March 18, 1941. P. WOHLERS 2,235,791

WRAPPING LABEL

Filed Jan. 13, 1939

Fig. 1.

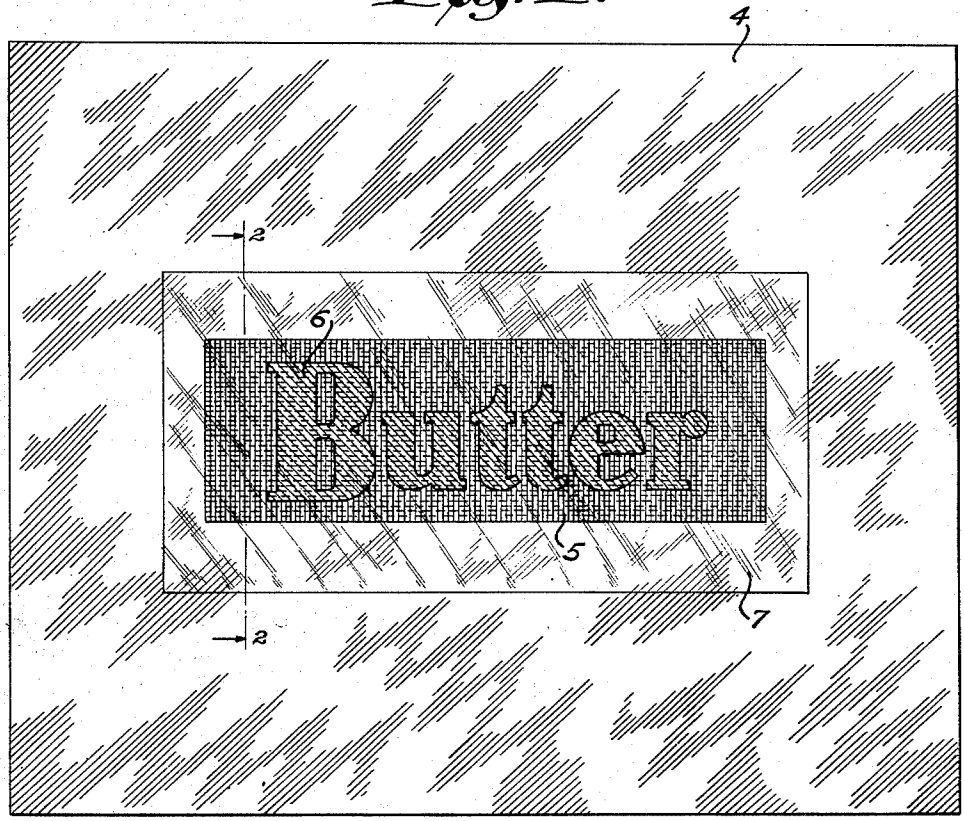
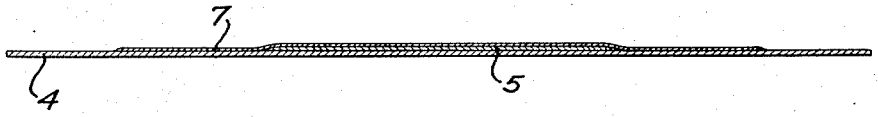



Fig. 2.




INVENTOR.
Philip Wohlers
BY
Morsell, Lieber & Morsell
ATTORNEYS.

Patented Mar. 18, 1941 2,235,791

# UNITED STATES PATENT OFFICE

2,235,791

## WRAPPING LABEL

Philip Wohlers, Milwaukee, Wis., assignor to Milprint, Inc., Milwaukee, Wis., a corporation of Delaware

Application January 13, 1939, Serial No. 250,760

1 Claim. (Cl. 91—67.9)

My present invention relates generally to improvements in the art of merchandising diverse commodities such as confections, and relates more specifically to improvements in the production of attractive and economical wrapping labels for enwrapping and identifying loaf-like comestibles.

Generally defined, an object of the present invention is to provide a highly attractive and inexpensive wrapping label which may be utilized to effectively confine diverse objects.

Due to the severe competition prevailing in the sale of certain commodities such as relatively low priced confections, the manufacturers of such products are constantly seeking new and less expensive methods of merchandising their goods. The use of attractive label wrappers has been a boon to such industries, but because of the limited profits available, there is a constant desire to reduce to a minimum the cost of the wrappers, without detrimentally affecting their attractive appearance and sales appeal. Although much has heretofore been accomplished in this direction, the present more attractive and desirable wrappers are still objectionably costly, especially those possessing the requisite qualities of attractiveness and protectiveness. Such wrappers should not only be highly attractive, but they must also be durable and capable of shielding the confined product from moisture and strong light. While compound wrappers having an inner shiny and light reflective relatively opaque sheet, cooperating with an outer transparent glossy sheet, have heretofore been utilized with considerable success in producing attractive and protective commodity enclosures, these compound wrappers are too expensive and prevent some manufacturers of low priced goods from successfully coping with the competition.

It is therefore a more specific object of my present invention to provide a single most attractive and durable, as well as a highly protective wrapping label, which possesses the greatest degree of sales appeal but may be produced at minimum cost.

In accordance with my present invention, I utilize an opaque relatively light and moisture proof sheet of paper or other suitable material for the body of the wrapper, and I coat an exposed portion of this sheet with silver ink tinted in attractive colors. Upon this tinted silver area I provide printing and other ornamental indicia, and the whole area is subsequently covered with a lustrous transparent coating. This combination produces the effect of a compound wrapper in a single sheet, and besides the improvement in esthetic appearance obtained by tinting the silver ink, the new wrapper is practically as strong and protective as the more expensive compound wrapper due to the protective qualities of the main sheet and the added strength and protective value afforded by the printing and coating.

A clear conception of an embodiment of my present invention, and of the method of producing and of utilizing my improved wrapping labels, may be had by referring to the drawing accompanying and forming a part of this specification in which like reference characters designate the same parts in the several views.

Fig. 1 is a plan view of one of my improved wrapping labels; and

Fig. 2 is a greatly enlarged transverse section through a portion of the label of Fig. 1, taken along the line 2—2.

While the embodiment of the invention illustrated herein, utilizes specific colors and shows only part of the printed indicia, it should be understood that it is not my intention to limit the improvement by virtue of such specific disclosure, since other indicia and decorative matter as well as other colors may be used.

In the drawing, the main wrapping sheet 4 is preferably formed of relatively strong and opaque moisture resistant paper such as commercial glassine paper, having uniform rather dark coloring such as chocolate brown, throughout its entire area. Upon the outer normally exposed surface of the opaque wrapping sheet 4, I have provided a substantially rectangular area 5 of silver ink, which in the specific embodiment shown has been tinted with red coloring matter to produce a lustrous pink appearance. Any desirable decorative matter 6 in various colors may be applied to the tinted shiny silver area 5, and in the specific disclosure appearing in the drawing, the word "butter" has been applied to this area in green. The entire silver covered area 5 and adjacent portions of the outer surface of the sheet 4 are finally coated with a glossy transparent coating 7 which enhances the lustre of area 5 and of the indicia or decorative matter 6.

The main wrapper sheet 4 is tough and relatively moisture proof, and by using a dark colored opaque sheet, the finally enwrapped article will be thoroughly concealed and protected against moisture and strong light. The strength of the sheet 4 at the exposed portion thereof is somewhat enhanced by the metallic ink coating or area 5 and by the final transparent coating 7, and the area 5 and coating 7 may be of any de-

sired size and shape other than rectangular. The metallic ink is preferably silver due to the high light reflective quality of such ink; and the coloring or tinting of this ink either red, green, blue or yellow, produces highly esthetic effects and makes it appear as though a piece of shiny tin foil were covered with a separate tinted transparent sheet of material such as cellulose film or the like. The area 5 also provides a perfect background for the decorative or printed matter 6, and the entire combination produces a wrapping sheet or label which is extremely serviceable and attractive.

From the foregoing detailed description it will be apparent that my present invention provides a simple single sheet decorative wrapper for diverse commodities, which besides possessing the necessary protective qualities has great sales appeal and beauty, and may be produced at very low cost. The improved wrapping labels have proven highly satisfactory in actual use, and the tinting of the metallic ink to the desired color may be readily accomplished and vastly enhances the esthetic appearance of the wrapper. The final coating 7 of glossy transparent material not only enhances the lustre of the tinted metallic area 5, but also protects this area and preserves the decoration, and the strength of the wrapper is enhanced by the area 5 and coating 7 especially at the normally exposed portion of the wrapping sheet 4.

While specific mention has been made throughout this specification, of "silver" ink, it is intended to indicate only that the ink is of silver color and not that it is formed of silver metal, since most of these silver metallic inks are actually produced from silver colored metals such as aluminum.

It should be understood that I do not desire to limit my invention to the exact details herein shown or described, or to any particular method of producing the improved wrappers, since various modifications within the scope of the claim may occure to persons skilled in the art.

I claim:

A combined unitary ornamental wrapper sheet and display label for commodities, consisting of a single thin and moisture resistant sheet of glassine paper which is opaque and of a dark color throughout and having a local area thereof coated with a thin layer of color tinted metal ink to enhance the lustre and aesthetic appearance of the sheet at said area and to provide a brilliant background contrasting with surrounding areas and imparting to the coated area of the sheet the appearance of an inlay of metal foil flush with the main sheet, said sheet further including decorative identifying indicia of contrasting hue applied to and superposed on said metallic ink coated brilliant background to sharply contrast therewith, and a glossy transparent protective coating completely covering and superposed on said background area and decorative indicia of said sheet to protect said ink coated background and said decorative indicia while further enhancing the lustre thereof and to cooperate therewith to increase the strength and resistance of the sheet against wrapping strains.

PHILIP WOHLERS.