A packaged adhesive tape product comprising a roll of tape with a decorative multi-color pattern printed thereon, a dispenser at least partially surrounding the roll of tape and a label bearing retailing information and at least a portion of the decorative multi-color pattern carried on the label is described. A display rack for the products is also described.
FIG. 1
PS-2

1. EZstart.
Frustration Free!
Prints
1.88 in x 15 yd

FIG. 2
PACKAGED DECORATIVE TAPE PRODUCT

[0001] This application claims the benefit of priority to U.S. Provisional Patent Application No. 61/410,605, filed Nov. 5, 2010, the disclosure of which is hereby incorporated by reference in its entirety.

[0002] This disclosure relates to adhesive tape sold on adhesive tape dispensers as a single product.

BACKGROUND

[0003] Adhesive tape is used by consumers and businesses in many applications. One application is packaging. For consumers, packaging tape is frequently sold on a dispenser. The packaging tape is often a long strip of backing having adhesive on one side rolled upon a cylindrical core. This roll of adhesive tape is often sold on a dispenser. The tape is often about 2 inches wide and is sold on the rolls containing several yards of tape. The roll of tape is contained on a dispenser having two side walls with hubs which rotatably support the roll of tape between the side walls. An interconnecting wall between the two side walls supports a cutter for separating lengths of tape from the roll of tape. Frequently, a hole through the inner connecting wall is provided between the roll of tape and the cutter. This hole allows the product consisting of the roll of tape and the dispenser to be mounted on a peg at retail stores.

[0004] The interconnecting wall often includes a tongue shaped portion extending away from the cutter and which overlays, but does not contact, a portion of the roll of tape. This tongue shaped portion protects a user’s hand when applying a length of tape to a substrate. The tongue protects the portion of the hand over the roll of tape from the rotating roll of tape.

[0005] Retail labeling is often applied to the interconnecting wall. The roll of tape and the tape dispenser is then hung on a hook with the retail labeling facing outward so that a consumer may see it and select a roll of tape. This arrangement presents the roll of tape on its dispenser with the retail labeling most conspicuously displayed. The dispenser and the roll of tape itself are somewhat obscured by the labeling, the interconnecting wall and the tongue portion of the interconnecting wall in this display mode.

SUMMARY OF THE DISCLOSURE

[0006] The present disclosure contemplates an improved packaged adhesive tape product comprising a roll of adhesive tape having an adhesive face and a non-adhesive face with a multiple color design displayed on the non-adhesive face, the roll of tape held on a dispenser with two side walls and an interconnecting wall, and, labeling applied to the dispenser displaying a multiple color design representative or identical to the multiple color design on the adhesive tape.

[0007] Further in accordance with the disclosure, the tape dispenser comprises two side walls interconnected by an interconnecting wall and the labeling is applied to the interconnecting wall.

[0008] Yet further in accordance with the disclosure, the interconnecting wall has a hole adapted to support the packaged adhesive tape product on a peg allowing the tape product to be displayed at retail with the label and its multiple color design facing outwardly away from a support, that is, toward the consumer.

[0009] Further in accordance with the disclosure, two or more groups of tape dispensers displaying several different multiple color designs are presented on a display rack in groups and adjacent headers displaying a multiple color design representative or identical to the multiple color design on the adhesive tape.

[0010] It is a principle object of the disclosure to provide a packaged adhesive tape product for adhesive tape having a multiple color design with the design presented prominently on the label visible to consumers at retail. It is yet another object of the present disclosure to present a packaged adhesive tape product bearing a multiple color design in an attractive package having required retail information and the multiple color design presented on the label prominently for visual inspection by the consumer.

[0011] The disclosure may take physical form in certain parts and arrangements of parts a preferred embodiment of which will be described in detail in this specification and illustrated in the accompanying drawings which form a part hereof and wherein:

BRIEF DESCRIPTION OF THE DRAWINGS

[0012] FIG. 1 is front view of a packaged adhesive tape product in accordance with the present disclosure;

[0013] FIG. 2 is a front view similar to FIG. 1 showing a second embodiment of the disclosure illustrated in FIG. 1; and,

[0014] FIG. 3 is a perspective view of a retail display of the adhesive tape products seen in FIGS. 1 and 2.

DETAILED DESCRIPTION

[0015] Referring now to the drawings where in the showings are for the purposes of illustrating a preferred embodiment of the disclosure only and not for the purposes of limiting same, FIG. 1 shows a packaged adhesive tape product 10 comprised of a dispenser 12, a roll of tape 14, and a label 16. The dispenser 12 is conventional in design. The dispenser comprises two side walls 20, 22 and an interconnecting wall 24. The two side walls 20, 22 are generally parallel to one another and are mirror images of one another. The side walls have hub portions which support the roll of tape 14. An interconnecting wall 24 extends between the two side walls and supports a tape cutter 26 remote from the roll of tape. The interconnecting wall also has a curved tongue 32 portion extending over the volume between the two side walls adjacent the hubs. The interconnecting wall 24 also has a hole 30 through it allowing the entire ensemble to be hung from a peg at retail. Dispensers and rolls of tape forming a product such as that described have been available and are described in patents including D591,354 and D588,646.

[0016] As can be seen in FIG. 1, the tongue 32 extending over the volume between the hub portions of the side walls 20, 22 covers portions of the roll of tape 14. This is desirable and protects the hand of the user from contact with the roll of tape when the dispenser is used to dispense a length of tape onto a substrate. However, the tongue 32 and the rest of the dispenser obscure the roll of tape from view by a consumer when displayed at retail. With reference again to FIG. 1, it is seen that a consumer can see the general fact that a roll of tape is on the dispenser. However, the design on the roll of tape, that is, multi-colored patterns provided for decorative purposes or otherwise, are significantly obscured to the consumer.
“Multi-colored’ is used herein to mean having areas of visually distinct shades, colors or hues. Thus, a tape having a blue background with red and white circles in the background is multi-colored. A tape having parallel stripes of visually perceptible different shades of blue is also multi-colored. A tape having a transparent background and symbols in black is also multi-colored.

A label 16 is applied to the packaged adhesive tape product 10 covering substantially all of the interconnecting wall 24 including the tongue 32. Consumer products sold at retail in the United States, and in many other countries, must carry information such as the size of the product, product identity, and the identity of a distributor. In addition, trademarks identifying the source of a particular product are desirably displayed where consumers can readily see the mark. All of these items are necessary or advantageous in the sale of a product at retail. These items consume space and require a label of sufficient size to display them in a readable form. Thus, the concealment or obscuring of the actual appearance of the tape is a function of proper presentation of necessary information to consumers.

As can be seen in FIG. 1, the roll of tape 14 has a multi-color design on its outward facing, non-adhesive, face. However, this multi-color design 42 is only visible on the edges of the roll of tape. Referring to the top of FIG. 1, a multi-color design 44 is presented over a significant portion of the label 16 and much more easily seen by a consumer than the multi-color design 42 on the roll of tape. The multi-color design 44 is identical to at least a portion of the multi-color design 42 seen on the roll of tape. Thus, a consumer, presented with this packaged adhesive tape product 10 is informed of the decorative design on the roll of tape 14 because the consumer can see the design on the label. The design 44 shown on the label 16 is a full scale replication of the design 42 of the roll of tape 14 in the illustrated embodiment. The design 44 on the label 16 can, alternatively, be the same as the design 42 on the roll of tape but at a different scale.

Referring now to FIG. 2, a packaged adhesive tape product 10b is presented. The dispenser 12 is identical in all respects to the dispenser 12 seen in FIG. 1. The roll of tape 14b is identical to the roll of tape 14 seen in FIG. 1 except that the roll of tape 14b carries a different multi-color design 42b when compared to the multi-color design seen in FIG. 1. The label 16b is identical to the label 16 seen in FIG. 1 except for the multi-color design 44b which is identical to at least a portion of the multi-color design 42b of the roll of tape. As with the package tape product seen in FIG. 1, the packaged tape product 103 seen in FIG. 2 carries a roll of tape 10b which is at least partially obscured from visual inspection by the consumer at retail. However, the consumer can see the multi-color design 42b of the roll of tape 10b easily by viewing the multi-color design portion 44b of the label 40b. Thus, consumers are presented with a packaged adhesive tape product having a decorative design in a conventional dispenser with enhanced visibility of the decorative design.

Additionally, when the consumer is presented with multiple products 10, 10b arranged close to one another with different designs, the consumer is informed that many multi-colored design tape products are available from which to select.

The package adhesive tape products 10, 10b seen in FIGS. 1 and 2 show packaging tape on packaging tape dispensers. Such products are frequently purchased by consumers for use in sealing boxes, large mailing envelopes and the like. In the past, the tape forming a portion of these package was often plain, unicolor tape. A tan color resembling cardboard was often the color used. The present invention supports the sale and use of decorative packaging tape both for conventional sealing of packages for shipping and storage and also for gift wrapping. In the past, tape was often a non-contributing accessory to the appearance of gift wrapping. With the present invention, consumers can purchase decorative package sealing tape and other kinds of tape and use them in creatively enhancing gift packages, mailing packages and the like.

The packaging illustrated in FIGS. 1 and 2 allows the presentation of a variety of decorative packaged adhesive tape products, 10, 10b at retail in a manner in which a consumer can see the decorative aspects of the product and select according to the consumer’s desire. Other tape products such as duct tape and stationery tape may also be made decorative and retail in accordance with this disclosure.

In some situations it may be appropriate to use a design in the label similar to or representative of the design on the tape. For instance, if the tape has transparent portions and colored elements, the label may use white or another color similar to or representative of the transparent portions of the tape. In other situations reflectivity or difficult shapes or shapes on the tape may be shown approximately or by representative image on the label and/or package.

FIG. 3 shows a retail display of packaged adhesive tape products 50 with packaged adhesive products 10, 10b, 10c and 10d mounted on the display. Vertical support elements 52 form a framework for the display 50. The vertical support elements can be wire frame elements or slats or other well-known retail display back panel structures. The vertical support elements 52 support generally horizontally extending rods or hooks 54. These rods or hooks 54 can be permanently mounted to the vertical supports 52 or can be removably mounted in a conventional manner. The rods 54 extend generally horizontally away from the vertical supports 52 and have upturned ends 56 at their distal ends. The rods 54 are long enough to support several packaged adhesive tape products on each rod. In the illustrated embodiment, each rod supports four tape products. In the illustrated embodiment, four tiers of rods are used and each tier consists of four rods, one next to the other horizontally. A header support 58 is associated with each tier of rods. The header support 58 in the illustrated embodiment is a U-shaped wire element fixed to the vertical supports 52. Channels 60 are mounted on the portions of the header support 58 remote from the vertical supports 52. The channels 60 are at a distance from the vertical support similar to the distance between the vertical supports 52 and the upturned ends 56 of the rods 54. The channels 60 in turn support channel fillers or headers 62, 62b, 62c and 62d. The channel fillers or header display a multiple color design representative or identical to the multiple color design on the packaged adhesive tape product with which they are associated. Thus, the channel filler 62b displays a design representative of or identical to the multiple color design of the tape in the associated packaged adhesive tape product 10d. Similarly, the header or channel filler 62b displays a multiple color design representative of or identical to the multiple color design displayed on the tape in the packaged adhesive tape product 10b. In the embodiment illustrated, the header or channel filler 62 displays only the multi-color design representative of the tape with which it is associated. However, the header or channel filler 62 may also display
 Such printed material may include pricing, UPC information, or other marketing messages. Additionally, a top header is provided for identifying a product or carrying other marketing information useful at retail.

As can be seen in FIG. 3, the retail display compactly displays multiple groups of identical decorative tape products in association with a header displaying the decorative design of each group prominently and in a manner easily perceived by the consumer. Products are displayed in a manner which emphasizes their attractive characteristics and makes selection and purchase of the product easy.

The disclosure has been described with reference to preferred embodiments. Obviously, modifications and alterations will occur to others upon the reading and understanding of this specification. It is intended to include all such modifications and alterations insofar as they come within the scope of the appended claims or the equivalents thereof.

Having thus described the disclosure, it is claimed:

1. A packaged adhesive tape product comprising:
   a roll of adhesive tape comprising a cylindrical core and a strip of adhesive having an adhesive face, a non-adhesive face, and a multiple color design on the non-adhesive face, the strip of adhesive tape being wound upon the core; and
   a dispenser for the roll of adhesive fixed to the roll of adhesive tape having a label, the label having an outwardly facing face, the label outwardly facing face bearing a multiple color design representative of at least a portion of the multiple color design on the adhesive tape non-adhesive face.

2. The packaged adhesive tape product of claim 1 wherein the dispenser has two generally parallel side walls which rotatably support the roll of adhesive tape between the two side walls and an interconnecting wall extending between the side walls, the interconnecting wall supporting the label.

3. The packaged adhesive tape product of claim 2 wherein the interconnecting wall has a hole adapted to engage a peg allowing the packaged adhesive tape product to be displayed at retail on a peg with the label facing outwardly.

4. A packaged adhesive tape product comprising:
   a roll of adhesive tape comprising a cylindrical core and a strip of adhesive having an adhesive face, a non-adhesive face, and a multiple color design on the non-adhesive face, the strip of adhesive tape being wound upon the core; and
   a dispenser for the roll of adhesive fixed to the roll of adhesive tape having a label, the label having an outwardly facing face, the label outwardly facing face bearing a multiple color design similar to at least a portion of the multiple color design on the adhesive tape non-adhesive face.

5. The packaged adhesive tape product of claim 4 wherein the dispenser has two generally parallel side walls which rotatably support the roll of adhesive tape between the two side walls and an interconnecting wall extending between the side walls, the interconnecting wall supporting the label.

6. The packaged adhesive tape product of claim 4 wherein the interconnecting wall has a hole adapted to engage a peg allowing the packaged adhesive tape product to be displayed at retail on a peg with the label facing outwardly.

7. The packaged adhesive tape product of claim 4 wherein the multiple color design on the label is a proportional representation of the multiple color design on the tape.

8. A packaged adhesive tape product comprising:
   a roll of adhesive tape comprising a cylindrical core and a strip of adhesive having an adhesive face, a non-adhesive face, and a multiple color design on the non-adhesive face, the strip of adhesive tape being wound upon the core; and
   a dispenser for the roll of adhesive fixed to the roll of adhesive tape having a label, the label having an outwardly facing face, the label outwardly facing face bearing a multiple color design representative of at least a portion of the multiple color design on the adhesive tape non-adhesive face.

9. The packaged adhesive tape product of claim 8 wherein the dispenser has two generally parallel side walls which rotatably support the roll of adhesive tape between the two side walls and an interconnecting wall extending between the side walls, the interconnecting wall supporting the label.

10. The packaged adhesive tape product of claim 8 wherein the interconnecting wall has a hole adapted to engage a peg allowing the packaged adhesive tape product to be displayed at retail on a peg with the label facing outwardly.

11. The packaged adhesive tape product of claim 8 wherein the multiple color design on the label is a proportional representation of the multiple color design on the tape.

12. A retail display of packaged adhesive tape products comprising:
   a first group of adhesive tape products, each of the first group of adhesive tape products comprising a roll of adhesive tape comprising a cylindrical core and a strip of adhesive tape having an adhesive face, a non-adhesive face, and a multiple color design on the non-adhesive face, the strip of adhesive tape being wound upon the core; and
   a second group of adhesive tape products, each of the second group of adhesive tape products comprising a roll of adhesive tape comprising a cylindrical core and a strip of adhesive tape having an adhesive face, a non-adhesive face, and a multiple color design on the non-adhesive face, the strip of adhesive tape being wound upon the core; and
   a display rack presenting the first group of adhesive tape products and the second group of adhesive tape products for sale.

13. The retail display of packaged adhesive tape products of claim 12 wherein the display rack is adapted to display the first group of adhesive tape products in proximity to one another and the second group of adhesive tape products in proximity to one another;
   the display rack further comprises a first header bearing a multiple color design representative of at least a portion of the first multiple color design adjacent the first group of adhesive tape products; and,
   the display rack further comprises a second header bearing a multiple color
design representative of at least a portion of the second
multiple color design adjacent the second group of adhe-
sive tape products.
14. The retail display of packaged adhesive tape products
of claim 13 wherein the display rack comprises:
a first group of rods adapted to support the first group of
adhesive tape products;
a second group of rods adapted to support the second group
of adhesive tape products; and,
the first header is adjacent the first group of rods and the
second header is adjacent the second group of rods.
15. The retail display of packaged adhesive tape products
of claim 14 wherein the first and second groups of rods
comprise rods of generally equal length extending generally
horizontally and having upturned front end portions and the
first and second headers are generally adjacent the rod front
end portions.
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