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3,111,256

EXPANDABLE POUCH ENVELOPE

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2 Sheets-Sheet 1

Fig. 1.

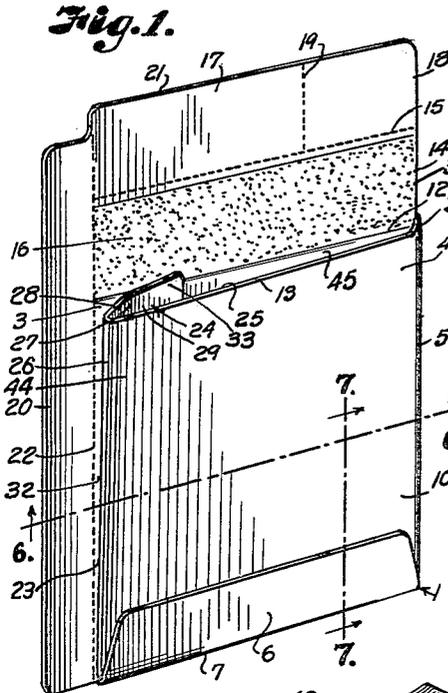


Fig. 2.

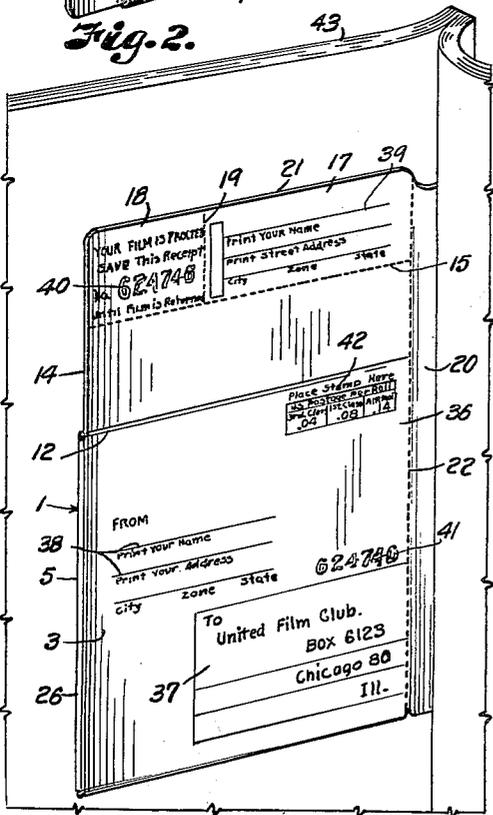


Fig. 3.

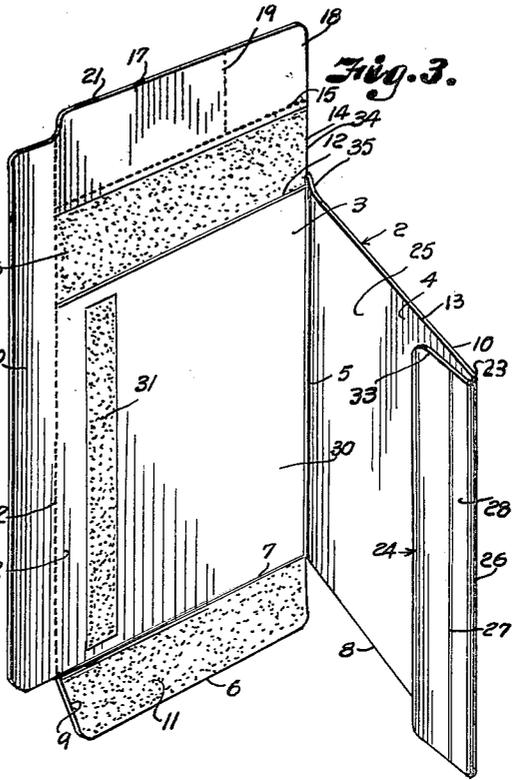
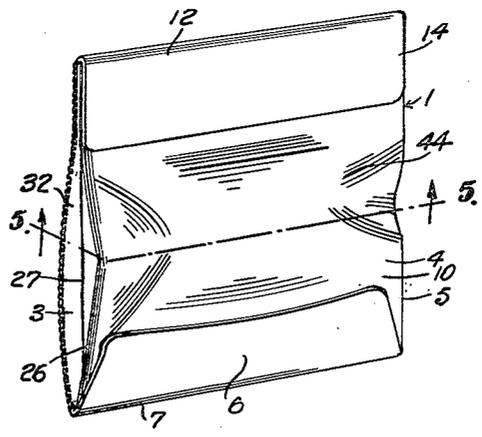


Fig. 4.



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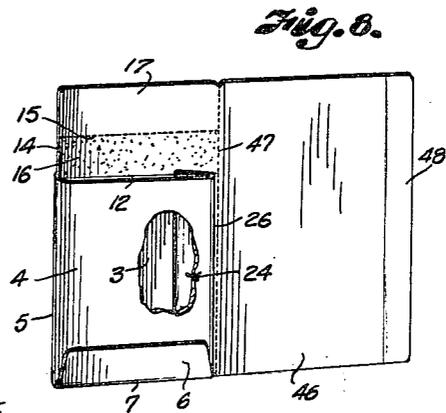
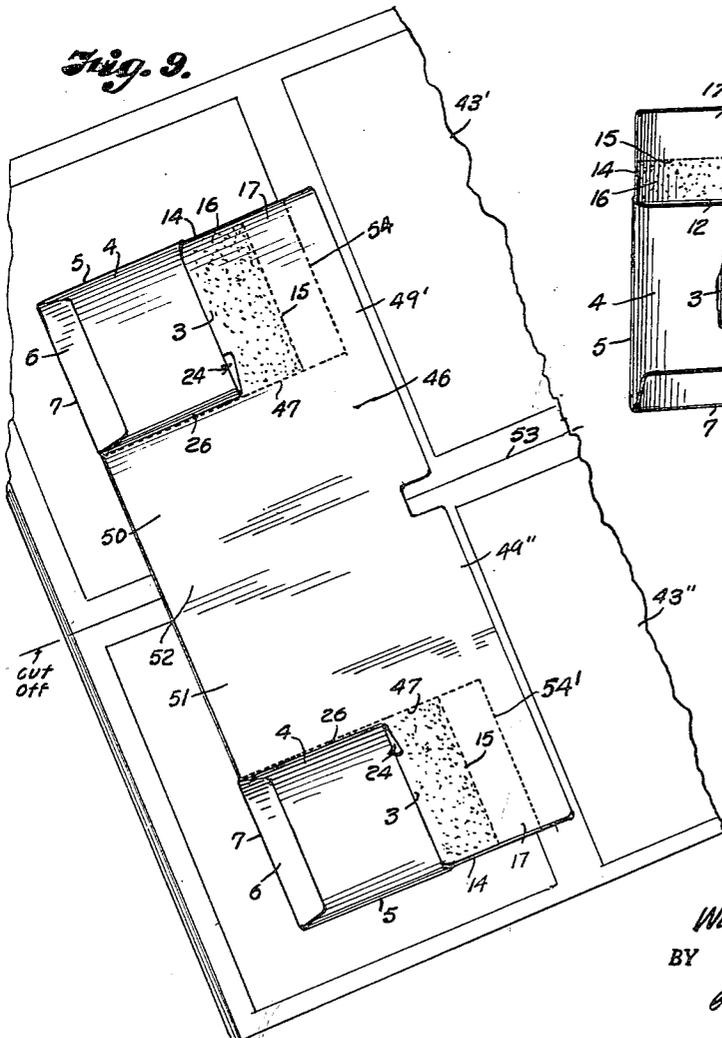
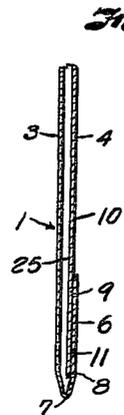
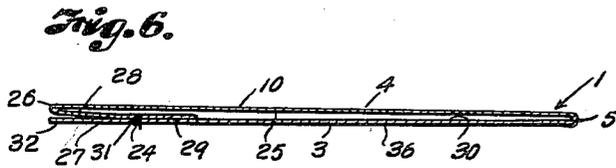
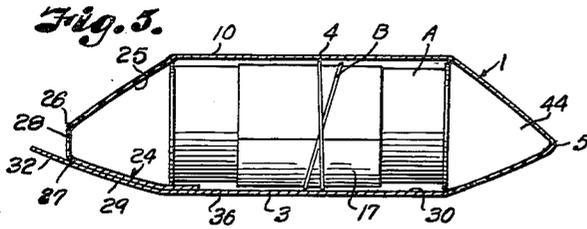
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2 Sheets-Sheet 2



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EXPANDABLE POUCH ENVELOPE

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7 Claims. (Cl. 229-68)

This invention relates to envelopes that are adapted to be made in flat condition on standard envelope making machinery and which are expandable in the form of a pouch for safely containing bulky items, including currency, that may be enclosed therewith.

For example, there are many film processing companies that carry on mail order business, and they reach their prospective customers through direct mailing of advertising matter, advertisements in magazines, and catalogs. In order to assure a large return on such advertisements, self addressed envelopes must be in the hands of the prospective customers along with the advertising matter, so that it is convenient for the customer to send his films to the processor, together with payment for the processing. The distribution of the self addressed envelopes has been attempted by the use of the bind-in type of envelope, so that the envelopes are available along with advertisements, however, when such envelopes are bound between the pages of a magazine they must be constructed of thin material and folded as flat as possible. They must also comply with postal regulations for novelty pages. Otherwise, they are objectionable to the publisher because of increased mailing cost, and any bulkiness thereof is objectionable to the readers of the magazines. Consequently, such envelopes as now used have little or no expandability, and when an item such as a roll of film is placed therein, the seams break loose, often in the hands of the prospective customer. Therefore, the customers had no confidence that the package would ever reach the processor, and the safe arrival of currency was out of the question when contained in the envelopes along with the film roll. For this reason there was no incentive for the prospective customer to mail his valuable films to the processor, even though the processing could be obtained at a material saving in cost.

Manufacturers of envelopes have considered envelopes of stronger paper and heavier gummed seals, but the extra cost thereof was too great and such envelopes had less expandability. In fact, no conventional expansion type envelope could be used in the construction of a bind-in envelope.

With the above in mind, the principal object of the present invention is to provide a relatively expandable bind-in envelope that may be made of lighter paper than would normally be used, and in which the seals are secure, in fact enhanced, by the insertion of bulky items such as film rolls.

A further object is to provide such an envelope wherein the use thereof is not objectionable to the publishers or readers of magazines, and which safely contains the film rolls together with the payment for processing.

Other objects of the invention are to provide a bind-in envelope that may be easily manufactured and sold at low cost; to provide a bind-in envelope of the expandable pouch type in which the overall thickness is no greater than the major thickness of a usual bind-in envelope; and to provide a bind-in envelope that is convenient for the customer to use, in that it requires a minimum of information to be supplied by the customer.

Other objects of the invention are to provide a bind-in envelope having the features of the present envelope and which conforms to the present postal regulations for novelty pages in magazines; and to provide dual envelopes with a common bind-in connection therebetween.

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In accomplishing these and other objects of the invention as hereinafter pointed out, I have provided improved structure, the preferred forms of which are illustrated in the accompanying drawings, wherein:

FIG. 1 is a perspective view of one face side of an envelope constructed in accordance with the present invention and prior to binding thereof in a magazine, the top of the pouch being shown partially open.

FIG. 2 is a perspective view of the envelope from the opposite face side and showing the envelope bound into a magazine.

FIG. 3 is a perspective view of the envelope illustrated in FIG. 1, opened up to show the form of the blank, lines of fold, and the gumming thereof.

FIG. 4 is a perspective view of the envelope containing a bulky enclosure, such as a film roll, and sealed for safely retaining the film roll and any currency that may be included therewith.

FIG. 5 is a cross sectional view taken on the line 5-5 of FIG. 4, showing expandability of the pouch of the envelope and the manner in which the enclosed item helps the adhesive in securing the side flap.

FIG. 6 is a cross section on the line 6-6 of FIG. 1 and showing the envelope in flat condition after detachment thereof from the magazine.

FIG. 7 is a fragmentary section through the lower portion of the envelope taken on the line 7-7 of FIG. 1 to better illustrate closure of the bottom of the pouch.

FIG. 8 is a perspective view of an envelope constructed in accordance with the present invention and forming an integral part of a novelty page, wherein the detachable part occupies no more than one-half of the novelty page, in an effort to comply with present postal regulations relating to magazines with novelty pages.

FIG. 9 is a perspective view of dual envelopes for use in magazines that are printed "two up."

Referring more in detail to the drawings, and first to FIGS. 1 to 7, inclusive:

1 designates a preferred form of envelope that is constructed from a single blank of sheet material and which is adapted to be flatly folded and gummed in an ordinary envelope making machine. The blank 2 (FIG. 3) may be formed of lighter paper than would normally be used for enclosing bulky items such as rolls of film. For example, I have found that 24 substance paper, standard for the No. 10 envelope, provides ample strength for safely retaining such bulky enclosures as film rolls.

The envelope includes front and rear panels 3 and 4 of generally rectangular shape and connected together along one side thereof by a fold 5, so that the panel 4 overlies the panel 3. One of the panels, for example, the panel 3, is longer than the panel 4, to provide a bottom flap 6 projecting from the lower edge thereof on a transverse line of fold 7 that closely coincides with the bottom edge 8 of the panel 4. The bottom flap 6 extends across the entire width of the panel 3 and the inner face 9 thereof is sealed to the bottom portion of the outer face 10 of the panel 4 by an adhesive 11.

Extending from the upper end of the panel 3 along a transverse score or line of fold 12, that substantially registers with the upper edge 13 of the panel 4, is a closure flap 14 defined between the score 12 and a weakened line of tear such as a transverse line of perforations 15. The inner face of the closure flap 14 is covered with a sealing gum 16 for sealing the envelope when the envelope is to be used.

Formed on the opposite side of the transverse line of perforations 15 is a shipping label 17 and a receipt 18, which, when torn off along the perforations 15, constitute a strip with the shipping label at one end and the receipt at the other, and which may be separated

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from each other by a line of perforations 19 on which the receipt may be separated from the shipping label.

In some uses of the invention, the shipping label and receipt are not necessary, and it is to be understood that the envelope blank may also be constructed without these parts.

Extending from the panel 3 on the side edge opposite the fold 5 is a bind-in fly 20, which may be of suitable width and which preferably extends from the fold 7 of the bottom flap 6 to near the outer edge 21 of the shipping label 17, as clearly shown in FIGS. 1 and 3 of the drawings. The fly 20 is separated from the panel 3 by a weakened line of tear which may consist of a line of perforations 22 that extends the full length of the fly and on which the completed envelope is adapted to be severed, as hereinafter described.

The edge portion 23 of the panel 4 which lies opposite the fold 5 carries a side flap 24 that is folded inwardly of the inner face 25 of the panel 4 on a fold 26 that substantially registers with the line of perforations 22. The side flap 24 has a longitudinal score 27 spaced inwardly from the fold 26, to divide the flap 24 into an expansion portion or section 28 and a terminal portion or section 29. The terminal section 29 is secured to the inner face 30 of the panel 3 by a stripe of adhesive 31. The adhesive 31 is spaced from the line of perforations 22 substantially corresponding to the width of the expansion section 28, whereby the expansion section 28 lies flatly against the inner face 30 of the panel 3 and the fold 26 is in registry with the marginal edge portion 32 of the panel 3 for the full height of the panels. The upper end of the terminal section 29 of the side flap 24 preferably overlaps slightly the score 12 to provide a lip 33 which projects above the edge 13 of the panel 4. The edge 13 at the opposite side of the envelope has a corner web 35 that also overlaps the score 12 and joins with the edge 34 of the closure flap 14. The lip 33 and web 35 fold with the closure flap to enhance the closure of the corners of the pouch. The lip 33 and the corner web 35 may be omitted if desired, in which case the upper edge 13 of the panel 4 registers with the score 12 through the length of the edge 13.

The outer face 36 of the panel 3 has an area in the lower righthand corner on which the name and address of the processor may be printed, as indicated at 37. The upper portion lefthand corner of the panel provides a return address area on which lines 38 may be printed to accommodate the name and address of the sender. The shipping label 17 is correspondingly printed, as indicated at 39, for the sender to apply his name and address. The receipt 18 is printed on the face thereof with an order number 40, corresponding with an identification order number on the body of the envelope, as indicated at 41. This number may also be applied to the shipping label 17 on the reverse side to the side bearing the name and address of the sender. An area 42 is printed upon the upper righthand corner of the panel 3 to indicate the area to which a postage stamp is to be applied. The outer face of the panel 4, as well as the areas not occupied by the various addresses, may be used for applying advertising matter concerning the film processing supplied by the processing company.

It is obvious that the envelope is folded flatly and the portion thereof that carries the side flap 24 is no thicker than that portion of the envelope that carries the bottom flap, so that no more thicknesses of material have been added than employed in the usual bind-in envelopes which have little or no side expansion. However, the present envelope has ample expansion to provide the pouch 44 for accommodating bulky items placed therein without stressing of the side folds or breaking the adhesive. In fact, the envelope is actually strengthened by the film roll pressing on the side seam flap.

The envelope thus described may be bound into a magazine 43 along with the pages thereof, as shown in FIG. 2, so that the envelope is contained between the pages,

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which may or may not relate to the advertising of the film processor.

If a reader of the magazine has films to be processed and is interested in the service of the film processor, he will tear out the envelope along the line of perforations 22. He will then apply his name and address to the proper lines 38 and 39 of the envelope and shipping label, respectively. This is all the writing that is required of the sender. He will then remove the shipping label 17 and receipt 18 along the line of perforations 15 and separate the receipt from the shipping label along the line of perforations 19. The receipt is retained in order that the sender may identify his order in case he should desire to make any inquiry concerning it. The shipping label 17 is preferably wrapped about the roll of film A and secured thereon by a rubber band B.

The film roll, together with the money for the processing, is then inserted into the pouch 44 by drawing the upper edge 25 of the panel 4 from the panel 3, to open up an insert opening 45 (FIG. 1). The pouch opens with the panel 3 hinging on the side folds 5 and 26 and on the score 27. During this action the expansion portion 28 of the side flap swings outwardly from the panel 3, because the side flap 24 is secured firmly to the panel 3 by the adhesive 31. When the insert opening 45 is wide enough to pass the roll of film A, it is slid there-through into the pocket of the pouch (FIG. 5). This opening of the pouch places no strain on the adhesive 31, since there are no forces acting to pull the side seam. Such forces as usually accompany opening of the pouch are taken care of by the expansion portion 28 and hinging of the side folds 5 and 26. In this way, the insert opening is expanded sufficiently to admit the roll of film A without pulling loose of the panel 4. Also, the roll of film in most instances will overlie the side flap section 29 (see FIG. 5), so that the forces on the envelope applied by the roll of film are between the side seam flap and the inner face of the panel 4, to hold the side seam against the panel 3 to which it is sealed. The roll of film, therefore, acts to maintain the seal of the side seam during transmission in the mails. The spacing of the adhesive from the line of perforations 22, whereby the fold 26 is registered with the line of perforations 22, leaves the marginal edge of the panel 3 free to serve as a projecting flange for reinforcing the side seam.

The sender will then moisten the gum 16 on the closure flap 14 and fold the closure flap on the score 12, so that the moistened gum makes sealing contact with the outer face portion of the panel 4 at the upper margin thereof, as shown in FIG. 4, to close the insert opening of the pouch and to cooperate with the other seals in safely retaining the film and money during transit.

The pouch 44 with the expandable sides cushions the roll of film and at the same time the roll of film makes the package stronger, in that it bears upon the intumed side seam flap and holds the seal, whereas other types cause the roll to tear away the side seal of the usual bind-in envelope as previously constructed.

While I have particularly illustrated and described the envelope as a bind-in envelope, it is obvious that an envelope used in connection with direct mail advertising will not need the bind-in flap 21. However, such an envelope will include all the other features of the invention.

In order to provide more advertising area on the novelty page which includes the envelope of the present invention, and also to conform with present postal regulations for novelty pages, the invention may be carried out as shown in FIG. 8. In the instance of the novelty page shown in FIG. 8, the envelope is attached to a fly 46 on a line of perforations 47, corresponding with the perforations 22 in the first described form of the invention. In an effort to conform with the present postal regulations concerning novelty pages, the fly 46 has an area corresponding to at least the area of the detachable envelope of the present invention. When the fly 46 is used, the

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outer marginal edge 48 thereof constitutes the bind-in portion by which the novelty page is bound into a magazine or the like.

Magazines are sometimes printed two up, that is, the sheets which comprise the pages of the magazine are printed in duplicate as indicated at 43', 43'' in FIG. 9 of the drawings, and joined as indicated by the line 53. When the pages are cut apart along the line 53, the pages 43' form one magazine and the pages 43'' form the pages of a second magazine. In this case the present invention contemplates dual novelty pages wherein the fly portions 50 and 51 thereof are integrally connected as at 52 and the bind-in portions 49' and 49'' extend along the upper edge of the shipping label portions 17 and the corresponding edges of the flies 50 and 51. Lines of perforations 54 and 54' are also provided to cooperate with the lines of perforations 47 on which the envelope portions may be subsequently detached from the magazines, leaving the flies 50 and 51 in the magazines. The envelope portions of the dual novelty pages are the same as the envelope portions of the single form, and, therefore, the previous description and corresponding numerals of reference are applicable thereto.

Envelopes of the present invention provide for easy insertion of film rolls and the like because of ready expansion of the pouch without producing undue strain on any of the folds or the adhesive. In fact, the substance of the paper may be safely reduced from that believed necessary for this type of envelope, without resulting in failure, thereby reducing the cost of the envelopes and getting them into the hands of the users.

It is obvious that the panels 3 and 4, being integrally interconnected at one side by a fold 5, have somewhat limited expansion without the side flap of the present invention, but with the side flap with the expandable feature built therein, the envelope has sufficient expansion to accommodate such bulky items as roll films without stressing the paper from which the envelope is formed or pulling loose of the adhesive.

It has been demonstrated that the expansion envelope of the present invention results in larger returns from magazine advertising because the prospective users have faith in the package. Also, the envelopes, with the contents intact, arrive in excellent condition.

While I have illustrated and described the invention as being useful in connection with the film processing business, it is obvious that the invention is just as adaptable to other types of business when constructed as described, with appropriate printing applied thereto.

Another advantage of the invention is that envelopes capable of holding larger items than is possible with envelopes of the customary construction may be bound within a magazine, because envelopes are limited in size by the size of the pages of the magazines, and when a conventional envelope is used it must be considerably larger than the item that may be placed therein, but where the envelope has the expandable features of the present invention, a larger item may be placed in a corresponding sized envelope. In other words, the item may more nearly approach the size of the envelope that can be bound into a given size magazine.

What I claim and desire to secure by Letters Patent is:

1. An expansion envelope for insertion between the pages of a magazine, said expansion envelope including a fly having a substantially rectangular panel detachably extending therefrom in plane with the fly, an overlying panel of corresponding size and shape and having a side edge opposite the fly and a bottom edge connected with corresponding edges of the first named panel by a single side and a single bottom fold, respectively,
- a side flap in connection with the other side edge of the overlying panel by a single integral fold and turned inwardly from said fly to lie flatly between said panels,

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said side flap having a score parallel with said single integral fold and spaced therefrom to divide said side flap into an expansion section and a terminal section,

- an adhesive spaced inwardly from said fly a distance corresponding with the spacing of the terminal section to secure said terminal section to said first named panel to provide an expandable pouch when the first named panel is detached from the fly, and
- a gummed closure flap extending from the edge of one of the panels that is opposite the bottom fold and adapted to be sealed to the other panel, said pouch being adapted to expand upon insertion of an article between said panels by hinging of the side flap on its fold and hinging of said sections along the score to compensate for said single side fold.
2. An expansion envelope for insertion between the pages of a magazine as described in claim 1, wherein the fly has an expansion envelope of like construction detachably extending from the opposite side edge of said fly for insertion in magazines that are printed two-up.
3. An expansion envelope for insertion between the pages of a magazine and similar publications, said envelope including substantially rectangular front and back panels having connections along corresponding edges at the bottom and one side of the panels and each connection incorporating a single fold,
- a side flap in connection with one of the other side edges of one of the panels on a single integral fold, said side flap having a score parallel with said integral fold and spaced therefrom to divide said side flap into an expansion section and a terminal portion extending inwardly between said panels in single thickness, and
- an adhesive strip spaced inwardly from the complementary side edge of the other panel a distance corresponding with the spacing of the terminal portion from said integral fold to secure said terminal portion to the said other panel whereby said expansion section is completely and flatly contained between said panels to cooperate with the single fold in providing an expandable pouch when the said expansion section breaks along said score and hinges upon said single integral fold to compensate for lesser expansion afforded by said single folds,
- said remaining edges of the panels being unconnected to provide an insert opening for said pouch.
4. An expansion envelope as described in claim 3, and including a bind-in fly integrally extending outwardly from said complementary side edge and having a weakened line of severance on which said expansion envelope is detachable from the bind-in fly.
5. An expansion envelope including substantially rectangular front and back panels having connections along corresponding edges at the bottom and one side of the panels and each connection incorporating a single fold,
- a side flap in connection with one of the other side edges of one of the panels on a single integral fold to extend inwardly between said panels in single thickness,
- said side flap having a score parallel with said integral fold and spaced therefrom to divide said side flap into an expansion section and a terminal portion with the terminal portion also extending inwardly,
- an adhesive strip spaced inwardly from the complementary side edge of the other panel a distance corresponding with the spacing of the terminal portion from said integral fold to secure said terminal portion to the said other panel whereby said expansion section is completely and flatly contained between

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said panels to cooperate with the single fold in providing an expandable pouch when the said expansion section breaks along said score and hinges upon said single integral fold to compensate for lesser expansion afforded by said single folds, 5

said remaining edges of the panels being unconnected to provide an insert opening for said pouch, and a gummed closure flap projecting from one of the said remaining edges of one of the panels and coextensive therewith for folding over the insert opening to bring the said remaining edges together and a portion of the expansion section at said insert opening in flat condition between the said edges to close the insert opening to the pouch. 10

6. An expansion envelope as described in claim 5, and including 15

a bind-in fly integrally extending outwardly from said complementary side edge and having a weakened line of severance on which said expansion envelope is adapted to be detached from the bind-in fly. 20

7. An expansion envelope for insertion between the pages of a magazine and like publications, said envelope including 25

substantially rectangular front and back panels integrally connected together at one side by a fold whereby the panels overlie each other,

a side flap in connection with the opposite side edge of one of the panels by a single integral fold to extend inwardly between said panels, 30

said side flap having a score parallel with and spaced from said integral fold to divide said side flap into an expansion section and a terminal portion with the terminal portion also extending inwardly and in face to face contact with the other panel, 35

an adhesive strip spaced inwardly from the complementary side edge of the other panel a distance cor-

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responding with the spacing of the terminal portion from said integral fold to secure said contacting faces of the terminal portion and the said other panel together whereby said expansion section is completely and flatly contained in single thickness between said panels to cooperate with the single fold and the first named side fold in providing an expandable pouch when the said expansion section breaks along said score and hinges upon said integral fold at the respective sides of the envelope to compensate for lesser expansion afforded by said single folds,

a bottom flap coextensive with the bottom edge of one panel by an integral fold and lapping the outer face of the other panel,

adhesive sealing the bottom flap to said outer face for completely closing said bottom,

said remaining edges of the panels being unconnected to provide an insert opening, and

a gummed closure flap projecting from one of the said remaining edges of one of the panels and coextensive therewith for folding over the insert opening to bring the said remaining edges together and retain a portion of the expansion section at said insert opening in flat condition between the said edges to close the insert opening to the pouch.

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