ABSTRACT

Structure defining an envelope pocket is provided with an enlarged flap divided by a line of perforations into a sealing tab for the envelope pocket and a detachable, gummed message piece/label.

4 Claims, 5 Drawing Figures
This invention relates to a mailing envelope having a detachable message piece/label combination, and to a rectangular blank for making it. More specifically, this invention relates to a sales promotion insert readily adapted to incentive programs, or even useful as such in the solicitation of business.

A commonly known example of an incentive or bonus offer would be the case of the cereal manufacturer who will promote the sales of a particular brand of cereal by offering to any purchaser of the product an opportunity to purchase a bonus product by mailing a coupon to a specified address. In this example, the various details of the bonus or premium product and advertising material relating thereto will be printed on the cereal package itself. In addition, there will be a small portion of the cereal box which will contain a coupon to be filled in by the purchaser and mailed to a specific address.

This procedure has certain disadvantages. First of all, the purchaser of the cereal product cannot take advantage of the premium or incentive offer until all of the product has been utilized. Secondly, and from a handling standpoint, the coupon will be mailed by the various purchasers to the specified address in all sorts of different sized envelopes. As just indicated, this may create a rather substantial handling problem at the point from which the bonus merchandise is supplied.

Finally, according to the scheme outlined above, provision must be made at the point of shipment of the bonus merchandise to prepare return labels for that merchandise. This is a high labor cost operation, inasmuch as the return labels must be individually typed with due provision made to insure accuracy.

Keeping the foregoing in mind, it is a primary object to provide a sales promotion insert which will overcome the disadvantages set forth above.

More specifically, it is an object of this invention to provide a sales promotion insert in the form of an envelope having a detachable, preglued message piece/return label combination.

It is still another object of this invention to provide an envelope with a detachable message piece/return label which can be produced without the necessity for a die cut blank.

DESCRIPTION OF THE DRAWINGS

FIG. 1 is a plan view of the rectangular blank according to this invention.

FIG. 2 is a plan view of the blank according to FIG. 1 folded so as to form an envelope pocket.

FIG. 3 is a plan view showing the envelope pocket of FIG. 2 as sealed for mailing.

FIG. 4 is a plan view showing the reverse side of the blank of FIG. 1.

FIG. 5 is a plan view showing the blank of FIG. 4 as folded to form an envelope pocket. FIG. 5 is also a view showing the other side of the envelope label combination of FIG. 2.

SUMMARY OF THE INVENTION

In its broadest terms, this invention contemplates an envelope having an enlarged flap divided by a line of perforations to form a sealing tab for the envelope and a detachable message piece/preglued return label combination. The invention also relates to a rectangular blank for forming this structure.

The blank contemplated by this invention is rectangular, and includes two fold lines across its narrow dimension. Adhesive zones are provided so that when the blank is folded along the two fold lines noted above, a sealed envelope will be formed.

The blank also contemplates a line of perforations parallel to the fold lines and defining a detachable message piece/label combination. This message piece/label combination will be provided with adhesive zones so that it may, without further processing, be utilized directly as a return label for shipment of the premium or bonus merchandise to the customer. As set forth hereinafter, the message piece/label combination is oriented with respect to the blank so that when used as a sales insert, the entire advertising message can be printed without interruption on one side of the envelope structure.

DESCRIPTION OF THE PREFERRED EMBODIMENT

Referring now to FIG. 1, the rectangular blank of this invention is shown in plan view and indicated generally at 10. The blank includes the fold lines 12 and 14 which are parallel to each other and which extend all the way across the blank 10. These fold lines define respectively an envelope front panel 16 and an envelope back panel 18. It will be recognized that the narrow dimensions 16a and 18a of the panel 16 and 18, respectively, will be substantially identical.

Adhesive zones 20 and 22 are provided along the marginal edges of the blank 10, extending from the lower free end as seen in FIG. 1 substantially to the fold line 14. It will be apparent that when the blank thus far described is folded along line 12, the envelope panels 16 and 18 will be secured together along their marginal edges by the adhesive zones 20 and 22 to form an envelope pocket. FIGS. 2 and 5 illustrate the envelope pocket as formed. It should be noted at this point that the blank in this condition is utilized as a sales promotion insert.

Returning now to FIG. 1, the portion of the blank above the fold line 14 defines an enlarged flap 24. This flap is divided by means of the line of perforations 26 into a sealing tab 28 and a message piece/return label combination 30. The sealing tab portion 28 is provided with an adhesive zone 32 parallel to and adjacent the line of perforations 26. When the message piece/return label combination 30 is detached along the line of perforations 26, the sealing tab 28 may be folded along the line 14 to seal the envelope as shown in FIG. 3.

As previously indicated, the reverse side of the rectangular blank shown in FIG. 1 is seen in FIG. 4. It will be observed in this Figure that the reverse side of the message piece/label combination 30 is provided with the adhesive zones 34 and 36 arranged parallel to the fold lines and perforations described earlier, and adjacent the edges of the portion 30.

A very particular advantage of the structure thus far described is the way printing can be arranged on the blank for use as a sales promotion insert. By comparing FIGS. 1 and 4, it will readily be seen that on the side of
the blank seen in FIG. 1, no printing will be required on the envelope panels 16 and 18. The only printing which will be required on the portion 30 of the flap 24 will be a place for the customer to write his name and address for use of that portion as a return label.

At the same time, it will be seen in FIGS. 4 and 5 that the entire advertising message, including the details of the incentive offer, can be printed without interruption on one side. That is, the blank in the condition shown in FIG. 5 is ready for use as a sales promotion insert. As just indicated, it will be seen that the side shown in FIG. 5 is utilized exclusively for the advertising or selling message, without any interruption for addresses or the like.

It is believed that a brief description of the use of this invention will facilitate an understanding of it. The pre-implanted structure as shown in FIGS. 2 and 5 may be utilized by a manufacturer for insertion with any product to be accompanied by the incentive or bonus offer. The customer need only fill in his name and address on the label portion 30, fold it, insert it in the envelope pocket, and mail it. As indicated earlier, this invention eliminates the necessity for a die cut envelope blank. It will therefore be necessary for the customer to fold the label 30 for insertion into the envelope pocket, and to this end it is to be preferred that the narrow dimension 30a of the portion 30 be less than the distance between the adhesive zone 20 and 22.

It should now be apparent that when the requests for the premium or bonus merchandise are received at the point of shipment, all requests will be in envelopes of a single size, thereby greatly facilitating handling at this point. It will also be apparent that there is no necessity for preparation of additional return labels. The shipper can simply utilize the portion 30 which has previously been filled out by the customer, moisten the adhesive zones 34 and 36, and apply the label directly to the packaged merchandise for shipment.

It is believed that the foregoing constitutes a full and complete disclosure of this invention. No limitations are intended except as specifically set forth in the claims which follow.

The embodiments of the invention in which an exclusive property or privilege is claimed are defined as follows:

1. A mailing envelope and detachable message piece/label combination comprising:
   a. a generally rectangular front panel having top, side and bottom edges;
   b. a generally rectangular back panel having top, side and bottom edges, said bottom edge of said back panel being joined by a fold line to said bottom edge of said front panel;
   c. adhesive means securing the side edges of said front panel to the corresponding side edges of said back panel to define a pocket;
   d. an enlarged flap joined to said top edge of said back panel by a fold line, said enlarged flap having:
      i. a line of perforations parallel to said fold line, dividing said flap into a sealing tab for said pocket and a detachable message piece/label combination;
      ii. a first adhesive zone on the sealing tab portion of said flap, said zone being parallel and adjacent to said line of perforations; and
      iii. at least a second adhesive zone on the message piece/label portion of said flap, said second adhesive zone being on the opposite face of said flap from said first adhesive zone.

2. The combination claimed in claim 1 wherein said detachable message piece/label combination includes a printed message on the face thereof having said second adhesive zone.

3. A rectangular blank adapted to be formed into a mailing envelope and a detachable message piece/label combination, said blank having multi-color printed indicia on one face thereof, said blank having a first fold line across the narrow dimension thereof to define an envelope front panel between said fold line and the nearest narrow edge of said blank; a second fold line parallel to said first fold line and spaced therefrom to define between said first and second fold lines an envelope back panel and to define a flap between said second fold line and the other narrow edge of said blank; adhesive zones perpendicular to said fold lines adjacent each edge of said blank and extending substantially from said first mentioned narrow edge to said second fold line; a line of perforations on said flap parallel to said fold line and dividing said flap into a sealing tab for said envelope and a message piece/label combination; an adhesive zone on said sealing tab adjacent said perforations; and at least one adhesive zone on said message piece/label combination parallel to said line of perforations and on the opposite face of said blank from said adhesive zone on said sealing tab.

4. The blank claimed in claim 3 wherein said adhesive zone on said message piece/label combination is on the face of said blank having said multi-color printed indicia.

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