



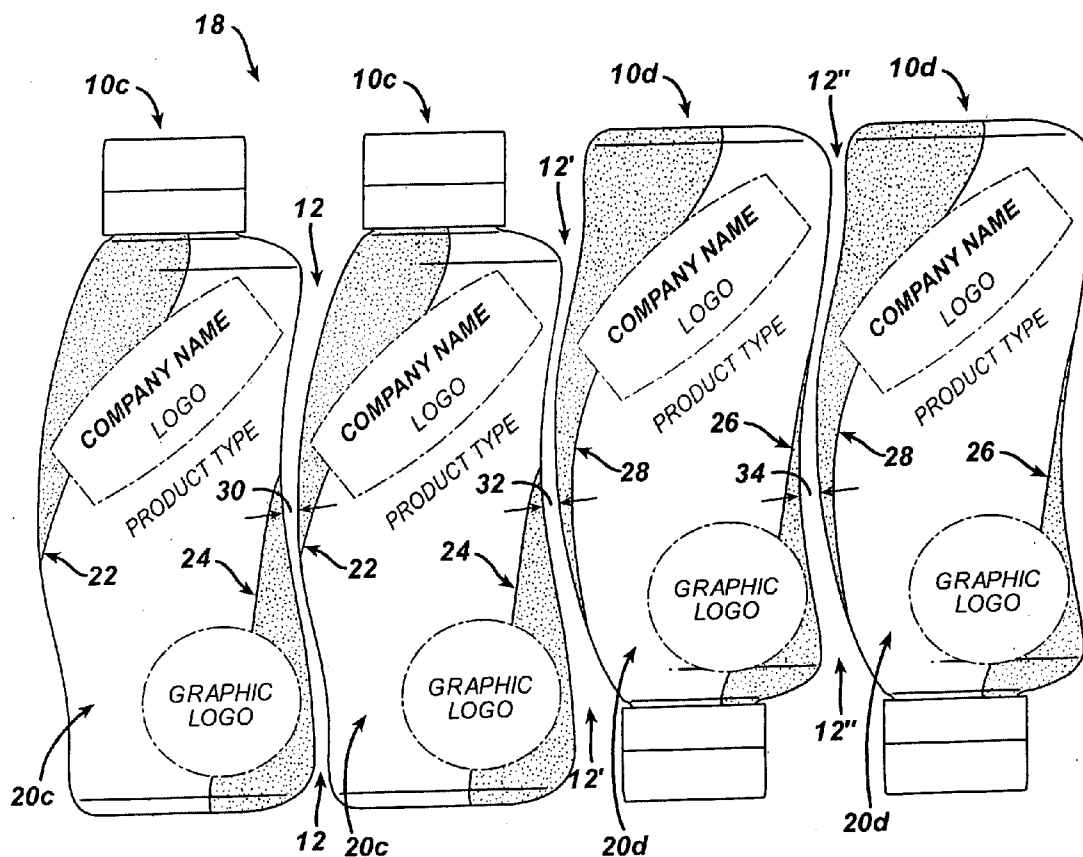
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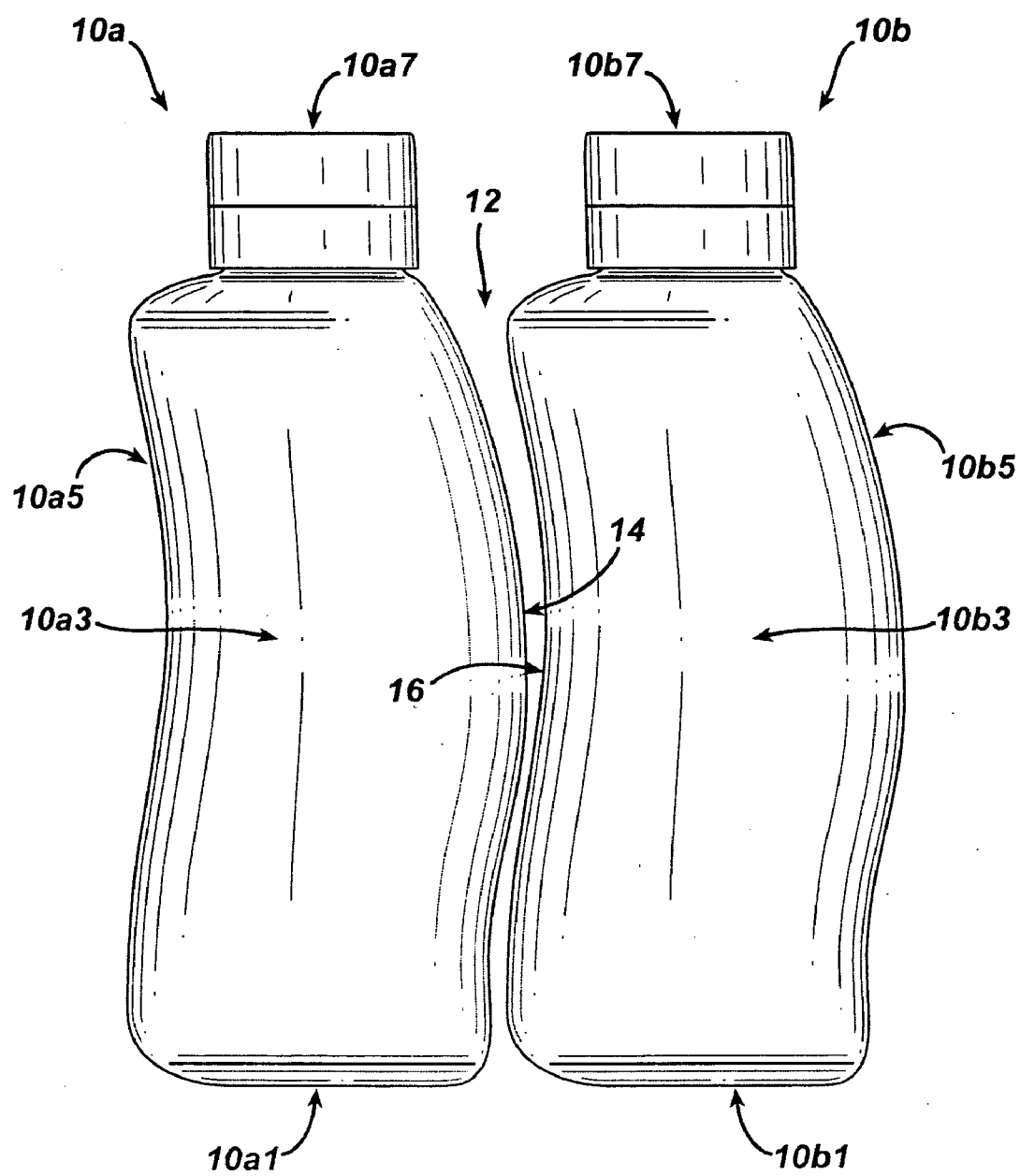
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**UNILEVER INTELLECTUAL PROPERTY**  
**GROUP****700 SYLVAN AVENUE,****BLDG C2 SOUTH****ENGLEWOOD CLIFFS, NJ 07632-3100 (US)**(57) **ABSTRACT**

The invention is directed to a package having a continuing label. The continuing label has at least one portion that is a continuation of a label on an adjacent package. The package of this invention can stand right side up or upside down and when displayed in a group creates a billboard or poster-like appearance.

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**FIG. 1**



**FIG. 2**

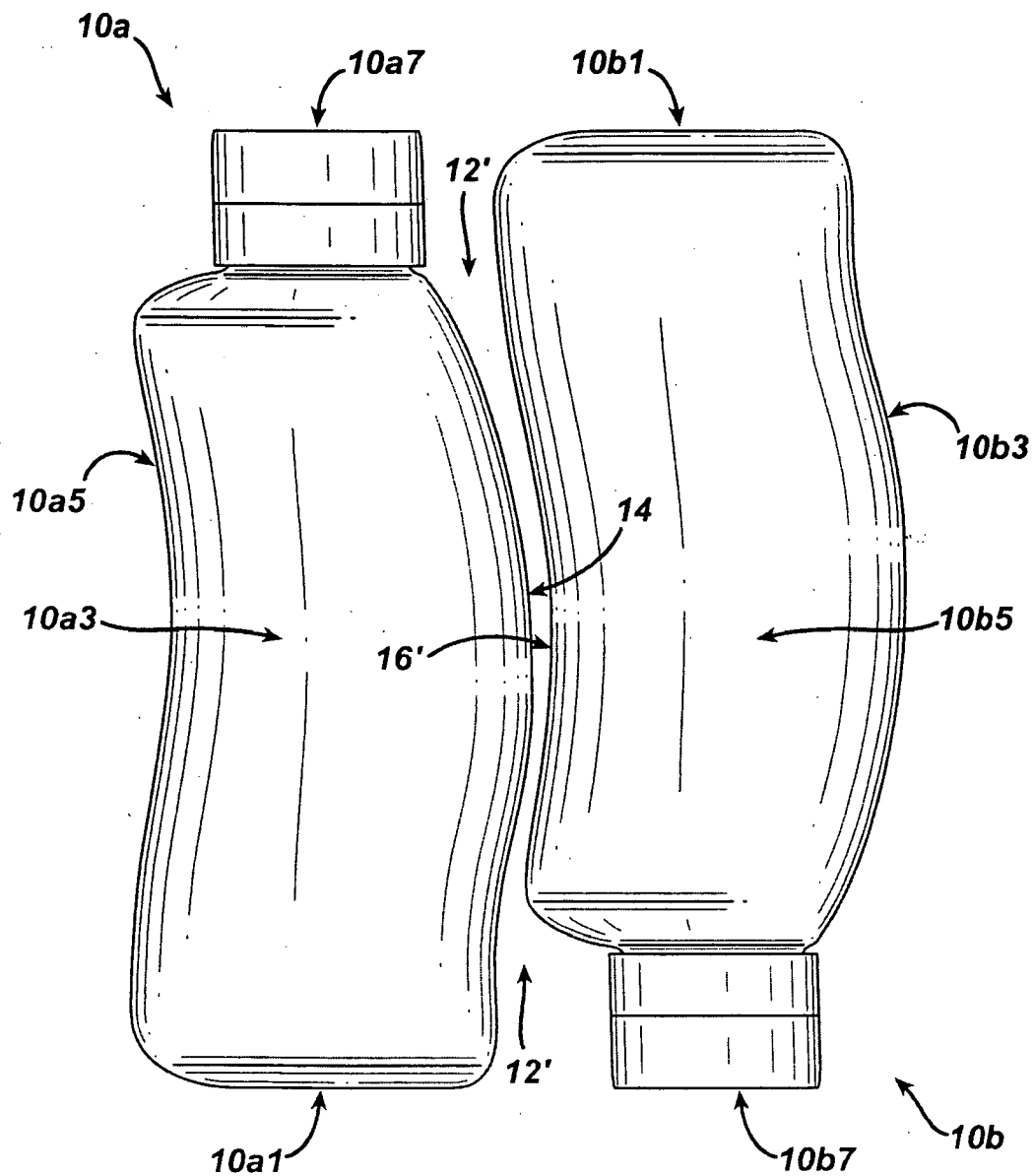
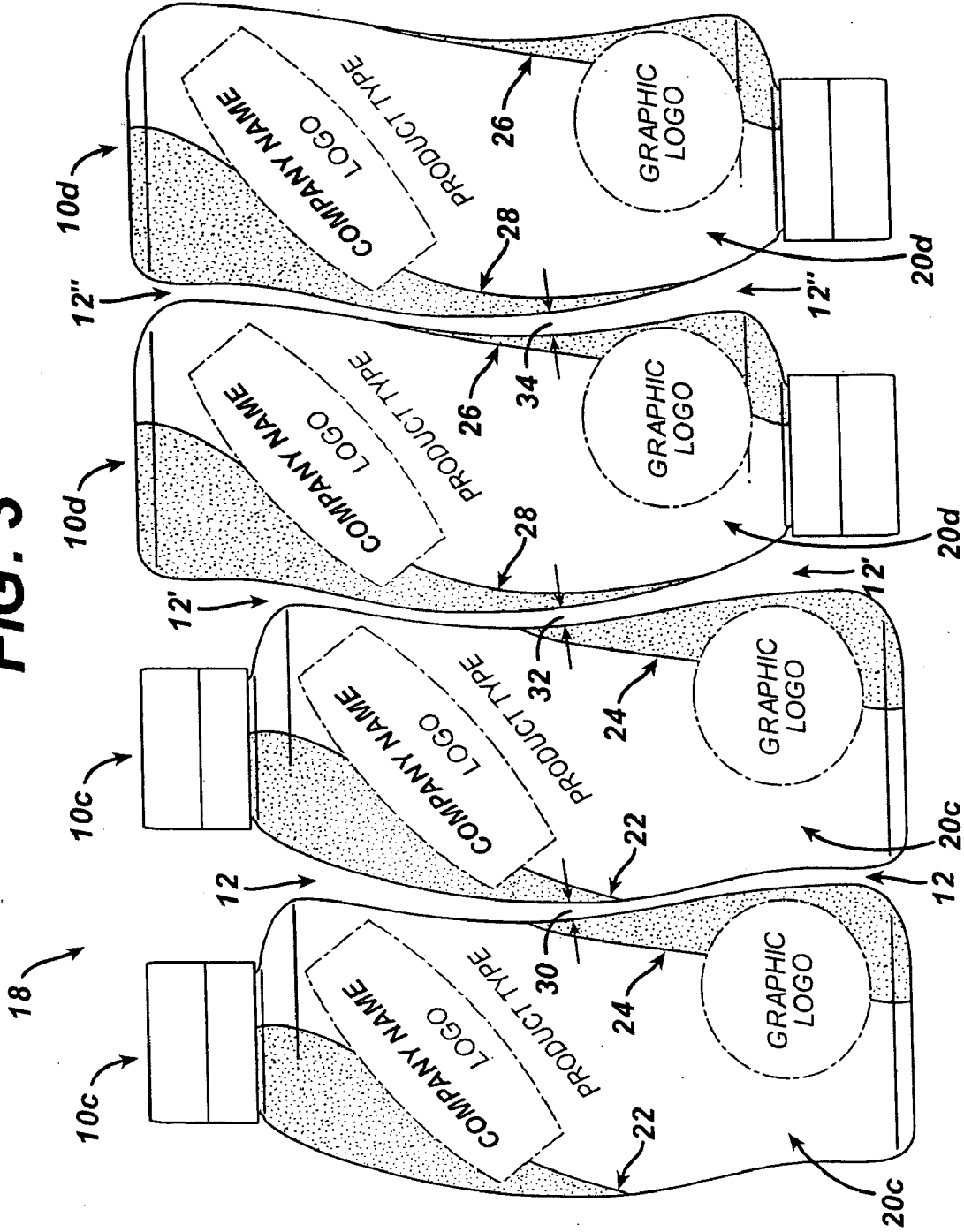
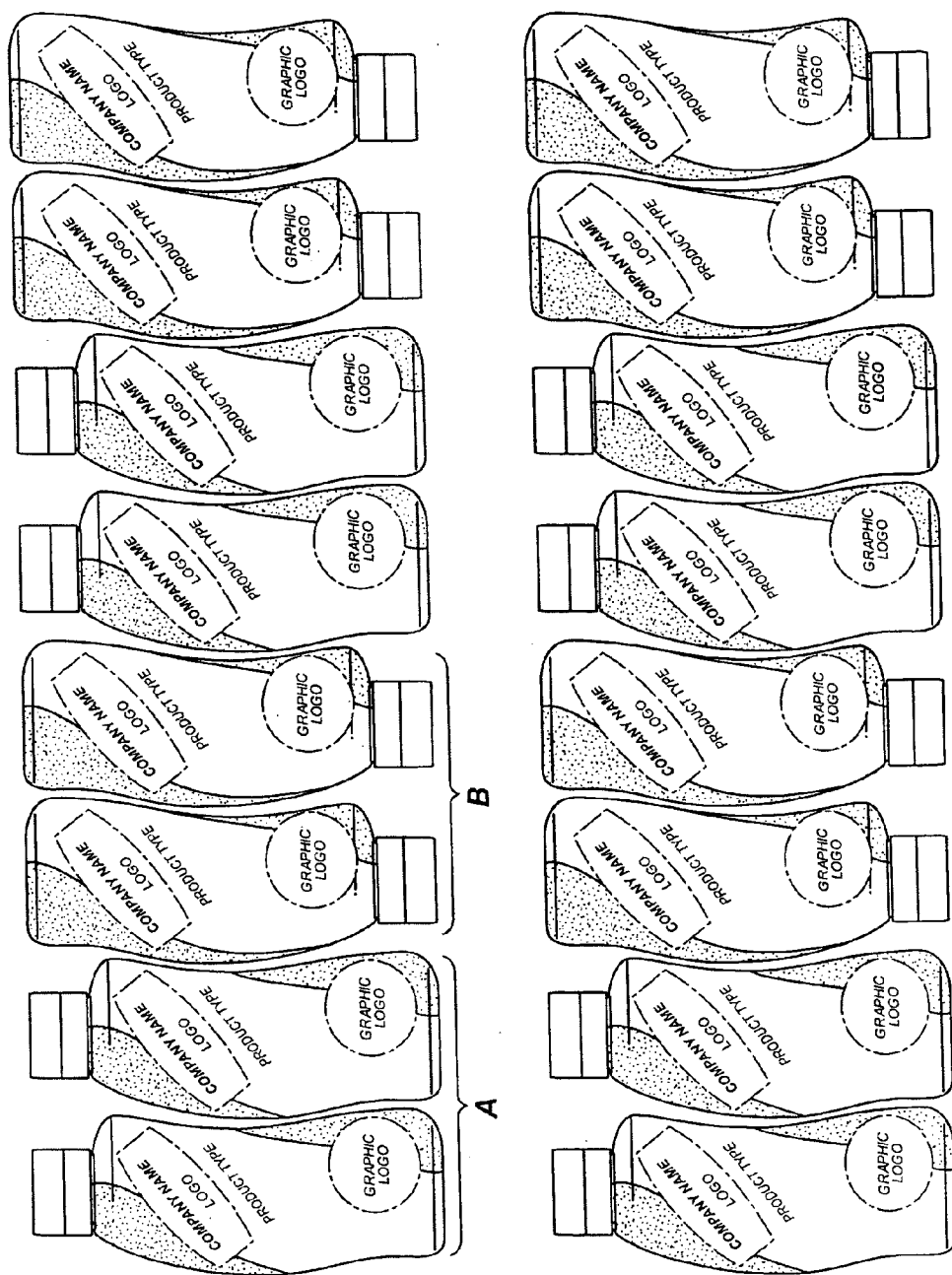


FIG. 3



**FIG. 4**

18' →



## PACKAGING WITH CONTINUING LABELS

### FIELD OF THE INVENTION

[0001] The present invention is directed to a package comprising a continuing label. More particularly, the present invention is directed to a package comprising a continuing label that has at least one portion that is a continuation of a label on an adjacent, and preferably, complementary package. The package of this invention preferably can stand right side up and upside down, is preferably squeezable and creates a billboard or poster-like appearance when displayed in a group.

### BACKGROUND OF THE INVENTION

[0002] Packages, like bottles, and especially translucent bottles, are used to present to the consumer a variety of household products, especially food products. Manufacturers of such bottles, for example, often attempt to improve gripping means of the bottles to ensure that the bottles do not fall out of the consumers' hands during use. Also, manufacturers of bottles often concentrate on product evacuation from the bottle so that product is not wasted at the time the bottle is discarded or recycled.

[0003] Other manufacturers focus on marketing techniques for individual packages. For example, individual bottles have been shaped like animals, cartoon characters and drinking glasses so that they may be used and/or displayed after being emptied.

[0004] Labeling is also another means for enhancing the marketing appeal of packages. Unfortunately, however, marketers typically focus on package labels individually, and such labeling has a limited impact on catching consumer attention.

[0005] It is of increasing interest to develop a packaging and labeling system that will be exceptionally attractive to consumers. This invention, therefore, is directed to a package comprising a continuing label that has at least one portion that is a continuation of a label on an adjacent, and preferably, complementary package. The package of this invention is suitable to stand right side up or upside down (and preferably both right side up and upside down), is ergonomic, and creates a billboard or poster-like appearance when displayed in a group.

#### Additional Information

[0006] Efforts have been disclosed for making packages. In U.S. Pat. Nos. DES 416,199, DES 507,748, 3,537,498, 5,156,285 and 5,350,078, bottles suitable for gripping are disclosed.

[0007] Other efforts have been disclosed for making packages. In U.S. Application, Publication Nos. 2003/0031851 A1 and 2003/0075521 A1, bottles for consumer products are described.

[0008] Still other efforts have been disclosed for making packages. In U.S. Application Publication No. 2004/0232023 A1, an asymmetric package that creates an illusion of animation is described.

[0009] None of the additional information above describes an ergonomic package comprising a continuing label that has at least one portion that is a continuation of a label on an adjacent package.

## SUMMARY OF THE INVENTION

[0010] In a first aspect, the present invention is directed to a package that is easy to grip and ergonomic, the package comprising:

[0011] (a) a body; and

[0012] (b) a continuing label on the body

wherein when the package is displayed in a group of packages comprising continuing labels, the group creates a billboard or poster-like image.

[0013] In a second aspect, the present invention is directed to a method for marketing products with the package of the first aspect of this invention.

[0014] Squeezable is defined to mean suitable to be squeezed or compressed by a human hand so that consumer product may be removed or evacuated therefrom. Package, as used herein, is defined to mean a container suitable to contain consumer products whereby such a container is not limited to any shape or size and can comprise, for example, metal, glass, plastic or paperboard. Ergonomic, as used herein, is meant to mean easy to grab and hold with the hand. Continuing label, as used herein, is defined to mean a label that has at least one portion that continues from or connects with a label on an adjacent package. Complementary, as used herein, means having a curve or portion that completes or contributes to a group to make a whole, and not simply a square or rectangular shaped object sitting adjacent to another square or rectangular shaped object. Billboard or poster-like means a picture or advertisement that is larger than a label on an individual package. On the body is defined to mean on the inner or outer surface of the package and/or impregnated within the material used to make the package.

## BRIEF DESCRIPTION OF THE DRAWINGS

[0015] The subject matter which is regarded as the invention is particularly pointed out and distinctly claimed in the concluding portion of the specification. The invention, however, may be best understood by reference to the following description taken in conjunction with the accompanying drawing figures in which:

[0016] FIGS. 1 and 2 depict illustrative packaging suitable for use in this invention;

[0017] FIG. 3 depicts a group of illustrative packaging having a logo, marketing emblem or slogan and a continuing label that creates a billboard or poster-like appearance; and

[0018] FIG. 4 depicts a group of illustrative packaging suitable for use in this invention having an up and down pattern for display.

## DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENTS

[0019] There is no limitation with respect to the type of package that may be used in this invention other than that the package is one which is suitable to contain a consumer product, and especially, a food product. Such a package typically comprises metal, glass, paperboard or plastic. In a preferred embodiment, however, the package of the present invention is a squeezable plastic comprising polyethylene, polypropylene, polyethylene terephthalate, ethylene-vinyl alcohol, combinations thereof, or the like. In an especially

preferred embodiment, the package of the present invention is a bottle comprising polypropylene wherein the bottle is equipped with a cap suitable for a squeeze bottle, able to stand right side up and upside down, and asymmetric.

[0020] The consumer products suitable for use with the package of this invention include hair care products, skin care products, soap, detergents, beverages and food products. The preferred products suitable for use with the package of this invention are food products like mayonnaise, tartar sauce, salad dressings, cheese condiments, mustard, ketchup, relish, margarine and dipping sauces. The most preferred products suitable for use in this invention are food products made commercially available by Unilever under the Helmann's® and/or Knorr® brand names.

[0021] As to the labeling employed in this invention, the same comprise at least one portion (preferably two) that is a continuation (i.e., connects with) of a label on an adjacent package. The "puzzle-like" connections made by the continuing label of this invention contributes to the billboard or poster-like image created when displaying a group of packages made according to this invention.

[0022] It is particularly noted that there is no limitation with respect to how the label is applied to the package other than that the label can withstand package shipping conditions and not contaminate any food compositions present within the package. Illustrative and non-limiting examples of the type of continuing label that may be used/applied in this invention include those which are shrink-wrapped, etched on, painted on, glued on with an adhesive or impregnated within the material used to make the package (which is preferably at least translucent, and most preferably, transparent).

[0023] Typically, at least 30% of the total area of the external surface of the package of this invention is covered with label, and preferably, from about 40% to about 60%, and most preferably, from about 65% to about 90%, including all ranges subsumed therein. In an especially preferred embodiment, the continuing label is a shrink-wrap label.

[0024] Turning to the Figures, FIG. 1 shows illustrative (label free) packaging suitable for use in this invention and in the form of two complementary bottles 10a and 10b. For illustrative purposes only, the complementary bottles 10a and 10b (which preferably are identical) are both shown standing right side up and resting on their bottoms 10a1 and 10b1, respectively, whereby complementary bottle 10a has a front surface 10a3, a back surface 10a5, and preferably, a cap 10a7, and complementary bottle 10b has a front surface 10b3, a back surface 10b5, and preferably, a cap 10b7.

[0025] Joint 12 is formed by upright convex surface 14 on complementary bottle 10a and upright concave surface 16 on complementary bottle 10b.

[0026] Turning to FIG. 2, shown are complementary bottles 10a and 10b with complementary bottle 10a resting on its bottom 10a1 and complementary bottle 10b resting on its cap 10b7. Front surface 10a3 is positioned as described in FIG. 1; however, front surface 10b3 as shown in FIG. 2 is reversed (i.e., occupying the position of back surface 10b5 of FIG. 1) and inverted on bottle 10b.

[0027] Joint 12' is formed by upright convex surface 14 of complementary bottle 10a and inverted concave surface 16'

on complementary bottle 10b. It is within the scope of this invention for two complementary bottles to be side-by-side and inverted so that the bottles are adjacent and resting on their respective caps to create a joint consisting of two inverted surfaces (demonstrated in FIG. 3 at Joint 12").

[0028] Turning to FIG. 3, shown is a package group 18 of illustrative complementary bottles 10c and 10d that comprise continuing labels 20c and 20d in the form of, for example, shrink-wrap labels. Continuing labels 20c have upper continuing portions 22 and lower continuing portions 24. Continuing labels 20d have upper continuing portions 26 and lower continuing portions 28. Upper continuing portion 22 can continue from or connect with lower continuing portions 24 at connecting gap 30, and/or lower continuing portion 24 can continue from lower continuing portion 28 at connecting gap 32. Upper continuing portion 26 can continue from lower continuing portion 28 at connecting gap 34. The billboard or poster-like appearance created in package group 18 is a collective result of the formation of connecting gaps 30, 32, and 34, the formation of joints 12, 12' and 12" and the collective display of optional graphics (for example, logos and emblems) on the labels.

[0029] FIG. 4 shows a package group 18' being displayed in an illustrative and often preferred two up (A) and two down (B) pattern.

[0030] In an especially preferred embodiment, the labels (e.g., shrink-wrap labels) applied to the packages of this invention are identical and the continuing portions are created when the labels are applied to the packages in their right side up and/or upside down orientations.

What is claimed is:

1. A package comprising:

- (a) a body; and
- (b) a continuing label on the body

wherein when the package is displayed in a group of packages comprising continuing labels, the group creates a billboard or poster-like appearance.

2. The package according to claim 1 wherein the label comprises at least one portion that is a continuation of a label on an adjacent package.

3. The package according to claim 1 wherein the continuing label comprises at least two portions that are a continuation of a label on an adjacent package.

4. The package according to claim 1 wherein the package can stand right side up and upside down.

5. The package according to claim 1 wherein the continuing label further comprises an emblem, a logo, a product type or a combination thereof.

6. The package according to claim 1 wherein the continuing label is etched on, painted on, glued on with an adhesive, impregnated within material to make the package or a shrink-wrap label.

7. The package according to claim 1 wherein the continuing label covers at least about 30% of the package.

8. The package according to claim 1 wherein the package is squeezable.

9. The package according to claim 1 wherein the package comprises hair care product, skin care product, soap detergent, beverage or food product.

10. The package according to claim 1 wherein the package comprises food product which is mayonnaise, tartar sauce, salad dressing, cheese condiment, mustard, relish, ketchup, margarine or a dipping sauce.

11. The package according to claim 1 wherein the package comprises ketchup.

12. The package according to claim 1 wherein the package has a square or rectangle.

13. The package according to claim 1 wherein the package is a asymmetric and complementary.

14. The package according to claim 1 wherein the group comprises packages that are right side up and upside down.

15. The package according to claim 1 wherein the package has a convex and concave surface.

16. A method for marketing products comprising the steps of:

- (a) labeling a package with a continuing label; and
- (b) displaying the package in a group of packages comprising continuing labels

wherein the group creates a billboard or poster-like appearance when viewed by a consumer.

17. The method for marketing products according to claim 15 wherein the continuing label comprises at least one portion that is a continuation of a label on an adjacent package.

18. The method for marketing products according to claim 15 wherein the continuing label comprises at least two portions that are a continuation of a label on an adjacent package.

19. The method for marketing products according to claim 15 wherein the package can stand right side up and upside down.

20. The method for marketing products according to claim 15 wherein the continuing labels are identical and applied to packages that are right side up or upside down to produce continuing portions.

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