb base **12** and back panel **16** or between comb base **12** and bottom panel **17**. Coupon sheets may be captured in similar ways by matchbook **20** shown in FIGS. **3-4** and other designs where the cover folds from a side.

[0175] Other examples of this seventh preferred embodiment, matchbooks **250**, **260**, and **270** are shown in FIGS. **33-37**, and they may be viewed as improvements on the design of conventional matchbook **10**. That is, as described above in reference to matchbook **10**, matchbooks **250**, **260**, and **270** comprise a comb of matches **11** over which is folded a cover **13** having a front panel **15**, back panel **16**, and bottom panel **17**. Cover **13** is folded along fold lines **18c** and **18d** such that the bottom panel **17** and back panel **16** are folded over the base **12** of comb **11** and secured by a staple **19**. The front panel **15** is folded along fold lines **18a** and **18b** over the top of the match comb **11**.

[0176] Matchbooks **250**, **260**, and **270** further comprise a coupon sheet which provides a substrate on which a manufacturer coupon may be imprinted, and which is captured by the matchbook or its associated primary packaging, but which may be separated from the matchbook without compromising the integrity of the matchbook. In particular, as shown in FIGS. **33-35**, front panel **15** and back panel **16** of matchbook **250** also define, respectively, pockets **259a** and **259b**. More particularly, cover **13** comprises a first substrate layer and a second substrate layer **253a** and **253b**. Substrate layers **253** of cover **13** are generally adhered to each other over most of their mating surfaces, or at least a sufficient area that the cover in such areas is more or less bound together. Other areas, however, are kept free of adhesive such that the substrate layers

253 of cover **13** define open ended pockets **259a** and **259b** in which are carried, respectively, coupon sheets **251a** and **251b**. Coupon sheets **251** are frictionally retained in pockets **259**, but may easily be removed therefrom by a consumer. At the same time, matchbook **250** and, in particular, its cover **13** retains full functionality after removal of coupon sheets **251**.

[0177] As illustrated, outer substrate layer **253a** is transparent and reveals the coupon sheets in pockets **259**. Alternately, however, outer substrate layer **253a** may be opaque and may include, for example, printed indicia indicating that a coupon is available for redemption. Pockets **259** also are illustrated as holding a single coupon sheet, but multiple coupon sheets or folded sheets may be carried therein. Such pockets also may be provided in a similar manner in prior art matchbook **20** shown in FIGS. 3-4 and other designs where the cover folds from a side. Likewise, pockets may be provided by affixing an "onsert" to the match container as described below.

[0178] Matchbook **260**, as shown in FIG. 36, comprises an imprintable substrate sheet **13** which include panels **15**, **16**, and **17**. It also comprises a coupon sheet **261** which is laid over matchbook **260**, and together with matchbook **260**, is wrapped in a plastic film, preferably a printed or clear plastic film such as cellophane packaging **262**. Packaging **262** may be unwrapped, preferably via a pull ribbon **263** as shown. Coupon sheet **261**, and the manufacturer coupon imprinted thereon, are readily visible to consumers and may be easily removed for redemption by removing packaging **262**. At the same time, matchbook **260** and, in particular, its cover **13** retains full functionality after removal of coupon sheet **261**.

[0179] It will be appreciated that coupon sheets such as coupon sheet **261** may be wrapped together with a matchbook by a variety of film packaging commonly used for packing consumer products. Such films include paper-film, wax paper, and other synthetic or natural nonwoven fibrous substrates, and monolayer, multilayer, and coextruded sheets, such as those composed of high and low density polyethylene, polypropylene, ethylene vinyl alcohol, polyester, nylon, and other polymers and aluminum and other metallic alloys as are known in the art. The films typically are sealed by heat sealing.

[0180] Multiple coupon sheets also could be wrapped with a matchbook. The coupon sheets may be in the form of a booklet or otherwise adhered to each other, or they may be loose. Likewise, a large coupon could be provided with folds that it fits easily on or around the surface of the matchbook. It also is not necessary that the entire matchbook be wrapped so long as the coupon sheet is securely carried therein.

[0181] Matchbook **270**, as shown in FIG. 37, comprises an imprintable substrate sheet **13** which include panels **15**, **16**, and **17**. It also comprises a coupon sheet **271** which is laid over matchbook **270**, and together with matchbook **270**, is wrapped in a plastic film, preferably a printed or clear plastic film such as cellophane packet **272**. Coupon sheet **271**, and the manufacturer coupon imprinted thereon, are readily visible to consumers and may be easily removed for redemption by tearing open packet **272**. At the same time, matchbook **270** and, in particular, its cover **13** retains full functionality after removal of coupon sheet **271**.

[0182] It will be appreciated that coupon sheets such as coupon sheet **271** may be wrapped together with a matchbook by a variety of film packaging commonly used for packing consumer products, such as the films mentioned above as are known in the art. Multiple coupon sheets also could be wrapped with a matchbook. The coupon sheets may be in the

form of a booklet or otherwise adhered to each other, or they may be loose. Likewise, a large coupon could be provided with folds that it fits easily on or around the surface of the matchbook. The packet typically will be heat sealed together, but it may be twist tied, with or without ties holding the twist.

[0183] It also will be appreciated that a separable coupon sheet could be captured by shrink wrapping a band or sleeve around a matchbook, or by providing a shrink wrapped packet similar to the manner described above in reference to matchbooks **260** and **270**. More than one coupon sheet may be secured by a common shrink-wrap sleeve or packet. The coupon sheets may be in the form of a booklet or otherwise adhered to each other, or they may be loose. Likewise, a large coupon sheet could be provided with folds so that it fits easily on or around the surface of a matchbook. In any event, the coupon sheets may be removed easily by a consumer so that manufacturer coupons imprinted thereon may be redeemed.

[0184] A variety of polymer plastic films may be used for shrink wrapping, but most commonly a polyolefin or polyvinylchloride film is used. A band or sleeve of the film may be placed over a matchbook, or flat stock may be lightly heat tacked together to form a tube. Flat stock also may be folded, and then sealed on the overlap to form a bag around the entire matchbook. The film then is exposed to heat, for example, by passing it through a heat tunnel in the packaging process, whereupon it shrinks over the matchbook and secures coupon sheet thereto, all as well understood in the art.

[0185] It also will be appreciated that separable coupon sheets could be provided as a separable part of the packaging itself, similar to the manner in which coupons are provided on matchbook covers in matchbook **30** and other matchbooks of the first preferred embodiments described above. Coupon sheets could be releasably affixed to the exterior of such packaging by onserts, or in the same manner in which coupon sheets are provided on matchbook **100** and other matchbooks described above. Coupon sheets also could be affixed to primary packaging for matchbooks in any manner of ways analogous to the methods and devices disclosed above. Other imprintable primary packaging elements, such as the wraps discussed above in reference to matchbooks **260** and **270**, also could provide a substrate, that is, a coupon sheet on which is imprinted a manufacturer coupon.

[0186] As a further example, and in accordance with an eighth preferred embodiment, the subject invention provides for matchbooks having a bound pad of coupon sheets which is affixed to the matchbook which allow individual coupon sheets to be removed from the matchbook without compromising the functionality of the matchbook. More specifically, such novel matchbooks comprise a comb of matches having a plurality of matches and a cover attached to and folded over the comb. The cover includes igniting material and substantially encloses the comb when the cover is in a first closed position and permits access to the comb when the cover is in a second open position. The novel matchbooks also comprise a pad of coupon sheets which provide substrates on which manufacturer coupons may be imprinted. The pad of coupon sheets is attached to the cover of the matchbook. Thus, the coupon sheets may be removed from the matchbook without compromising the integrity of the matchbook.

[0187] An example of this eighth preferred embodiment, matchbook **280**, is shown in FIG. 38, and it may be viewed as an improvement on the design of conventional matchbook **10**. That is, as described above in reference to matchbook **10**, matchbook **280** comprises a comb of matches **11** over which

is folded a cover **13** having a front panel **15**, back panel **16**, and bottom panel **17**. Cover **13** is folded along fold lines **18c** and **18d** such that the bottom panel **17** and back panel **16** are folded over the base **12** of comb **11** and secured by a staple **19**. The front panel **15** is folded along fold lines **18a** and **18b** over the top of the match comb **11**.

[0188] Matchbook **280** further comprises a pad of coupon sheets which provide substrates on which manufacturer coupons may be imprinted, but which may be separated from the matchbook without compromising the integrity of the matchbook. In particular, matchbook **280**, as shown in FIG. **38**, comprises an imprintable substrate sheet **13** which include panels **15**, **16**, and **17**. It also comprises a pad of coupon sheets **281** which is affixed to the inside of front panel **15** via, for example, a suitable adhesive. The individual coupon sheets **281a**, **281b**, and **281c** etc. are bound together by a gum or sewn binding **282**. Folded coupon sheets **281** also could be bound together in a pad. There are a number of conventional materials and methods used to bind papers and other webs in such a fashion, and they may be used if desired. In any event, coupon sheet pad **281**, and the manufacturer coupons imprinted thereon, are readily visible to consumers and may be easily removed for redemption by peeling an individual coupon sheet, such as coupon sheet **281a** away from pad **281**. At the same time, matchbook **280** and, in particular, its cover **13** retains full functionality after removal of coupon sheets **281**.

[0189] Also, while the illustrated embodiments comprise a coupon sheet that is integral with and extends from the cover, is releasably affixed thereto, is captured by the novel matchbooks, or otherwise employ only one of the novel approaches, novel matchbooks may be designed that have one or more types of coupon sheets. For example, matchbook **100** could be provided with additional coupon sheets on extensions from the laminate sheet, or an insert may be stapled to or carried in matchbook **100**.

[0190] It also will be appreciated that a manufacturer coupon may be imprinted on the matchbook itself, that is, without imprinting it on a separable coupon sheet. In that event, redemption of the manufacturer coupon may require surrender or destruction of the matchbook, but if desired, such an approach may be utilized. Likewise, a manufacturer coupon could be imprinted on other imprintable primary packaging components associated with the matchbook, such as the wraps discussed above in reference to matchbooks **260** and **270**.

[0191] As noted above, coupon sheets having manufacturer coupons imprinted thereon may be provided on match boxes. The novel match boxes comprise a drawer which is adapted to receive a plurality of matches and a cover having igniting material thereon. The cover slidably receives the drawer such that the drawer is inserted into the cover when the match box is in a first closed position and the drawer is at least partially withdrawn from the cover when the match box is in a second open position. The match boxes provide primary packaging for the matches and comprise a coupon sheet. The coupon sheet provides a substrate on which the manufacturer coupon is imprinted and is removable from the match box by a consumer for redemption of the manufacturer coupon. The manufacturer coupon includes machine readable code associated therewith to facilitate the automated processing of the coupon. Such coupon sheets may be provided on or in match

boxes in any number of ways and, in general, may be provided in a fashion similar to that described in reference to matchbooks.

[0192] For example, and in accordance with a ninth preferred embodiment, the subject invention provides for match boxes having a separable coupon sheet which may be peeled from the match box without compromising the match box. More specifically, such novel match boxes comprise a drawer which is adapted to receive a plurality of matches and a cover having igniting material thereon. The cover slidably receives the drawer such that the drawer is inserted into the cover when the match box is in a first closed position and the drawer is at least partially withdrawn from the cover when the match box is in a second open position. The match boxes provide primary packaging for the matches and comprise a coupon sheet. The coupon sheet provides a substrate on which the manufacturer coupon is imprinted and is removable from the match box by a consumer for redemption of the manufacturer coupon. The manufacturer coupon includes machine readable code associated therewith to facilitate the automated processing of the coupon. The coupon sheet is releasably affixed to the match box cover or drawer. Thus, the coupon sheet may be removed from the match box without compromising the integrity of the match box.

[0193] An example of this ninth embodiment of the subject invention is match box **290**. As may be seen in FIGS. **39-40**, match box **290** is largely of conventional design. It comprises an open ended cover **293** which defines a shallow, right rectangular prism, the interior of which is open. Cover **293** has igniting material **294** thereon, preferably on one or both of its sides, to facilitate ignition of matches. Match box **290** also comprises a drawer **295**. Drawer **295** has a generally open, box shape which is adapted to receive a plurality of matches **292**. Drawer **295** and cover **293** are sized such that drawer **295** is slidably received in cover **293**. Match box **290** can be closed by fully inserting drawer **295** into cover **293**, as may be seen in FIG. **39**. Matches **292** in drawer **295** may thereafter be accessed by sliding drawer **295** at least partially out of cover **293**, as may be seen in FIG. **40**. Such features are typical of prior art match boxes and are incorporated into this ninth preferred embodiment and into other preferred match boxes described below.

[0194] In accordance with the subject invention, match box **290** also comprises a coupon sheet **291** which provides a substrate on which a manufacturer coupon may be imprinted. In particular, match box **290** comprises a coupon sheet **291** which is releasably affixed to an outer surface of cover **293** by an adhesive layer, for example, as employed in matchbooks **100**, **110**, and **120** described above. The adhesive layer may be coextensive with coupon sheet **291**, but preferably, at least a portion of coupon sheet **291** near its edges is not adhered to cover **293** so that it may be more easily grasped and peeled by a consumer. Alternately, only a relatively small portion, such as one end of coupon sheet **291** may be adhered to cover **293**. In any event, it will be appreciated that coupon sheet **291** may be easily removed from match box **290** for redemption of the manufacturer coupon imprinted thereon, yet match box **290** retains its full functionality.

[0195] Additional coupon sheets may be provided on other portions of the cover or layered on top of each other in a fashion similar to that discussed above in reference to matchbook **120**. A coupon sheet also could be releasably affixed to the drawer, although doing so may reduce considerably the visibility of the manufacturer coupon.

[0196] As described above, removable coupon sheets may be provided on matchbooks via separable extensions from the cover thereof. Match box covers and drawers may be made from the same type of substrates as are matchbook covers. Thus, and in accordance with a tenth preferred embodiment, the subject invention provides for match boxes having a separable coupon sheet which may be torn from the match box without compromising the match box. More specifically, such novel match boxes comprise a drawer which is adapted to receive a plurality of matches and a cover having igniting material thereon. The cover slidably receives the drawer such that the drawer is inserted into the cover when the match box is in a first closed position and the drawer is at least partially withdrawn from the cover when the match box is in a second open position. The match boxes provide primary packaging for the matches and comprise a coupon sheet. The coupon sheet provides a substrate on which the manufacturer coupon is imprinted and is removable from the match box by a consumer for redemption of the manufacturer coupon. The manufacturer coupon includes machine readable code associated therewith to facilitate the automated processing of the coupon. The cover is provided on a first section of an imprintable substrate sheet and the coupon sheet is provided on a second section of the imprintable substrate sheet which is separable from the first section. Alternately, the drawer may be provided on a first section of an imprintable substrate sheet and the coupon sheet may be provided on a second section of the imprintable substrate sheet which is separable from the first section. Preferably, the boundary between the first and second sections is defined by perforations in the sheet so that the coupon sheet may be more easily torn from the cover or drawer. In any event, the second section is separable from the first section. Thus, the coupon sheet may be removed from the match box without compromising the integrity of the match box.

[0197] Examples of this tenth preferred embodiment, match boxes 300, 310, and 320 are shown, respectively, in FIGS. 41-43, and they may be viewed as improvements on the design of a conventional match box. That is, they comprise an open ended cover 293 which defines a shallow, right rectangular prism, the interior of which is open. Cover 293 has igniting material 294 thereon, preferably on one or both of its sides, to facilitate ignition of matches. They also comprise a drawer 295. Drawer 295 has a generally open, box shape which is adapted to receive a plurality of matches 292. Drawer 295 and cover 293 are sized such that drawer 295 is slidably received in cover 293. Match box 290 can be closed by fully inserting drawer 295 into cover 293. Matches 292 in drawer 295 may thereafter be accessed by sliding drawer 295 at least partially out of cover 293.

[0198] In accordance with the subject invention, match boxes 300, 310, and 320 also comprise a coupon sheet which provides a substrate on which a manufacturer coupon may be imprinted. For example, match box 300 comprises a coupon sheet 301 which extends from the side of cover 293. Cover 293 may be fabricated from a single imprintable substrate sheet of generally rectangular configuration. The substrate sheet may be cut and folded such that cover 293 is provided on a first portion of the substrate sheet and coupon sheet 301 is provided on a second separable section on the substrate sheet. Perforations (not shown) preferably are provided so that coupon sheet 301 may be more easily torn from cover 293. In any event, it will be appreciated that coupon sheet 301 may be

easily removed from match box 300 for redemption of the manufacturer coupon imprinted thereon, yet match box 300 retains its full functionality.

[0199] Match box 310 comprises a coupon sheet 311 which extends from the end of cover 293. Cover 293 may be fabricated from a single imprintable substrate sheet which is cut and folded such that cover 293 is provided on a first portion of the substrate sheet and coupon sheet 311 is provided on a second separable section on the substrate sheet. Perforations (not shown) preferably are provided so that coupon sheet 311 may be more easily torn from cover 293. In any event, it will be appreciated that coupon sheet 311 may be easily removed from match box 310 for redemption of the manufacturer coupon imprinted thereon, yet match box 310 retains its full functionality.

[0200] Match box 320 comprises a coupon sheet 321 which extends from the end of drawer 295. Drawer 295 may be fabricated from a single imprintable substrate sheet which is cut and folded such that drawer 295 is provided on a first portion of the substrate sheet and coupon sheet 321 is provided on a second separable section on the substrate sheet. Perforations (not shown) preferably are provided so that coupon sheet 321 may be more easily torn from drawer 295. In any event, it will be appreciated that coupon sheet 321, and the manufacturer coupon imprinted thereon, are readily visible to consumers when they open match box 320 to retrieve matches 292 and may be easily removed for redemption, for example, by tearing coupon sheet 321. At the same time, match box 320 and, in particular, drawer 295 retains full functionality after removal of coupon sheet 321.

[0201] Additional coupon sheets may be provided on additional cover or drawer extensions. For example, two coupon sheets may be easily provided on extensions from two sides of the match box cover. Four coupon sheets may be provided on extensions from both ends of the upper and lower surfaces of the cover. Additional coupon sheets could also be provided on the drawer, extending from any edge thereof.

[0202] As described above, removable coupon sheets may be provided on matchbooks via various mechanical attachment devices. Since the coupon sheets of the novel match boxes also are typically made of paper or other webs, as are the match box cover and drawer, it will be appreciated that the coupon sheets may be attached to the match boxes by various mechanical attachment devices as are commonly employed to attach a web to articles or to other webs. Such mechanical attachment devices include staples, ties, rivets, fishhooks, brads, clips, plastic or metal spirals or loops, and a variety of other such devices familiar to those skilled in the art.

[0203] Thus, and in accordance with an eleventh preferred embodiment, the subject invention provides for match boxes having a separable coupon sheet which is releasably affixed to the match box by mechanical attachment devices and which may be removed from the match box without compromising the match box. More specifically, such novel match boxes comprise a drawer which is adapted to receive a plurality of matches and a cover having igniting material thereon. The cover slidably receives the drawer such that the drawer is inserted into the cover when the match box is in a first closed position and the drawer is at least partially withdrawn from the cover when the match box is in a second open position. The match boxes provide primary packaging for the matches and comprise a coupon sheet. The coupon sheet provides a substrate on which the manufacturer coupon is imprinted and is removable from the match box by a consumer for redemp-

tion of the manufacturer coupon. The manufacturer coupon includes machine readable code associated therewith to facilitate the automated processing of the coupon. The coupon sheet is releasably affixed to the cover or drawer of the match box by mechanical attachment devices. Thus, the coupon sheet may be removed from the match box without compromising the integrity of the match box.

[0204] Examples of this eleventh preferred embodiment, match boxes 330 and 340 are shown, respectively, in FIGS. 44-45, and they may be viewed as improvements on the design of a conventional match box. That is, they comprise an open ended cover 293 which defines a shallow, right rectangular prism, the interior of which is open. Cover 293 has igniting material 294 thereon, preferably on one or both of its sides, to facilitate ignition of matches. They also comprise a drawer 295. Drawer 295 has a generally open, box shape which is adapted to receive a plurality of matches 292. Drawer 295 and cover 293 are sized such that drawer 295 is slidably received in cover 293. Match boxes 330 and 340 can be closed by fully inserting drawer 295 into cover 293. Matches 292 in drawer 295 may thereafter be accessed by sliding drawer 295 at least partially out of cover 293.

[0205] In accordance with the subject invention, match boxes 330 and 340 also comprise a coupon sheet which provides a substrate on which a manufacturer coupon may be imprinted. For example, match box 330 comprises a coupon sheet 331 which is releasably affixed to match box cover 293 by a paper rivet 336. Coupon sheet 331, and the manufacturer coupon imprinted thereon, are readily visible to consumers and may be easily removed for redemption by tearing coupon sheet 331 away from rivet 336. Perforations also may be provided to facilitate removal of a manufacturer coupon. At the same time, match box 330 and, in particular, its cover 293 retains full functionality after removal of coupon sheet 331.

[0206] It will be appreciated that a variety of paper rivets are known in the art and may be used to affix coupon sheets to a match box. Multiple coupon sheets also could be affixed with a single rivet.

[0207] Match box 340 comprises a coupon sheet 341 which is releasably affixed to match box drawer 295 by a metal spiral binding 346. As is common in the art, spiral binding 346 is formed from wire and has spreadable loops. The loops of binding 346 may be spread and inserted through apertures provided along the sides of drawer 295 and coupon sheet 341 provided for that purpose. The legs of binding 346 then spring back to bind coupon sheet 341 to drawer 295. Coupon sheets 341, and the manufacturer coupon imprinted thereon, are readily visible to consumers when they open match box 340 to retrieve matches 292 and may be easily removed for redemption, for example, by tearing coupon sheet 341. At the same time, match box 340 and, in particular, drawer 295 retains full functionality after removal of coupon sheet 341.

[0208] It will be appreciated that a variety of spiral and other types of binding devices known in the art and used to bind paper and synthetic webs together. Such binding devices may be used to affix coupon sheets to a matchbook. Multiple coupon sheets also could be affixed with a single binding.

[0209] A coupon sheet or multiple coupon sheets also may be releasably affixed to the cover or drawer of the match box by other mechanical attachment devices such as staples, ties, fishhooks, brads, clips, and a variety of other such devices familiar to those skilled in the art in a fashion similar to their use in matchbooks and match boxes as described above. For example, a coupon sheet may be paper welded to a match box

cover instead of releasably affixing it to the cover with adhesives as shown in respect to match box 290. For example, one or more staples, ties, fishhooks, brads, or clips may be utilized instead of paper rivet 336 in match box 330 or spiral binding 346 in match box 340.

[0210] As described above, removable coupon sheets may be provided on matchbooks via various paper welds. Since the coupon sheets of the novel match boxes also are typically made of paper or other webs, as are the match box cover and drawer, it will be appreciated that the coupon sheets may be attached to the match boxes by various paper welds as are commonly employed to fuse or join such webs together.

[0211] Thus, and in accordance with a twelfth preferred embodiment, the subject invention provides for match boxes having a separable coupon sheet which is releasably affixed to the match box by mechanical attachment devices and which may be removed from the match box without compromising the match box. More specifically, such novel match boxes comprise a drawer which is adapted to receive a plurality of matches and a cover having igniting material thereon. The cover slidably receives the drawer such that the drawer is inserted into the cover when the match box is in a first closed position and the drawer is at least partially withdrawn from the cover when the match box is in a second open position. The match boxes provide primary packaging for the matches and comprise a coupon sheet. The coupon sheet provides a substrate on which the manufacturer coupon is imprinted and is removable from the match box by a consumer for redemption of the manufacturer coupon. The manufacturer coupon includes machine readable code associated therewith to facilitate the automated processing of the coupon. The coupon sheet is attached to the cover or drawer of the match box by a paper weld. Thus, the coupon sheet may be removed from the match box without compromising the integrity of the match box. For example, a coupon sheet may be paper welded to a match box cover, in a manner similar to that described in respect to matchbook 240 and its coupon sheet 241, instead of releasably affixing it to the cover with adhesives as shown in respect to match box 290 and its coupon sheet 291.

[0212] As described above, a separable coupon sheet may be captured by a matchbook, or other primary packaging associated therewith. Likewise, it will be appreciated that the novel match boxes or other associated primary packaging may capture coupon sheets as well. Thus, and in accordance with an thirteenth embodiment, the subject invention provides for match boxes having a separable coupon sheet which is captured by the match box or other primary packaging associated therewith, and which may be removed from the match box without compromising the functionality of the match box. More specifically, such novel match boxes comprise a drawer which is adapted to receive a plurality of matches and a cover having igniting material thereon. The cover slidably receives the drawer such that the drawer is inserted into the cover when the match box is in a first closed position and the drawer is at least partially withdrawn from the cover when the match box is in a second open position. The match boxes provide primary packaging for the matches and comprise a coupon sheet. The coupon sheet provides a substrate on which the manufacturer coupon is imprinted and is removable from the match box by a consumer for redemption of the manufacturer coupon. The manufacturer coupon includes machine readable code associated therewith to facilitate the automated processing of the coupon. The coupon sheet is captured by the match box or its associated

primary packaging, and which may be separated from the match box without compromising the integrity of the match box.

[0213] Thus, an example of this thirteenth preferred embodiment would include match boxes in which a coupon has been inserted into the drawer along with matches. Other examples of this thirteenth preferred embodiment, match boxes 350 and 360 are shown, respectively, in FIGS. 46-47, and they may be viewed as improvements on the design of a conventional match box. That is, they comprise an open ended cover 293 which defines a shallow, right rectangular prism, the interior of which is open. Cover 293 has igniting material 294 thereon, preferably on one or both of its sides, to facilitate ignition of matches. They also comprise a drawer 295. Drawer 295 has a generally open, box shape which is adapted to receive a plurality of matches 292. Drawer 295 and cover 293 are sized such that drawer 295 is slidably received in cover 293. Match boxes 350 and 360 can be closed by fully inserting drawer 295 into cover 293. Matches 292 in drawer 295 may thereafter be accessed by sliding drawer 295 at least partially out of cover 293.

[0214] In accordance with the subject invention, match boxes 350 and 360 also comprise a coupon sheet which is captured by the match box or its associated primary packaging, but which may be separated from the match box without compromising the integrity of the match box. In particular, as shown in FIG. 46, cover 293 of match box 350 defines a pocket 359. More particularly, cover 293 comprises an outer substrate layer 356. Substrate layer 356 is generally adhered to cover 293 along its lengthwise edges such that substrate layer 356 and cover 293 define open ended pocket 359 in which is carried coupon sheet 351. Coupon sheet 351 is frictionally retained in pocket 359, but may easily be removed therefrom by a consumer. At the same time, match box 350 and, in particular, its cover 293 retains full functionality after removal of coupon sheet 351.

[0215] As illustrated, outer substrate layer 356 is transparent and reveals coupon sheet 351 in pocket 359. Alternately, however, outer substrate layer 356 may be opaque and may include, for example, printed indicia indicating that a coupon is available for redemption. Pocket 359 also is illustrated as holding a single coupon sheet, but multiple coupon sheets or folded sheets may be carried therein. An additional pocket may be provided, if desired, on the other side of match box 350. Likewise, pockets may be provided by affixing an "onsert" to the match box.

[0216] Match box 360, as shown in FIG. 47, comprises a coupon sheet 361 which is laid over match box 360, and together with match box 360, is wrapped in a plastic film, preferably a printed or clear plastic film such as cellophane packaging 366. Packaging 366 may be unwrapped, preferably via a pull ribbon 367 as shown. Coupon sheet 361, and the manufacturer coupon imprinted thereon, are readily visible to consumers and may be easily removed for redemption by removing packaging 366. At the same time, match box 360 and, in particular, its cover 293 retains full functionality after removal of coupon sheet 361.

[0217] It will be appreciated that coupon sheets such as coupon sheet 361 may be wrapped together with a match box by a variety of film packaging commonly used for packing consumer products, such as those mentioned above. The films typically are sealed by heat sealing. Multiple coupon sheets also could be wrapped with a match box. The coupon sheets may be in the form of a booklet or otherwise adhered to each

other, or they may be loose. Likewise, a large coupon could be provided with folds that it fits easily on or around the surface of the match box. It also is not necessary that the entire match box be wrapped so long as the coupon sheet is securely carried therein.

[0218] Coupon sheets also may be wrapped together with match boxes in a packet made from a plastic film, preferably a printed or clear plastic film such as cellophane, similar to the manner in which matchbook 270 was packaged. It also will be appreciated that a separable coupon sheet could be captured by shrink wrapping a band or sleeve around a match box or by providing a shrink wrapped packet. More than one coupon sheet may be provided in a packet, or they may be secured by a common shrink-wrap sleeve or packet. The coupon sheets may be in the form of a booklet or otherwise adhered to each other, or they may be loose. Likewise, a large coupon sheet could be provided with folds so that it fits easily on or around the surface of a match box. In any event, the coupon sheets may be removed easily by a consumer so that manufacturer coupons imprinted thereon may be redeemed. Such wraps may be made from films, and the packaging may be accomplished as described above in reference to matchbooks.

[0219] It also will be appreciated that separable coupon sheets could be releasably affixed to the exterior of such packaging by onserts, or in the same manner in which coupon sheets are provided on match box 290. Coupon sheets also could be provided as a separable part of the packaging itself, similar to the manner in which coupons are provided on match box covers and drawers in match boxes 300, 310, and 320. Coupon sheets also could be affixed to primary packaging for match boxes in any manner of ways analogous to the methods and devices disclosed above. Other imprintable primary packaging elements, such as the wraps discussed above in reference to match box 360, also could provide a substrate, that is, a coupon sheet on which is imprinted a manufacturer coupon.

[0220] As a further example, and in accordance with a fourteenth preferred embodiment, the subject invention provides for match boxes having a bound pad of coupon, sheets which is affixed to the match box which allow individual coupon sheets to be removed from the match box without compromising the functionality of the match box. More specifically, such novel match boxes comprise a drawer which is adapted to receive a plurality of matches and a cover having igniting material thereon. The cover slidably receives the drawer such that the drawer is inserted into the cover when the match box is in a first closed position and the drawer is at least partially withdrawn from the cover when the match box is in a second open position. The match boxes provide primary packaging for the matches and comprise a pad of coupon sheets which provide substrates on which manufacturer coupons may be imprinted. The manufacturer coupon includes machine readable code associated therewith to facilitate the automated processing of the coupon. The pad of coupon sheets is attached to the cover of the match box. Thus, the coupon sheets may be removed from the match box without compromising the integrity of the match box.

[0221] An example of this fourteenth embodiment of the subject invention is match box 370. As may be seen in FIG. 48, match box 370 may be viewed as an improvement on the design of a conventional match box. It comprises an open ended cover 293 which defines a shallow, right rectangular prism, the interior of which is open. Cover 293 has igniting material 294 thereon, preferably on one or both of its sides, to

facilitate ignition of matches. Match box 370 also comprises a drawer 295. Drawer 295 has a generally open, box shape which is adapted to receive a plurality of matches 292. Drawer 295 and cover 293 are sized such that drawer 295 is slidably received in cover 293. Match box 370 can be closed by fully inserting drawer 295 into cover 293. Matches 292 in drawer 295 may thereafter be accessed by sliding drawer 295 at least partially out of cover 293.

[0222] Match box 370 further comprises a pad of coupon sheets which provide substrates on which manufacturer coupons may be imprinted, but which may be separated from the match box without compromising the integrity of the match box. In particular, match box 370, as shown in FIG. 48, comprises a pad of coupon sheets 371 which is affixed to the surface of match box cover 293 via, for example, a suitable adhesive. The individual coupon sheets 371a, 371b, and 371c etc. are bound together by a gum or sewn binding 376. There are a number of conventional materials and methods used to bind papers and other webs in such a fashion, and they may be used if desired. In any event, coupon sheet pad 371, and the manufacturer coupons imprinted thereon, are readily visible to consumers and may be easily removed for redemption by peeling an individual coupon sheet, such as coupon sheet 371a away from pad 371. At the same time, match box 370 and, in particular, its cover 13 retains full functionality after removal of coupon sheets 371.

[0223] It also will be appreciated that a manufacturer coupon may be imprinted on the match box itself, that is, without imprinting it on a separable coupon sheet. In that event, redemption of the manufacturer coupon may require surrender or destruction of the match box, but if desired, such an approach may be utilized. Likewise, a manufacturer coupon could be imprinted on other imprintable primary packaging components associated with the match box, such as the wraps discussed above in reference to match box 360.

[0224] Also, while the illustrated embodiments of the novel match box are described as reflecting a particular approach, such as including a coupon sheet that is integral with and extends from the cover, is releasably affixed thereto, or is captured by the novel match boxes, the invention is not limited thereto. Rather, one or more of such approaches may be employed in a particular match box. For example, match box 290 may be provided with extensions from its drawer 295 as in match box 320. Any of illustrated match boxes also could be provided with additional coupon sheets that are carried in drawer 295.

[0225] Thus, it will be appreciated that the invention provides for novel match packages having removable coupon sheets may be easily and neatly removed without interfering with the functionality of the match packages. Thus, they are particularly suitable for providing manufacturer and other types of coupons, as the coupon may be removed before the match package is lost or is subject to wear and tear that may make it more difficult to automatically process the coupon. Since they may be easily separated and removed from the match packages, removable coupon sheets are expected to increase redemption rates for the coupons imprinted thereon. There is a positive correlation between the ease with which a consumer is able to collect a coupon and the rate at which the coupon is redeemed. The harder it is to collect a coupon, the lower will be the redemption rates. Moreover, because match packages are handled many times by a consumer thereof, they

provide an effective vehicle for displaying the advertising, and this too is expected to increase redemption rates significantly.

[0226] In general, the novel match packages are made of materials and processes that would be used in fabricating conventional match packages and comply with applicable regulatory standards relating to health and safety, such as laws and regulations implemented and enforced by the Consumer Product Safety Commission, and other governmental and industry organizations. It will be appreciated that the novel match packages, since they provide coupon sheets that may be readily separated and removed, provide a medium for advertising without diminishing the safety of the match packages in use.

[0227] More specifically, the novel match container covers may be fabricated from any of a variety of materials that are commonly used to fabricate the covers of conventional match containers. Most commonly, match container covers are made from papers, such as carton board, and from foil laminated paper boards. Other materials, however, may be used and include cellophane, and other synthetic or natural non-woven fibrous substrates, monolayer, multilayer, and coextruded sheets, such as those composed of high and low density polyethylene, polypropylene, ethylene vinyl alcohol, polyester, nylon, and other polymers, and aluminum and other metallic alloys, and paper-film and other laminate substrates. Preferably the material will have tear, tensile, stiffness, and other physical characteristics that render it suitable for use in conventional processes for the automated manufacture of match containers.

[0228] When the novel match containers, such as matchbook 30, have a coupon sheet that extends from the cover and is torn therefrom along a line of perforations, the coupon sheet necessarily will be composed of the same material from which the cover is fabricated. In other embodiments, however, such as matchbook 100, where the coupon sheet is releasably affixed to the cover of the matchbook it is possible to fabricate the coupon sheet from different materials that may be more suited to imprinting and automated processing of the sheet as a coupon. The cover generally will have to have greater strength and durability, but such properties are not necessarily required for the coupon sheet and, therefore, a wider range of materials may be suitable for use as coupon sheets in such embodiments.

[0229] In general, where the coupon sheet is not integral with the cover, the coupon sheets in the novel match containers may be composed of any of a wide variety of imprintable substrates conventionally used in printed advertising materials. Such substrates include paper, such as bond and machine glazed, cellophane, and other synthetic or natural nonwoven fibrous substrates, monolayer, multilayer, and coextruded films, such as those composed of high and low density polyethylene, polypropylene, ethylene vinyl alcohol, polyester, nylon, and other polymers, and aluminum and other metallic alloys, and paper-film and other laminate substrates. Suitable films will enable the imprinting of a manufacturer coupon. They also should have tear, tensile, stiffness, memory, and other physical characteristics that render them suitable for use in automated printing and manufacturing equipment. Bond, book, and other types of paper based stock are preferred as they are relatively inexpensive, may be handled relatively easily by automated equipment, and provide an excellent substrate for conventional printing processes. Machine glazed paper is especially preferred as it will provide

improved print quality. Where there are multiple coupon sheets, such as in matchbook 120, the coupon sheets may be made of the same or different materials. In general, the choice of material for the match container cover and coupon sheets will be determined by those and other factors well known to those skilled in the art of packaging, and many suitable materials are commercially available.

[0230] The subject invention provides match containers with imprintable coupon sheets which are connected to the cover, but are separable therefrom without compromising the integrity of the match container. In certain embodiments, for example matchbook 30, a coupon sheet extends from the cover and is integral with the sheet from which the matchbook cover is made. The manufacturer coupon is removed by tearing it from the cover, and suitable perforations may be provided to facilitate tearing away of the manufacturer coupon. In other embodiments, such as matchbooks 100, 110, and 120, imprintable coupon sheets are releasably affixed to the cover or other coupon sheets and are peeled therefrom. Coupons may be releasably affixed thereto by conventional methods and materials. For example, if the material from which the cover or coupon sheet is fabricated is itself heat sealable, such as low density polyethylene (LDPE), the coupon sheet may be lightly or spot bonded to the cover. Preferably, however, either the cover or coupon sheet is coated or spotted in appropriate locations with a heat sealable adhesive, such as those composed of polyethylene and other thermoplastic polymers, or a pressure sensitive, peelable, low tack adhesive so that the coupon sheet may be removed easily and without damaging it. Any suitable method for separably connecting coupon sheets to the cover, however, may be used, provided that the coupon sheet is secured to the match container during shipment and distribution, but may be neatly and easily removed on the spot by a consumer of such matches.

[0231] Also, while in various preferred embodiments coupon sheets are described as being laminated to the cover or other coupon sheets by a substantially continuous layer of adhesive extending across the entire or the substantial majority of opposing faces thereof, it is not necessary, and may not even be desirable to do so. Adhesive may be applied discontinuously, e.g., in spots or lines. Also, coupon sheets may be affixed at only one end thereof, or where a coupon sheet is integrally formed with the cover, left free of adhesive, so as to make it readily apparent to the consumer that the manufacturer coupon may be removed from the match container or simply to make the manufacturer coupon more conspicuous. Furthermore, even where the substantial portion of the opposing faces are laminated together with a continuous or discontinuous layer of adhesive, areas near the edges of the sheets may be left free of adhesive to facilitate separation of coupon sheets by a consumer.

[0232] Coupon sheets also may be provided on match containers via "onserts." Such onserts have a base substrate that is affixed to the match container, usually by adhesives. A coupon sheet in turn is affixed, typically with low tack adhesives, to the base substrate. The base substrate of the onsert is typically not removable in the ordinary course of use, but the coupon sheet may be peeled easily from the base substrate. Alternately, a flat or folded coupon sheet may be carried in a pocket formed by adhering a top, enveloping substrate layer to the onsert base substrate. The coupon sheet then would be removed by peeling or tearing away the top substrate layer of the insert. In either event, the onsert substrate layers would commonly be imprinted with various branding or other adver-

tising messages, while the coupon sheet would provide a substrate for imprinting a manufacturer coupon. The onsert could be affixed to the cover in any convenient location, either on the inside or the outside of the cover.

[0233] The manufacturer coupon may be imprinted by any of a number of conventional printing processes well known to workers in the art. It will be further appreciated, that in the context of the subject invention, imprinting will be understood not only to include such printing processes, but also impressing, watermarking, bonding, fusing, embossing, burning, stenciling and other processes by which indicia may be imparted to the substrate to communicate the desired manufacturer coupon. The precise method of imprinting will be coordinated with the choice of substrate, and vice versa. Printing the manufacturer coupons, however, is preferred for cost reasons and because it allows greater flexibility in presenting the manufacturer coupon. Preferably the manufacturer coupons are preprinted on a suitable web prior to packaging.

[0234] The manufacturer coupon, of course, will be determined by the advertiser. It will be appreciated, however, that since the coupon sheet includes a manufacturer coupon redeemable by a consumer, it will be advisable to select substrates and imprinting methods that provide relatively high quality printing. That will improve machine readability of the bar code that as a practical matter must be associated with a manufacturer coupon.

[0235] It also will be appreciated that the cover of the novel match containers, consistent with current practice, typically will also have an imprinted message on at least its exterior surface. Such messages most commonly will provide identification and information on the distributor of the match containers or the entity that otherwise is sponsoring the match containers. Thus, in various preferred embodiments of the invention, this sponsorship message will still be provided on the match container even when the coupon sheets have been removed. Additional messages, and especially advertising messages, may be imprinted on additional coupon sheets. When the coupon sheet is releasably affixed to the cover, it generally will be affixed to an inner surface of the cover to ensure that the sponsorship message is not obscured. The coupon sheets, however, may be translucent or transparent to allow consumers to view indicia printed on the match container cover such as a sponsorship message. Moreover, although the novel match containers are particularly useful in disseminating manufacturer coupons other than those pertaining to the sponsor of the match container, all messages imprinted thereon may pertain to the manufacturer providing the coupon.

[0236] Also, while the illustrated embodiments all have a generally rectangular shape, the subject invention is not limited thereto. Rectangular shaped matchbooks and match boxes are the most common configuration, and are preferred by sponsors for their relatively low cost. Matchbooks incorporating the same basic fold-over design, however, have been manufactured in a wide variety of shapes, both regular and irregular, such as wine bottles, houses, shoes, and other products associated with the sponsor. Match boxes also have been fabricated in triangular and circular shapes. Many more shapes may be devised. Thus, the subject invention is not limited to matchbooks or match boxes having any particular shape, and the novel match containers may have a variety of different shapes as will be appreciated by workers in the art.

[0237] Likewise, the novel match containers are not limited to any particular size, but preferably are sized according to convention so that they conform to consumer expectations. Regardless, it will be appreciated that the novel match containers have particular utility when a relatively small match container is desired, as such match containers otherwise would have extremely limited space available for advertising messages.

[0238] As with the match containers, the coupon sheets are not limited to a particular size. For many applications it may be preferable to size the coupon sheets such that they, with or without additional folding, are substantially equal to the size of the cover panel or panels against which they will be folded or to which they will be adhered. The match container thereby may have a neater appearance, and it may also maximize the size of the coupon sheet for a given match container size and a given number of layers or folds in the coupon sheet. Such sizing also may be easier to accommodate in the context of conventional manufacturing processes. For other applications, however, providing an oversized coupon sheet, or providing a coupon sheet that is not completely tacked down to or folded into the cover so that the coupon sheet projects outward or beyond the match container may increase the visibility and effectiveness of the manufacturer coupon imprinted thereon.

[0239] Moreover, it will be appreciated that the novel match containers have significantly greater imprintable area, yet they do not necessarily occupy significantly more space than comparable conventional match containers. Even when multiple coupon sheets or folded coupon sheets are incorporated into the match container, the match container is not necessarily significantly thicker than conventional match container covers and the overall size of the match container is virtually unchanged. This can be a significant advantage as a manufacturer may be able to package and ship the novel match containers in the same containers as are used for its standard sizes of conventional match containers. The novel match containers may be sized according to such conventions, yet still provide significantly larger areas for imprinting manufacturer coupons, an advantage that as noted is greater as the size of the match container is diminished.

[0240] For example, approximate common dimensions for matchbooks such as matchbook 10 are as follows: cover (overall)—1.5"×4.25"; front panel—1.5"×1.6"; "saddle" (area on top between front and back panels)—1.5"×0.36"; back panel—1.5"×1.8"; bottom panel 1.5"×0.47". If those dimensions are utilized in matchbooks such as 30, the coupon sheet may be the same size as the front panel, providing approximately 2.4 in² of imprintable area on each face thereof. That is more than adequate for providing relatively sophisticated manufacturer coupons, but it will still fold neatly into the matchbook without significantly increasing its overall size. It will be appreciated that other configurations for the novel matchbooks provide similar benefits.

[0241] It also will be appreciated that many embodiments of the novel match containers may be produced by making relatively minor modifications to conventional processes and machinery for making match containers. As is well known in the art, such machinery includes various cutters and folders for forming matchbook covers from a continuous web of cover material and for securing a match comb therein, usually by stapling.

[0242] The methods of the subject invention are directed to disseminating manufacturer coupons to consumers. Such

novel methods comprise packaging matches in a match package having a manufacturer coupon which may be viewed by a consumer of the matches, the match packages being one of the novel match containers. That is, the match packages are selected from the group consisting of the novel match packages described herein or any subgroup thereof. The match packages with the manufacturer coupon are distributed to a consumer outlet and then distributed to consumers associated with the consumer outlet. The manufacturer coupon is thereby distributed to consumers of the match packages.

[0243] While this invention has been disclosed and discussed primarily in terms of specific embodiments thereof, it is not intended to be limited thereto. Other modifications and embodiments will be apparent to the worker in the art.

What is claimed is:

1. A plurality of matches in primary packaging, wherein said match package comprises:

- (a) a container in which said matches are carried and
- (b) a manufacturer coupon redeemable by a consumer and having machine readable code associated therewith to facilitate the automated processing of said coupon.

2. The match package of claim 1, wherein said manufacturer coupon is imprinted on said container.

3. The match package of claim 1, wherein said match package comprises a wrap provided on said match container and said manufacturer coupon is imprinted on said wrap.

4. The match package of claim 1, wherein said match container comprises a separable coupon sheet providing a substrate on which said manufacturer coupon is imprinted such that said manufacturer coupon may be removed from said container for redemption.

5. The match package of claim 4, wherein said match container has a first closed position, in which said matches are substantially enclosed in said container, and a second open position, in which said matches are accessible and may be removed individually therefrom by a consumer; wherein said manufacturer coupon imprinted on said coupon sheet is removable from said container without impairing the ability of said container to substantially enclose said matches when said container is in said first closed position.

6. The match package of claim 5, wherein said match container has a branding advertising message from a sponsor; wherein said container has a second substrate on which said branding message is imprinted; and wherein said manufacturer coupon may be removed from said match container by a consumer without compromising the integrity of said second substrate on which said sponsor branding message is imprinted.

7. The match package of claim 4, wherein said match container is a match box comprising a drawer, said drawer being adapted to receive said plurality of matches, and a cover having igniting material thereon, said cover slidably receiving said drawer such that said drawer is inserted into said cover when said match box is in said first closed position and said drawer is at least partially withdrawn from said cover when said container is in said second open position.

8. The match package of claim 7, wherein said coupon sheet is captured by said match package.

9. The match package of claim 7, wherein said coupon sheet is carried in said match box drawer with said matches.

10. The match package of claim 7, wherein said coupon sheet is separably connected to said match box such that said manufacturer coupon may be separated from said match box and removed from said match box without impairing the

ability of said match box to substantially enclose said matches when said match box is in said closed position.

11. The match package of claim 10, wherein said coupon sheet is releasably affixed to said cover of said match box such that said manufacturer coupon may be separated from said cover and removed from said cover without impairing the ability of said match box to substantially enclose said matches when said match box is in said closed position.

12. The match package of claim 10, wherein said coupon sheet is releasably affixed to said drawer of said match box such that said manufacturer coupon may be separated from said drawer and removed from said drawer without impairing the ability of said match box to substantially enclose said matches when said match box is in said closed position.

13. The match package of claim 4, wherein said match container is a matchbook comprising:

- (a) a comb of matches comprising said plurality of matches;
- (b) a cover attached to and folded over said comb, said cover substantially enclosing said comb when said cover is in a first closed position and permitting access to said comb when said cover is in a second open position;
- (c) igniting material on said cover.

14. The match package of claim 13, wherein said coupon sheet is separably connected to said cover such that said manufacturer coupon may be separated from said cover and removed from said matchbook by a consumer without impairing the ability of said cover to substantially enclose said comb when said matchbook is in said first closed position.

15. The match package of claim 14, wherein said matchbook book has a branding advertising message from a sponsor; wherein said cover provides a second substrate on which said branding message is imprinted; and wherein said manufacturer coupon may be separated from said cover and removed from said matchbook by a consumer without compromising the integrity of said second substrate on which said sponsor branding message is imprinted.

16. The match package of claim 13, wherein said cover is provided on a first section of an imprintable substrate sheet and said coupon sheet is provided on a second section of said imprintable substrate sheet, the boundary between said first and second sections being defined by perforations in said sheet such that said second section is separable from said first section whereby said coupon sheet may be removed from said matchbook.

17. The match package of claim 13, wherein at least a portion of said coupon sheet is releasably affixed to a surface of said cover.

18. The match package of claim 13, wherein at least a portion of said coupon sheet is releasably affixed to said cover by adhesives.

19. The match package of claim 13, wherein at least a portion of said coupon sheet is releasably affixed to said cover by fusing said cover and said coupon sheet.

20. The match package of claim 13, wherein said comb and cover are attached to each other by a staple and said coupon sheet is connected to said cover by said staple.

21. The match package of claim 13, wherein at least a portion of said coupon sheet is releasably connected to said cover by mechanical attachment means.

22. The match package of claim 13, wherein at least a portion of said coupon sheet is releasably affixed to said cover by paper welds.

23. The match package of claim 13 wherein said coupon sheet is captured by primary packing for said matchbook.

24. The match package of claim 23, wherein said coupon sheet is enclosed in said matchbook when said cover is in said first closed position.

25. The match package of claim 24, wherein said coupon sheet is frictionally retained between said comb and said cover.

26. The match package of claim 23, wherein said cover comprises a first substrate layer and a second substrate layer, said substrate layers having first areas in which they are adhered to each other and a second area free of adhesive, said substrate layers thereby defining in said second area an open ended pocket in which said coupon sheet is carried.

27. The match package of claim 23, wherein said coupon sheet is captured by wrapping provided on said matchbook.

28. The match package of claim 23, wherein said coupon sheet is affixed to wrapping provided on said matchbook.

29. The match package of claim 13, wherein a pad of coupon sheets is attached to said cover.

30. The match package of claim 13, wherein said manufacturer coupon is imprinted on wrapping provided on said matchbook.

31. The match package of claim 1, wherein said coupon includes a bar code associated therewith.

32. The match package of claim 1, wherein said coupon includes a UPC bar code utilizing the UCC/EAN-128 Article Numbering System or the GS1 DataBar coupon code.

33. The match package of claim 1, wherein said manufacturer coupon is for a tobacco or alcohol product.

34. A method for providing manufacturer coupons for dissemination to a target consumer group, which method comprises:

- (a) packaging matches in primary packaging comprising a container in which said matches are carried and a manufacturer coupon, wherein said manufacturer coupon is redeemable by a consumer and has machine readable code associated therewith to facilitate the automated processing of said coupon; and
- (b) providing said match package for distribution to a consumer outlet associated with said target consumer group whereby said manufacturer coupon may be provided to said target consumer group.

35. The method of claim 34, wherein said manufacturer coupon is imprinted on said container.

36. The method of claim 34, wherein said match package comprises a wrap provided on said container and said manufacturer coupon is imprinted on said wrap.

37. The method of claim 34, wherein said match package comprises a separable coupon sheet providing a substrate on which said manufacturer coupon is imprinted such that said manufacturer coupon may be removed from said container for redemption.

38. The method of claim 37, wherein said match container has a first closed position, in which said matches are substantially enclosed in said container, and a second open position, in which said matches are accessible and may be removed individually therefrom by a consumer; and said manufacturer coupon imprinted on said coupon sheet is removable without impairing the ability of said container to substantially enclose said matches when said container is in said first position.

39. The method of claim 37, wherein said match container has a branding advertising message from a sponsor; wherein said cover provides a second substrate on which said branding

message is imprinted; and wherein said manufacturer coupon may be removed from said matchbook by a consumer without compromising the integrity of said second substrate on which said sponsor branding message is imprinted.

40. The method of claim **34**, said method further comprising packaging said match packages in a shipping carton having a machine readable indicator assigned to said manufacturer coupon; and reading said indicator and in response thereto shipping said carton to said consumer outlet.

41. The method of claim **34**, wherein said coupon includes a bar code associated therewith.

42. The method of claim **34**, wherein said coupon includes a UPC bar code utilizing the UCC/EAN-128 Article Numbering System or the GS1 DataBar coupon code.

43. The method of claim **34**, wherein said manufacturer coupon is for a tobacco or alcohol product.

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