



US 20150114869A1

(19) **United States**

(12) **Patent Application Publication**
Heidl et al.

(10) **Pub. No.: US 2015/0114869 A1**

(43) **Pub. Date: Apr. 30, 2015**

(54) **PRODUCT PACKAGING WITH REMOVABLE INDICIA**

Publication Classification

(71) Applicant: **National Concessions Group Inc.**,
Denver, CO (US)

(51) **Int. Cl.**
B65D 73/00 (2006.01)
B65B 43/10 (2006.01)
B65B 15/02 (2006.01)

(72) Inventors: **Jeremy Heidl**, Denver, CO (US); **Gary Ross**, Fort Collins, CO (US); **Ralph Morgan**, Evergreen, CO (US); **Blake St. Clair**, Denver, CO (US); **Gentlehart Acres**, Denver, CO (US)

(52) **U.S. Cl.**
CPC *B65D 73/0014* (2013.01); *B65B 15/02* (2013.01); *B65B 43/10* (2013.01)

(21) Appl. No.: **14/523,662**

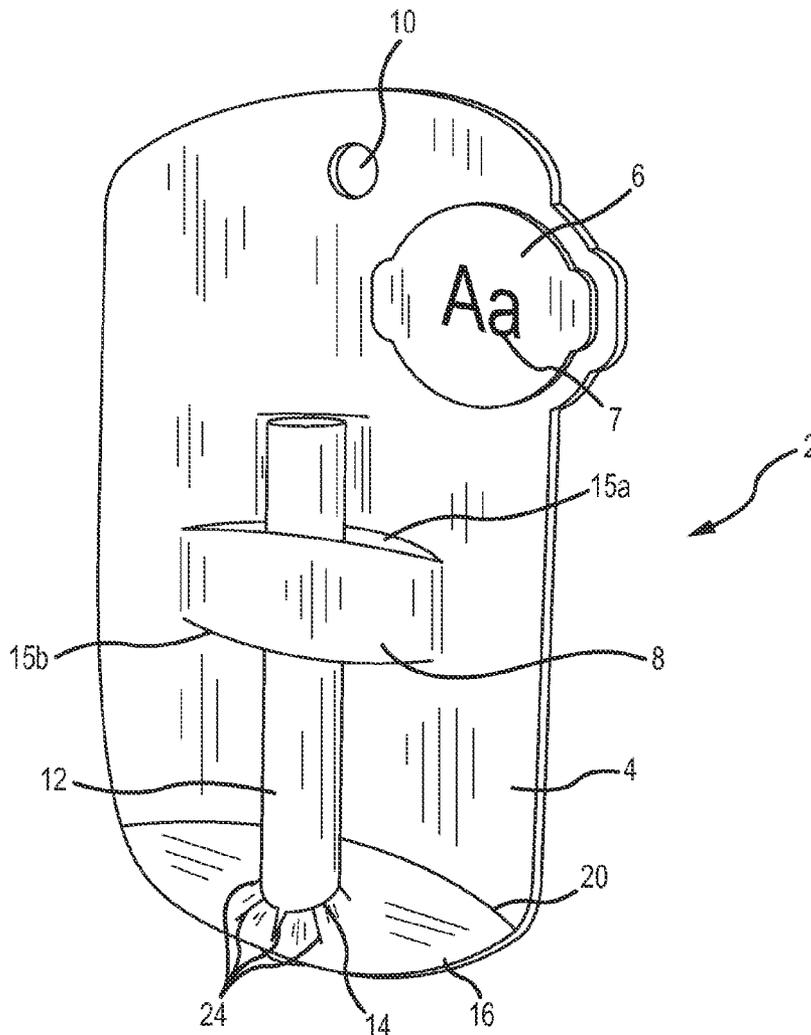
(57) **ABSTRACT**

(22) Filed: **Oct. 24, 2014**

A product package is provided for housing and displaying a product in a visually appealing manner and further comprising a removable or detachable component or feature that conveys information related to the product stored on the package and may be retained and used separate from the package.

Related U.S. Application Data

(60) Provisional application No. 61/895,878, filed on Oct. 25, 2013.



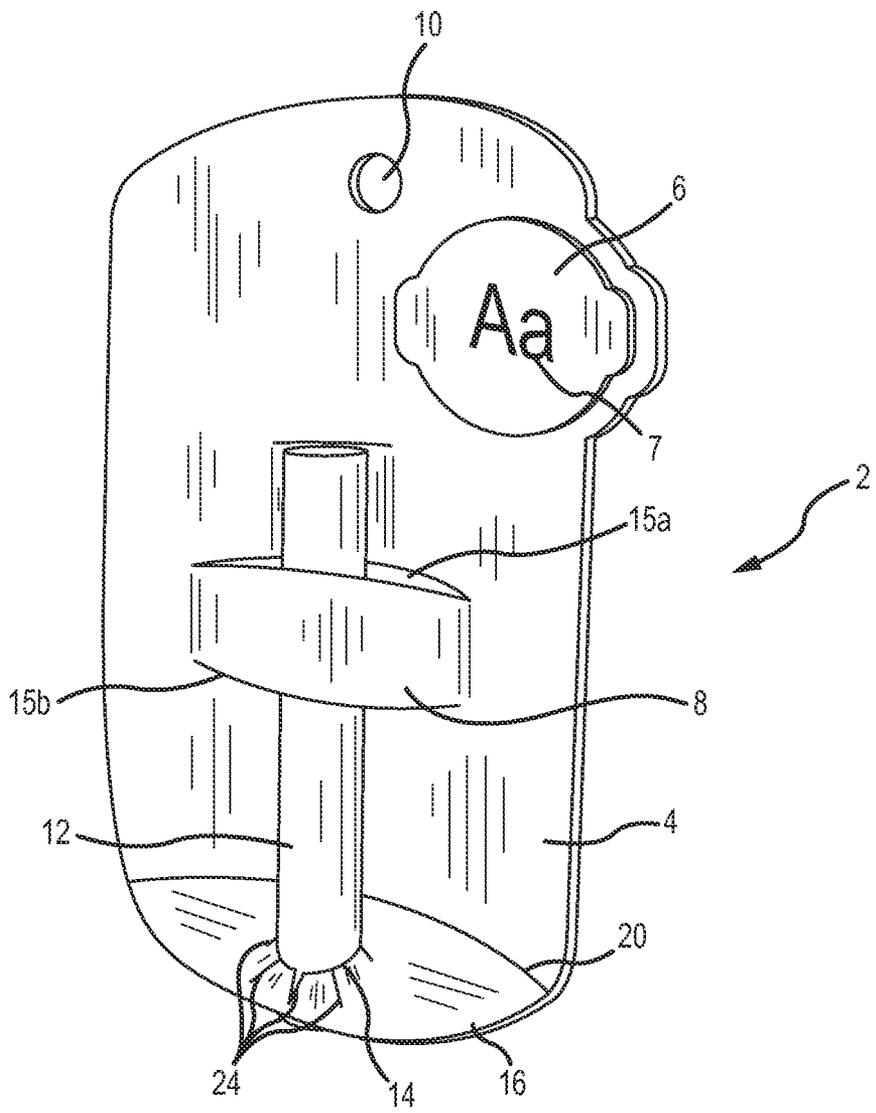


FIG. 1

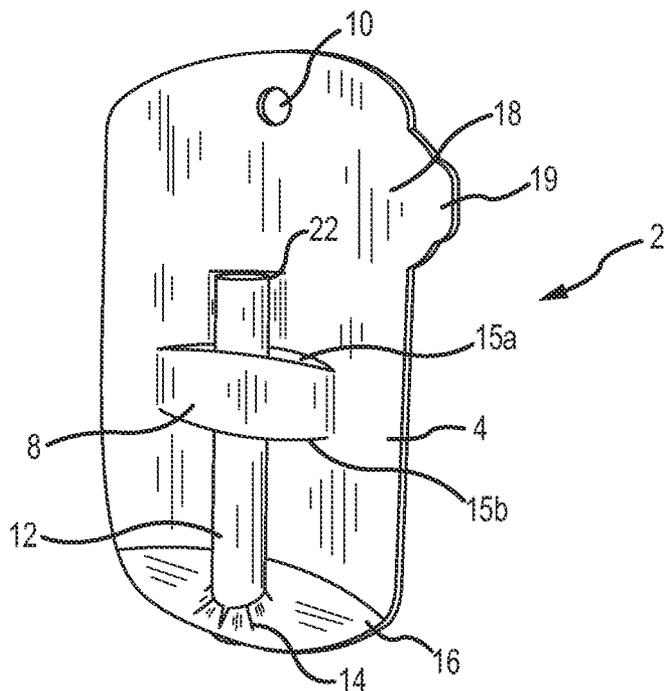


FIG. 2

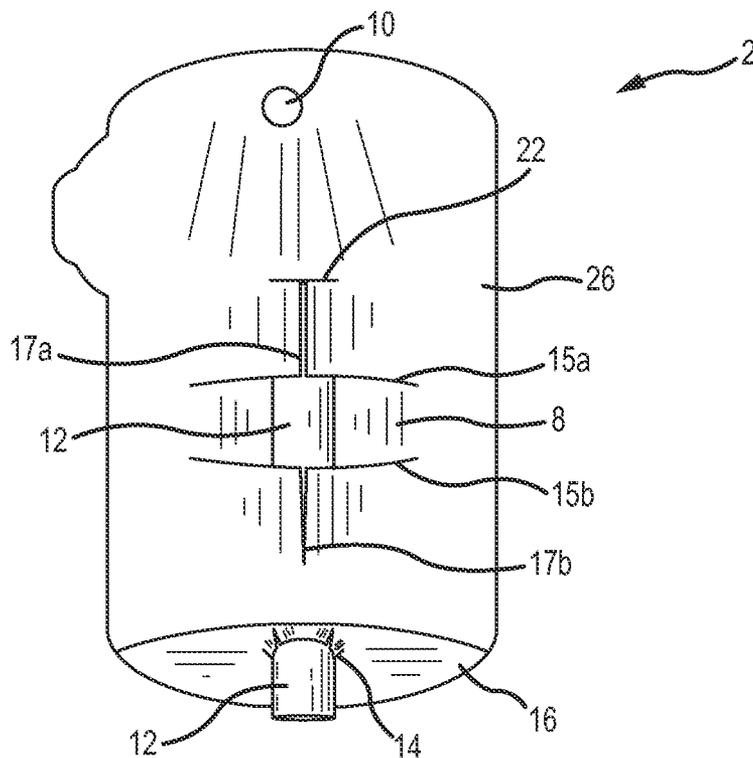


FIG. 3

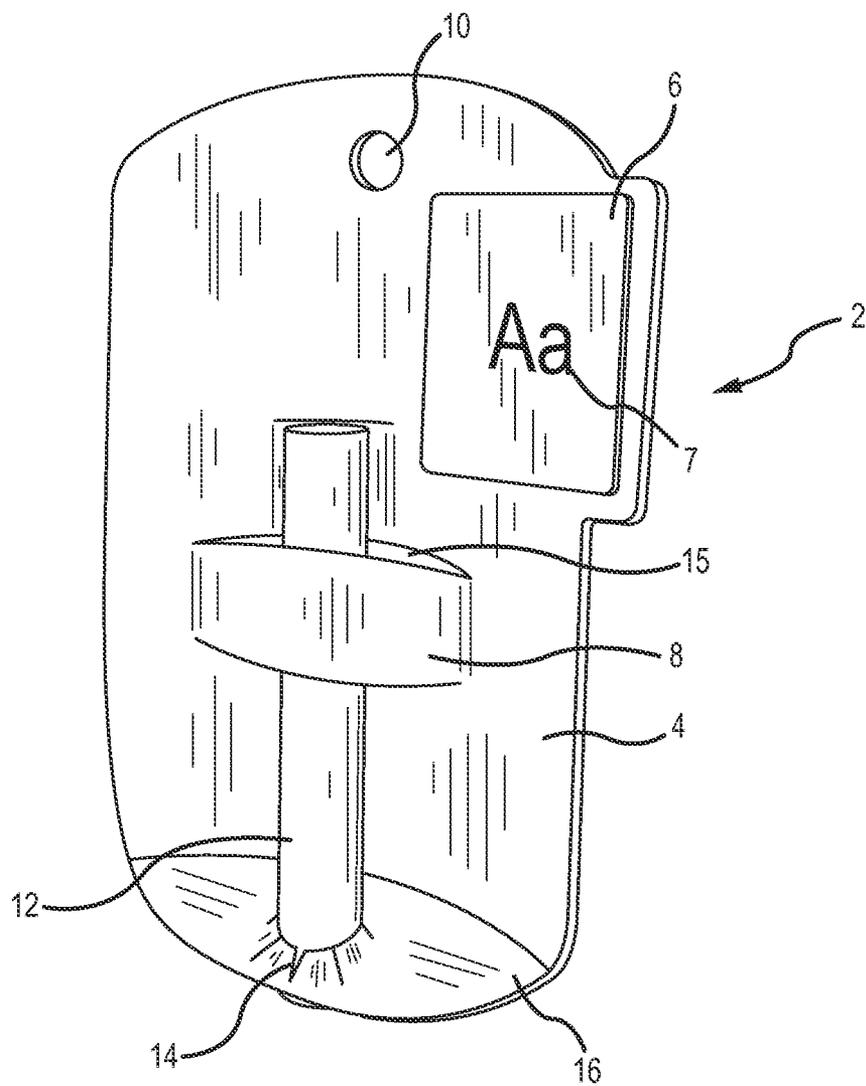


FIG.4

PRODUCT PACKAGING WITH REMOVABLE INDICIA

[0001] This U.S. Non-Provisional patent application claims the benefit of priority from U.S. Provisional Patent Application Ser. No. 61/895,878, filed Oct. 25, 2013, the entire disclosure of which is hereby incorporated by reference in its entirety.

FIELD OF THE INVENTION

[0002] The present invention generally relates to product packaging. More specifically, the present invention relates to product packaging that comprises a feature or component that may be selectively removed and separately retained and/or displayed from a remainder of the packaging, where the removable feature comprises indicia related to the product.

BACKGROUND

[0003] Many types of packages exist for presenting and displaying relatively small products to consumers in retail environments. For example, the product may be placed in a larger container, where the larger container is easier to display, or multiple quantities of the product may be packaged and sold together in a single larger container. In other situations, and to discourage shoplifting, the product may be packaged in a larger sealed clear plastic shell with a paperboard backing material containing product imaging, branding information and text, such as use instructions. The packaging then may be stacked on shelves or in display containers designed for the product packaging. Alternatively, product packaging may be placed on rods or hooks that extend from a wall or display case. These are commonly known as hang or clip tags which are designed to hold the product, provide a surface for an identifying label and have an upper end portion containing an aperture for placing the tag over an outwardly extending rod or hook. Packages that completely enclose products in a larger container or in a clear plastic shell are generally more expensive and comparatively large. As a result, a smaller quantity of products may be displayed in a given space with this type of packaging.

[0004] In addition, and for consumer products in particular, it is desirable to include marketing and branding information on or in the packaging in a manner viewable to consumers. This makes the product easier to locate on store shelves and, when viewed by consumers, reinforces the brand in the mind of consumers. Indeed, and as is well known, marketing and promoting products or lines of products can have a positive influence on consumer perception of a product, can increase discussion or “buzz” in the market place concerning the product, and can lead to increased sales.

SUMMARY OF THE INVENTION

[0005] Embodiments of the present invention comprise packaging for a product. The packaging, which may comprise a body portion, such as a backer card, card stock, or hang tag, has a retaining portion configured to receive and retain at least a portion of the product without concealing a substantial portion of the product. The body portion also comprises a predetermined location for receiving and displaying a selectively removable component. In various embodiments, the selectively removable component comprises a magnet bearing certain information or indicia preferably related to or

regarding the product. The component is removable and may be retained and displayed separate and apart from a remainder of the packaging.

[0006] In various embodiments, a removable component is provided on the packaging that comprises indicia corresponding or in some manner related to the product sold in the packaging. In one example, where the product comprises a consumable product, the indicia may be a particular brand within a product line, a flavor or a characteristic of the product such as geographic origin. In another example, the product may comprise an essential oil made with tobacco, cannabinoids or other organic matter. In a further example, the product may be in the form of a tablet or some other consumable form made with organic matter or essential oils. In these latter examples, the indicia may comprise information about a particular strain or variety, may include a brand name for the strain, and may further include other indicia relating to other characteristics of the product such as medicinal and/or targeted effects. It should be appreciated that the removable components may have secondary value or benefit. For example, they may be combinable pieces of a larger puzzle or image; they may be playing pieces associated with a game played by consumers; they may be pieces involved in a sweepstakes or game of chance. Those of skill in the art will readily appreciate, upon reading this disclosure, the varied and available end uses and applications for the removable components for building and maintaining consumer interest and discussion regarding the product.

[0007] In various embodiments, product packaging is provided comprising a generally planar member with selective cuts provided therein to form product receiving features. For example, in one embodiment, a product package initially of unitary and generally planar construction is provided. A pair of substantially parallel transverse cuts are provided in the planar member allowing a portion of the planar member to extend outwardly from the main body of the planar member and retain a product or device. A fold or extension may be provided at a spaced location and an aperture formed there through to receive and support at least a second portion of the retained product.

[0008] In various embodiments, a method of forming a package for housing and displaying a product is provided, the method comprising the steps of providing a substantially planar member comprising a front surface, a back surface, an upper end, and a lower end; forming at least one of a fold and a crease in the lower end such that a portion of the lower end extends at an angle with respect to the front surface; forming a first transverse slot extending through the front surface and the back surface; and securing a detachable indicia on the front surface, the detachable indicia comprising information corresponding to at least one characteristic of the product.

[0009] These and other objects will become more apparent from the accompanying drawings and the following detailed description. The Summary of the Invention is neither intended nor should it be construed as being representative of the full extent and scope of the present invention. Moreover, references made herein to “the present invention” or aspects thereof should be understood to mean certain embodiments of the present invention and should not necessarily be construed as limiting all embodiments to a particular description. The present invention is set forth in various levels of detail in the Summary of the Invention as well as in the attached drawings and the Detailed Description of the Invention and no limitation as to the scope of the present invention is intended by

either the inclusion or non-inclusion of elements, components, etc. in this Summary of the Invention. Additional aspects of the present invention will become more readily apparent from the Detailed Description, particularly when taken together with the drawings.

BRIEF DESCRIPTION OF THE DRAWINGS

[0010] The accompanying drawings, which are incorporated in and constitute a part of the specification, illustrate embodiments of the disclosure and together with the general description of the disclosure given above and the detailed description of the drawings given below, serve to explain the principles of the disclosures.

[0011] It should be understood that the drawings are not necessarily to scale. In certain instances, details that are not necessary for an understanding of the disclosure or that render other details difficult to perceive may have been omitted. It should be understood, of course, that the disclosure is not necessarily limited to the particular embodiments illustrated herein.

[0012] FIG. 1 is a front perspective view of a product package according to one embodiment of the present invention;

[0013] FIG. 2 is a front perspective view of a product package according to one embodiment wherein a feature of the product package is removed;

[0014] FIG. 3 is a rear elevation view of a product package according to one embodiment of the present invention; and

[0015] FIG. 4 is a front perspective view of a product package according to a second embodiment of the present invention.

[0016] It should be understood that the drawings are not necessarily to scale. In certain instances, details that are not necessary for an understanding of the invention or that render other details difficult to perceive may have been omitted. It should be understood, of course, that the invention is not necessarily limited to the particular embodiments illustrated herein.

DETAILED DESCRIPTION

[0017] The present invention has significant benefits across a broad spectrum of endeavors. It is the applicant's intent that this specification and the claims appended hereto be accorded a breadth in keeping with the scope and spirit of the invention being disclosed despite what might appear to be limiting language imposed by the requirements of referring to the specific examples disclosed. To acquaint persons skilled in the pertinent arts most closely related to the present invention, a preferred embodiment of the method that illustrates the best mode now contemplated for putting the invention into practice is described herein by, and with reference to, the annexed drawings that form a part of the specification. The exemplary method is described in detail without attempting to describe all of the various forms and modifications in which the invention might be embodied. As such, the embodiments described herein are illustrative, and as will become apparent to those skilled in the arts, can be modified in numerous ways within the scope and spirit of the invention.

[0018] The detailed description is to be construed as exemplary only and does not describe every possible embodiment since describing every possible embodiment would be impractical, if not impossible. Numerous alternative embodi-

ments could be implemented, using either current technology or technology developed after the filing date of this application.

[0019] FIG. 1 depicts a product package 2 according to one embodiment of the present invention. In the depicted embodiment, the package 2 comprises a backer card type package such that it may be stored and displayed by hanging at a retail location, for example. The package 2 comprises at least one aperture 10 proximal an upper portion of the package for hanging the package 2. Although various embodiments of the present invention contemplate backer card type packages, it will be expressly recognized that the present invention is not limited to such a package but may be displayed in a variety of other ways, including individually or disposed in boxes or display units specially designed to accommodate multiple packages arranged for display to consumers. Indeed, various different shapes, sizes and types of packages as will be recognized by one of skill in the art are contemplated as being within the scope of the present invention. The package 2 of FIG. 1 comprises features formed on a front portion of a generally planar member 4 for receiving at least one product 12. The perimeter shape of the planar member 4 may vary to comprise most any other shape without departing from the scope of the invention. As shown in this embodiment, the product 12 comprises a cylinder that is selectively removable from the package 2. The product 12 may comprise numerous other shapes and sizes without departing from the scope of the invention. In addition, the product may be of almost any subject matter, category or classification. For example, the product 12 may comprise, without limitation, one or more smoking accessories, e-cigarettes, vaporizer pens, cigars, writing instruments, novelty items, toys, food items, medical or pharmaceutical products, personal care items, such as lip balms, and any number or combination of items suitable for display and sale. It will thus be recognized that packages 2 of the present invention are not limited to housing or displaying any particular type of product. As used herein, the terms "planar" or "planar portion" are not limited to a flat member residing in a single plane. In various embodiments, it is contemplated that the planar portion 4 or main body of the backer card comprises a flat member in certain positions, but further comprises a member with a curvature about at least one axis, particularly when a product 12 is provided within the package 2.

[0020] The package 2 of FIG. 1 comprises product retaining features, including a transverse retaining feature 8 formed by at least one cut or slot formed in the planar member 4, and partially separable to extend forward of a front face or portion of the package 2. In one embodiment, a pair of transverse cuts 15a, 15b are provided through front and rear faces of the planar member 4, such that a retaining feature 8 of the planar member is allowed to bow or extend outwardly from a front and/or back portion of the planar member 4. The cuts 15a, 15b may be parallel and spaced apart cuts or slots, or may be provided with some curvature, such as to form the slightly convex retaining feature 8 as illustrated in FIG. 1.

[0021] The cuts 15a, 15b are less than the full width of the package and terminate prior to the edge of the planar member 4 to form a strip of material for securing the product. The retaining feature 8 is provided to secure a product 12, and prevents movement of the product in at least one direction. A lower portion 16 is provided proximal the lower end of the package 2, and is provided at an angle with respect to the planar member 4. In certain embodiments, the lower portion

16 and planar member 4 are formed from a single piece of material and the lower portion 16 is provided at an angle with respect to the planar member by a fold, crease, or similar feature 20. In the depicted embodiment, the lower portion 16 comprises a product-receiving aperture 14 formed in the lower portion 16. In one embodiment, the aperture 14 may also be provided with a plurality of outwardly extending radially oriented cuts to provide an interference fit for at least a portion of a product 12 to be housed and displayed by the package. The aperture 14 preferably inhibits separation of the product from the package. As illustrated, the aperture restricts movement of the product 12 in both transverse and vertical directions relative to the package as depicted in FIG. 2. Accordingly, the aperture 14 is preferably sized to be of slightly smaller diameter than a product 12 to be retained. In embodiments where the product 12 comprises a non-cylindrical product, such as a product with a rectangular cross-section, the aperture 14 comprises a corresponding shape. Optionally, at least one dimension of the shape is smaller than the corresponding dimension of the product. The aperture 14 may be formed as a circular, square, triangular, or other shape but designed to secure a product, or may be additionally provided with slots 24 to allow the aperture and immediate surroundings to flex and accommodate a product 12 to be received.

[0022] In various embodiments, a product package 2 further comprises a removable indicia 6. The indicia 6 comprises, in particular embodiments, a magnet or material with magnetic properties that is secured to the package 2 and that comprises on its outwardly facing surface information 7 such as trademarks, logos, etc., or other information related to a product 12 contained by the package 2. Accordingly, in various embodiments of the present invention, a package 2 is provided that: secures or supports a product 12, maintains the product 12 in a visible arrangement, comprises a first display portion in the form of a generally planar portion 4, and comprises a selectively detachable component 6 bearing indicia where the indicia is removable from the planar portion 4 and adapted for further use apart from the packaging 2. The removable component 6 may be adapted for use or displayed in different settings. For example, where the product 12 comprises a pharmaceutical or medical product 2, the component 6 may have visual information related to the particular product sold with the packaging, for example, an expiration date, use instructions or other pertinent and helpful information. The removable component 6 may be removed from the package 2 and displayed on a calendar, such as on or in connection with a particular date on which the product should be used. If the removable product is in the form of a magnet, the magnet may be attached to an attractive surface, such as a refrigerator door. The product may be stored, while a remainder of the package 2 is discarded. Alternatively, the removable component may be a collectable item, including for example a game piece that is collectible with other removable components in exchange for prizes or other rewards, or simply for collecting.

[0023] FIG. 2 depicts the packaging 2 of FIG. 1, wherein the component 6 has been removed from the package. As shown, the package 2 comprises a removable component storage area 18. In one embodiment, an extension 19 of the perimeter shape of the planar portion 4 corresponding to at least a portion of the shape of the removable component 6 may be provided. The extension 19 provides for a particular advantage of the present invention by creating a prominent and recognizable location for the removable component 6

such that the removable component 6 is readily recognizable and apparent to customers in a retail environment, and reduces the likelihood that the novel component 6 will be accidentally discarded with a remainder of the package 2. The extension 19 may also mimic all or part of the shape of a recognizable logo or trademark associated with the product 12 and, as a result, enhance consumer recognition of the package 2 and provide related trade dress rights in the package 2. However, it should be appreciated that the extension 19 is not a required element of the embodiment of the present invention.

[0024] FIG. 3 provides a rear elevation view of a package 2 according to one embodiment of the present invention. As shown, the package 2 comprises a back or rear portion 26 of the generally planar portion 4. The generally planar portion 4 comprises a plurality of cuts 15a, 15b, 17a, 17b for creating product-receiving and securing features. As shown, the arrangement of cuts comprises a pair of transversely extending cuts 15a, 15b and a pair of longitudinally extending cuts 17a, 17b. The arrangement of these cuts allow for formation of the transverse retaining feature 8, within which at least a portion of a product 12 is retained. In the depicted embodiment, a first longitudinally extending cut 17a is provided substantially perpendicular to and intersecting with a first transversely extending cut 15a. A second transversely extending cut 15b is spaced apart from the first transversely extending cut 15a. A second longitudinally extending cut 17b extends substantially perpendicularly from a point of intersection with the second transversely extending cut 15b. In the depicted embodiment, a lateral cut 22 is provided proximal or at a terminus of the first longitudinally extending cut 17a. Lateral cut 22 is provided to allow further flexibility to the packaging and help receive product(s). Although not shown in the embodiment provided in FIG. 3, a similar lateral cut may be provided at or proximal a terminus of the second longitudinally extending cut 17b. The cuts allow the retaining feature 8 to extend outwardly (or inwardly) and retain a portion of the product 12 such that portion of the product 12 are provided forward of the front face of the planar member 4, and rearward of the protruding retaining feature 8. It should be appreciated that the number, length, shape and location of the cuts may vary, particularly depending upon the shape of the product 12.

[0025] The package 2 comprises the lower portion 16 having a product-receiving aperture 14 further comprising a plurality of outwardly extending cuts in the lower portion and through which the product 12 extends. In the embodiment of FIG. 3, the product 12 extends through the aperture 14 and below the forward-angled lower portion 16. The combination of the transverse retaining feature 8 and aperture 14 stabilize the product 12 from undesired movement, while still allowing the product 12 to be visible to a consumer.

[0026] FIG. 4 depicts an alternative embodiment of a package 2 wherein the component 6 comprises a rectangular form. It will be recognized that the present invention is not limited to a removable component positioned in any particular portion of the package 2. It will also be recognized that the present invention is not limited to any particular size or shape of removable component including any geometric or non-geometric shape, product configuration, logo, trademark, etc. In various embodiments, the removable component comprises at least one of a magnet, a sticker, a pin, a button, a

temporary tattoo, a poker chip, a coin, a card (e.g. RFID card, pre-loaded debit card, gift card, etc.), a chit, and a jewelry item.

[0027] In various embodiments, a package 2 is provided comprising a removable product 12. The product 12 of the embodiment shown in FIG. 4 comprises a disposable cartridge with particular contents. The planar portion 4 of the package and removable component 6 comprise information related to the particular contents of the cartridge. The component 6 comprises a magnet affixed to the package 2 such that it is removable from the package 2 with relative ease and adapted for subsequent use and display. The planar portion 4 comprises space for placement of distinct designs, coloring and text, including trademarks, product information and other labeling requirements. The reverse side of the planar portion 4 may comprise similar information, including instructions related to the product 12.

[0028] In various embodiments, a method of displaying a product is provided, the method comprising providing a product package, the product package comprising printed information related to one or more characteristics of the product, positioning the product such that it is visually and physically accessible to a customer, providing a removable and reusable indicia associated with the package, the indicia comprising information related to one or more characteristics of the product. In certain embodiments, the method further comprises forming a plurality of cuts within the package such that a unitary portion of material comprises at least one extension for receiving and securing the product. In one embodiment, the removable and reusable indicia comprises a magnet adhered to the packaging and adapted for subsequent display and conveyance of information.

[0029] While various embodiments of the present invention have been described in detail, it is apparent that modifications and alterations of those embodiments will occur to those skilled in the art. However, it is to be expressly understood that such modifications and alterations are within the scope and spirit of the present invention, as set forth in the following claims. Further, the invention(s) described herein is capable of other embodiments and of being practiced or of being carried out in various ways. In addition, it is to be understood that the phraseology and terminology used herein is for the purpose of description and should not be regarded as limiting. The use of "including," "comprising," or "having" and variations thereof herein is meant to encompass the items listed thereafter and equivalents thereof as well as additional items.

What is claimed is:

- 1. A device for holding and displaying an elongate product, the device comprising:
 - a main body portion comprising a front portion, a rear portion, an upper end, and a lower end;
 - the lower end provided at an angle with respect to the front portion, and the lower end comprising an aperture for releasably receiving the product;
 - the front portion comprising a transverse retaining feature for releasably receiving the product, the transverse retaining feature spaced apart from the aperture; and
 - at least one of the front face and the rear face comprising a detachable component, the detachable component comprising printed information corresponding to at least one characteristic of the product.
- 2. The device of claim 1, wherein the lower end and the front portion are provided at an angle with respect to each by at least one of a hinge, a fold, and a crease.

3. The device of claim 1, wherein the front portion and the lower portion are formed from a single piece of material.

4. The device of claim 1, wherein the transverse retaining feature comprises two transverse cuts in the front portion and wherein an area of the front portion bounded by the two transverse cuts is provided in a separate plane from a remainder of the front portion.

5. The device of claim 1, wherein the upper end comprises an aperture for hanging the device.

6. The device of claim 1, wherein the detachable component comprises a magnet adapted for being displayed on a further object or surface.

7. The device of claim 1, wherein the device comprises a paper product.

8. A package for housing and displaying a product, the package comprising:

- a sheet of material comprising a front face, a rear face, an upper end, and a lower end;
- at least a portion of the lower end provided at an angle with respect to the front face;
- the front face comprising an opening extending through the rear face of the sheet of material, the opening forming a product-retention feature for releasably securing the product;
- at least one of the front face and the rear face comprising a detachable component, the detachable component comprising printed information corresponding to at least one characteristic of the product.

9. The package of claim 8, wherein the lower end and the front face are provided at an angle with respect to each by at least one of a hinge, a fold, and a crease.

10. The package of claim 8, wherein the front face and the lower portion are formed from a single piece of material.

11. The package of claim 8, wherein the front face comprises two transverse openings and wherein an area of the front face bounded by the two transverse openings is provided in a separate plane from a remainder of the front face.

12. The package of claim 8, wherein the upper end comprises an aperture for hanging the package.

13. The package of claim 8, wherein the detachable component comprises a magnet adapted for being displayed on a further object or surface.

14. The package of claim 8, wherein the package comprises a paper product.

15. A method of forming a package for housing and displaying a product, the method comprising the steps of:

- providing a substantially planar member comprising a front surface, a back surface, an upper end, and a lower end;
- forming at least one of a fold and a crease proximal to the lower end such that a portion of the lower end extends at an angle with respect to the front surface;
- forming a first transverse slot extending through the front surface and the back surface; and
- securing a detachable indicia on the front surface, the detachable indicia comprising information corresponding to at least one characteristic of the product.

16. The method of claim 15, further comprising the step of forming a second transverse slot extending through the front surface and the back surface, wherein the second transverse slot is substantially parallel to the first transverse slot.

17. The method of claim 15, further comprising the step of forming a longitudinal slot through the front surface and the

back surface, the longitudinal slot intersecting the first transverse slot proximal a midpoint of the first transverse slot.

18. The method of claim **15**, further comprising the step of forming an aperture in lower end for receiving at least a portion of the product.

19. The method of claim **15**, further comprising the step of providing a product wherein the product at least partially extends through the first transverse slot.

20. The method of claim **15**, wherein the angle comprises an obtuse angle with respect to the front surface.

* * * * *