March 29, 1966 R. J. RIGHENZI 3,242,603

PUBLICITY CARD

Filed Jan. 30, 1964

Fig. 1

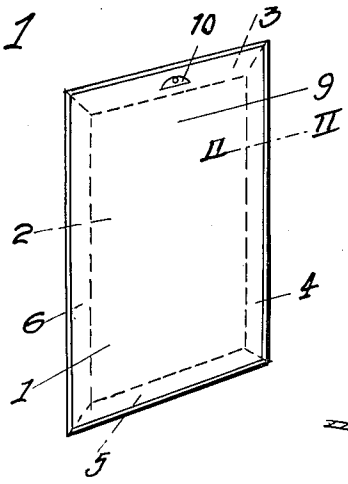
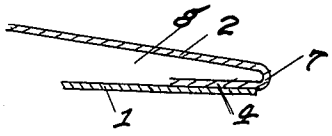


Fig. 2



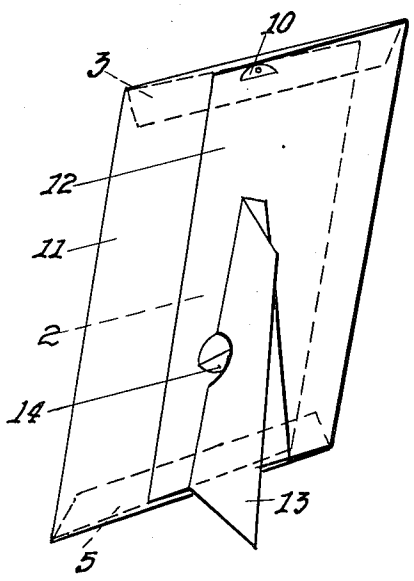


Fig. 3

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3,242,603

PUBLICITY CARD

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2 Claims. (Cl. 40—125)

The invention relates to a publicity card, consisting of carton or similiar material of which parts of the entire outline are folded; the front cover with its folded edges and the back sheet forming a whole or the front cover and its folded borders being joined to the back sheet by glue. The advantage of such type of publicity carton made of uncovered material and to which all printing is directly fixed upon this raw material, is that warping or wrinkling caused by joining together different kinds of materials is avoided. Neither is warping or wrinkling caused by the difference of the materials themselves, e.g. difference in moisture contents between front- and back-side, as these do not stick together but are joined by means of the folded parts.

It was proved that the above described publicity card may, in some circumstances, have a too weak resistance to mechanical influences, especially against flexibility, since the grade of resistance of the cross-section is too low.

This objection, however, is abolished, since the folded rims and edges are so lightly flexed that these folded parts feel inclined to regain a straight position, causing the sheets of the card to bend very slightly.

As the folded edges are only flexed very slightly, the carton fibres at the curve-seam retain part of their elasticity as they try to return to their original position. The resulting profile becomes a V-formed corner at the ends of the cross-section, increasing the grade of resistance and also causing the slightly bent position of the publicity card itself.

To protect this bent position of the sheets against outside influences on both sides, the special manufacturing procedure of this invention makes it that the space, between front- and back-sheets is almost hermetically closed. Outside influences on both plain sheet sides will be caught by the air cushion within the card, as the air inside will not flow away quickly, just due to this "almost" hermetic closure.

On the other hand it is necessary that the space between front- and back-sheets is not entirely air tight; because fluctuations in temperature are incessantly working upon the inside tension, and also because of the cards being unable to collapse and then be stacked. If glue plays the role of hermetic sealer, there is still another inventive workmanship that provides the card with a small hole by which pressed or heated air can escape from the inside chamber.

The explanation of this invention is clarified by the sketches attached hereto, which show, as an example, some of the execution possibilities of such publicity card in accordance with the invention.

FIGURE 1 shows in perspective a first execution of the publicity card according to the invention.

FIGURE 2 is the cross-section as determined by stroke II—II in FIGURE 1.

FIGURE 3 gives in perspective yet another possibility in manufacture.

FIGURE 1 illustrates a publicity card composed of two identical sheets of carton **1** and **2**, both sheets being of the same quality of a same material. The front plate **2** has side parts **3**, **4**, **5**, **6** which, following the rim of the printed sheet, are slightly folded backwards. To

these folded parts is thence glued the back-sheet **1**. There is no other communication between back- and front-plates **1** and **2**.

The cross-section FIGURE 2 shows that, as a result of the slightly folded position of line **7**, sheet **2** and its folded part **4** together with the attached hind-sheet **1** are expanding or bending. If the glue between hind-sheet **1** and the borders **3**, **4**, **5**, **6** close the inside space **8** hermetically, then we can make, for instance, a small hole **9** in plate **1** which works as an exhaust pipe through which the air can escape, but only very slowly. It is also possible that the glued sections do not close hermetically. In such case a supplementary hole is not required.

The back-sheet **1** is also fitted with a small and folded holed piece **10** of the same material as the card, serving as a suspender; the slip by which passes this suspender or hang-lip is covered by border sheet **3**, avoiding the infiltration of air by an unwanted additional exhaust pipe.

FIGURE 3 gives the sketch of a publicity card which consists of only one carton sheet, folded according to the invention. The backwards folded flaps **11** and **12**, which form, in fact, a whole with sheet **2**, overlap each other and are glued. Also are these flaps glued to parts **3** and **5** which are also slightly backwards-folded borders of the common sheet **2**. The support **13** is composed out of the same material of sheet **2** as well as the lock-lip **14** which must be turned outside. The overlapping of flaps **11** and **12** is chosen in such a way that the gap or slit in flap **12** through which passes lock-lip **14** is covered at the back-side by flap **11** letting no space between the sheets. It results a hermetical or almost hermetical enclosure of the inside space.

If hermetically closed, the publicity card is, as shown in FIGURE 1, pierced at the back side, providing the escape-hole.

The invention also includes the possibility of separate manufacture of the folded border parts, independent from the front- and back-sheets. These border parts then form a frame, to which are glued the front-sheet at one side; the back sheet at the other.

I claim:

1. A publicity card for display purposes comprising: a first sheet of fibrous carton material for receiving printing and coloring matter directly on an outer surface thereof, fibers of said material having sufficient strength and elasticity to return to an original position when slightly flexed, the edges of said first sheet being lightly flexed to form inturned flaps around the periphery of said first sheet; a second sheet of said fibrous carton material hermetically sealed to said flaps to form a vented chamber providing an air cushion between said first and second sheets whereby the elasticity in said fibers in said first sheet along the flexed edges thereof exerts sufficient force on said second sheet to curve said first sheet and to maintain said second sheet in a flat plane; an air vent in said second sheet for permitting variation of air pressure within said air cushion in response to atmospheric changes; and a hang-lip provided with a suspension hole formed in an edge of said second sheet overlying said flaps on said first sheet.

2. A publicity card for display purposes comprising: a sheet of fibrous carton material for receiving printing and coloring mattery directly on an outer surface thereof, the fibers of said material having sufficient strength and elasticity to return to an original position when slightly flexed, a first pair of opposite edges of said sheet being lightly flexed to form a first pair of inturned and opposing flaps and a second pair of opposing flaps lightly flexed to form a second pair of inturned and opposing flaps, the width of each of said second pair of opposing flaps being

greater than the remaining unfolded width of said sheet whereby said second pair of opposing flaps overlap said first pair of opposing flaps and each other, said second pair of opposing flaps being hermetically sealed to said first pair of opposing flaps and to each other to form a vented chamber providing an air cushion therein; an aperture in said overlapping flap of said second pair of flaps; a folding support attached to said overlapping flap of said second pair of opposing flaps; a folding lock lip affixed to said inner flap of said second pair of opposing flaps extended through said aperture in said overlapping flap in said second pair of opposing flaps, said locking lip for engaging and holding said folding support in an extended position; an air vent in said overlapping flaps of said second pair of flaps opening in said chamber; and a hanglip provided with a suspension hole in an edge of said overlapping flap of said second pair of opposing flaps and overlying a flap in said first pair of opposing flaps.

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