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(71) Applicant: **INTERCONTINENTAL GREAT BRANDS LLC** [US/US]; 100 Deforest Avenue, East Hanover, New Jersey 07936 (US).

(72) Inventor: **LYZENGA, Deborah A.**; 515 Naughtright Road, Long Valley, New Jersey 07853 (US).

(74) Agents: **KRATZ, Rudy** et al.; Fitch, Even, Tabin & Flannery, 120 S. LaSalle Street, Suite 1600, Chicago, Illinois 60603 (US).

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(57) Abstract: Reclosable packages for containing a plurality of discrete products, and particularly reclosable package housings for containing a plurality of discrete products having an adhesive-based reclosable fastener thereon are provided. In one embodiment the package may be a reclosable package having a package housing having first and second opposing edges and a front panel having a first distal edge and a cover panel flap having a second distal edge, the cover panel flap overlays a portion of the front panel, the cover panel flap being movable between an open position and closed position to selectively cover and uncover the interior contents cavity; the front panel being secured to a portion of the cover panel flap by a first adhesive layer which extends longitudinally from the first and second opposing edges where the cover panel flap overlays the front panel, the second distal edge forming a tab portion that extends distal to the first adhesive layer; the cover panel flap further having second scores which extend longitudinally from the first and second opposing edges and beyond first and second lateral edges of the first adhesive layer; the cover panel flap further having a securement element which extends longitudinally from the first and second opposing edges and beyond first and second lateral edges of the second scores; and the securement element secured to cover flap by a second adhesive layer having a peel force less than a peel force of the first adhesive layer.



RECLOSABLE PACKAGES

FIELD

[0001] Described herein are reclosable packages for containing a plurality of discrete products, and particularly reclosable package housings for containing a plurality of discrete products having an adhesive-based reclosable fastener thereon.

BACKGROUND

[0002] Flexible, rigid and semi-rigid packages are known in the art for use in containing discrete consumer products. For example such packages can be used to contain comestible consumer products such as crackers, chocolate, cookies, cheese, sandwiches, biscuits, candy, meat products, nuts, dried fruits and vegetables, and the like, and other consumable products such as chewing gum.

[0003] As a specific example, chewing gum products are currently available to consumers in a variety of formats, such as stick gum, slab gum, pellet gum, extruded gum, and the like. A variety of gum packaging exists to contain the discrete gum pieces. For example, slabs of gum have often been provided in packaging having foil overwrap to contain the products and to retain product freshness. These slabs can be arranged in a package in a side-to-side manner, perhaps including five to seven slabs per package, or arranged within the foil packages in a stacked/face-to-face manner. The face-to-face format allows the slabs to be contained in a convenient and compact package. Slabs can also be contained in packages having an initially sealed foil overwrap layer enveloped by package housing such as a paperboard sleeve or box.

[0004] Paperboard sleeves and boxes can be configured to be repeatedly opened and closed to retrieve the package contents. In some instances, the package housing can have a front flap movable between an open and closed position to expose the package contents. In some

package housings, reclosure mechanisms can include slits in the front panel of the package housing to receive a portion of the flap. Other flap securement configurations can include the use of a discrete adhesive portions ("dots") to hold the front flap to the package housing. The adhesive portion may be located at any point in which the flap overlies a portion of the package housing. (See generally, US Pub. 2011/0198258 to Aldridge)

SUMMARY

[0005] Reclosable packages for containing a plurality of discrete products, and particularly reclosable package housings for containing a plurality of discrete products having an adhesive-based reclosable fastener thereon are provided.

[0006] In one embodiment the package may be a reclosable package having a package housing having first and second opposing edges and a front panel having a first distal edge and a cover panel flap having a second distal edge, the cover panel flap overlays a portion of the front panel, the cover panel flap being movable between an open position and closed position to selectively cover and uncover the interior contents cavity; the front panel being secured to a portion of the cover panel flap by a first adhesive layer which extends longitudinally from the first and second opposing edges where the cover panel flap overlays the front panel, the second distal edge forming a tab portion that extends distal to the first adhesive layer; the cover panel flap further having second scores which extend longitudinally from the first and second opposing edges and beyond first and second lateral edges of the first adhesive layer; the cover panel flap further having a securement element which extends longitudinally from the first and second opposing edges and beyond first and second lateral edges of the second scores; and the securement element secured to cover flap by a second adhesive layer having a peel force less than a peel force of the first adhesive layer.

[0007] In one approach, the reclosable package can have a package housing that is paperboard. In one embodiment the reclosable package of can have a release layer secured to cover flap between second scores by a third adhesive layer having a peel force less than a peel force of the first adhesive layer. The releasant layer composition can be selected from the group consisting of: polyethylene, polyethylene terephthalate, polypropylene, anti-tacking agents, combinations thereof, and the like.

[0008] In one approach the second adhesive layer can be a pressure sensitive adhesive.

[0009] In another approach a reclosable package can have a flexible film enclosure to define an interior contents cavity; a first score in the flexible film defining an opening to the contents cavity upon initial opening; a package housing secured to and circumferentially covering a portion of the flexible film, the package housing having first and second opposing edges and a front panel having a first distal edge and a cover panel flap having a second distal edge, the cover panel flap secured to at least a portion of the flexible film and overlays a portion of the front panel, the cover panel flap being movable between an open position and closed position to selectively cover and uncover the interior contents cavity; the front panel being secured to a portion of the cover panel flap by a first adhesive layer which extends longitudinally from the first and second opposing edges where the cover panel flap overlays the front panel, the second distal edge forming a tab portion that extends distal to the first adhesive layer; the cover panel flap further having second scores which extend longitudinally from the first and second opposing edges and beyond first and second lateral edges of the first adhesive layer; the cover panel flap further having a securement element which extends longitudinally from the first and second opposing edges and beyond first and second lateral edges of the second scores; and the securement element secured to cover flap by a second adhesive layer having a peel force less than a peel force of the first adhesive layer. In one aspect of this embodiment the flexible film enclosure may have a first pair of opposing edge portions forming a first end seal, a second pair

of opposing edge portions forming a second end seal, and a third pair of opposing edge portions forming a longitudinal seal extending from the first end seal to the second end seal. In another aspect, the flexible film may be a laminate having an aluminum foil layer. Accordingly to a preferred approach the attachment strength of the package housing to the flexible film is greater than the force required to rupture the flexible film along the flexible film score.

[0010] In another approach, a reclosable package can have a package housing having first and second opposing edges and a front panel having a first distal edge and a cover panel flap having a second distal edge, the cover panel flap overlays a portion of the front panel, the cover panel flap being movable between an open position and closed position to selectively cover and uncover the interior contents cavity; the front panel being secured to a portion of the cover panel flap by a first adhesive layer which extends over a portion of an area where the cover panel flap overlays the front panel, the second distal edge forming a tab portion that extends distal to the first adhesive layer; the front panel further having second scores which extend along an outer periphery of the first adhesive layer; the front panel further having a securement element disposed on a front panel interior surface, which extends longitudinally from the first and second opposing edges and beyond first and second lateral edges of the second scores; and the securement element secured to front panel interior surface by a second adhesive layer having a peel force less than a peel force of the first adhesive layer.

[0011] In yet another approach, a reclosable package may have a package housing defining an interior contents cavity, the housing including a back exterior wall having opposed edges and a housing front exterior wall extending laterally from the back exterior wall and fully across the housing in opposed space relation to the back wall to form the package housing interior; a first flap extending from one of the opposed edges of the back wall and overlying a portion of the housing front wall portion, and a second flap extending from the other the opposed edges of the back wall forming a cover, the cover being movable between an open position and closed

position to selectively cover and uncover the package interior; the first flap being partially secured to the front wall portion formed by a portion of the front panel being secured to the cover panel flap by a first adhesive layer which extends longitudinally from the first and second opposing edges where the cover panel flap overlays the front panel, the second distal edge forming a tab portion that extends distal to the first adhesive layer; the cover panel flap further having second scores which extend longitudinally from the first and second opposing edges and beyond first and second lateral edges of the first adhesive layer; the cover panel flap further having a securement element which extends longitudinally from the first and second opposing edges and beyond first and second lateral edges of the second scores; and the securement element secured to cover flap by a second adhesive layer having a peel force less than a peel force of the first adhesive layer.

[0012] Numerous other advantages and features of the present disclosure will be become readily apparent from the following detailed description and the embodiments therein, from the claims and from the accompanying drawings.

BRIEF DESCRIPTION OF THE DRAWINGS

[0013] FIG. 1A is a front perspective view of an exemplary package housing having an adhesive-based reclosable fastener thereon shown in a closed position;

[0014] FIG. 1B is a perspective front view of the package housing of FIG. 1A, shown in an open position;

[0015] FIG. 2 is a cross-sectional view of the reclosable package of FIG. 1A along line II-II;

[0016] FIG. 3 is an enhanced view of area III of FIG. 2;

[0017] FIG. 4 is a cross section of an exemplary flexible layer 34 of FIG. 3.

[0018] FIG. 5 is a plan view of a blank of the package housing of FIG. 1A;

- [0019]** FIG. 6 is a cross sectional view of the blank of FIG. 5 along line VI-VI;
- [0020]** FIG. 7 is a front perspective view of a second embodiment of an exemplary package housing having an adhesive-based reclosable fastener thereon shown in a closed position;
- [0021]** FIG. 8 is a front perspective view of a third embodiment of an exemplary package housing having an adhesive-based reclosable fastener thereon shown in an open position;
- [0022]** FIG. 9 is a front perspective view of a fourth embodiment of an exemplary package housing having an adhesive-based reclosable fastener thereon shown in an open position;
- [0023]** FIG. 10 is a plan view of a blank of the package housing of FIG. 9;
- [0024]** FIG. 11 is a cross sectional view of the blank of FIG. 10 along line IX-IX;
- [0025]** FIG. 12 is a plan view of a blank of a package housing for a fifth embodiment of an exemplary package housing having an adhesive-based reclosable fastener thereon;
- [0026]** FIG. 13 is a plan view of a portion of a sheet of blanks of the package housing of FIG. 1;
- [0027]** FIG. 14 is a plan view of a portion of a roll of blanks in a series of the package housing of FIG. 1;
- [0028]** FIG. 15 is a front perspective view of a sixth embodiment of an exemplary package housing having an adhesive-based reclosable fastener thereon shown in an open position;
- [0029]** FIG. 16 is a front perspective view of a seventh embodiment of an exemplary package housing having an adhesive-based reclosable fastener thereon shown in an open position;
- [0030]** FIG. 17A is a front perspective view of an eighth embodiment of an exemplary package housing having an adhesive-based reclosable fastener thereon shown in a closed position;
- [0031]** FIG. 17B is a perspective front view of the package housing of FIG. 17A, shown in an open position;
- [0032]** FIG. 18 is a plan view of a blank of a package housing of FIG. 17A;

[0033] FIG. 19A is a front perspective view of a ninth embodiment of an exemplary package housing having an adhesive-based reclosable fastener thereon shown in a closed position;

[0034] FIG. 19B is a perspective front view of the package housing of FIG. 19A, shown in an open position;

[0035] FIG. 20 is a front perspective view of a tenth embodiment of an exemplary package housing having an adhesive-based reclosable fastener thereon shown in a closed position;

[0036] FIG. 21 is a front perspective view of an eleventh embodiment of an exemplary package housing having an adhesive-based reclosable fastener thereon shown in a closed position;

[0037] FIG. 22 is a front perspective view of an eleventh embodiment of an exemplary package housing having an adhesive-based reclosable fastener thereon shown in a closed position;

[0038] FIG. 23 is a front perspective view of a twelfth embodiment of an exemplary package housing having an adhesive-based reclosable fastener thereon shown in an open position; and

[0039] FIGS. 24-27 show plan views of the flap portion of a blank of a wraparound sleeve of the present embodiments with alternate label configurations.

DETAILED DESCRIPTION

[0040] Pursuant to the various embodiments described herein, reclosable packages for containing a plurality of discrete products, and particularly reclosable package housings for containing a plurality of discrete products having an adhesive-based reclosable fastener thereon are provided. While the present disclosure describes packages for consumable product applications, with an emphasis on gum packages, the present embodiments may also be applied to many food products (such as crackers, chocolate, cookies, cheese, sandwiches,

biscuits, candy, meat products, nuts, dried fruits and vegetables, and the like) and non-food products, such as medical, pharmaceutical, and industrial packaging products, and the like.

[0041] Packaging for discrete products may have drawbacks, such as an unsatisfactory ability to easily and efficiently reclose or reseal the package once it has been opened.

Reclosable packages can be designed for product containment after an initial opening, whereas resealable packages can be designed to achieve a resealable barrier against ambient conditions such as oxygen and moisture after initial opening. The described embodiments allow for easy opening (including one-handed opening) and reclosing or resealing of the package housing to retrieve product. Further, the simple, clean and efficient designs provide an overall aesthetically pleasing package.

[0042] Generally, the present embodiments describe a product housing, such as a box, a sleeve or an envelope, which have an adhesive-based reclosable fastener. Many of the product housings are described for paperboard applications, though it is noted that any number of a variety of other materials may be also be used, such as paperboard, plastics, flexible films, and the like and combinations thereof. Further the shape of product housing can be variable and based on the composition, shape and quantity of the contained product. Optionally, product containment and sealing by the product housing can be enhanced with a product overwrap. As is described herein, in some packaging applications, such as for gum, a foil overwrap can be used. In other types of packaging applications, a polymer flow film laminate overwrap may be used, such as described below, to contain product.

[0043] For example, in prior gum package applications, a foil overwrap has been used to contain product, such as gum slabs, prior to use. Typically a portion of the foil overwrap packaging is breached or torn off to allow access to the gum slabs. After this initial opening, some of the gum slabs may fall out of the package as there is no specific mechanism to contain the gum slabs other than the remaining foil overwrap. Aside from the inability to properly

contain product, the opened package may not be aesthetically appealing. To address these drawbacks, some packaging can have a paperboard box or sleeve as a product housing covering at least a portion of the foil. In instances where the paperboard is configured as a wraparound sleeve, the sleeve can be affixed to the foil in some manner, such as by glue. In other instances, the foil and its contents can be contained entirely within in a paperboard box. (See for example, WO 2009/025860 to Aldridge, the specification of which is incorporated herein by reference).

[0044] In some embodiments, to address the issue of product containment, a portion of the product housing can be used to form a flap, which can expose a package opening to allow access to the contents. In the art, the end of the flap may be configured to be inserted into a slit formed on a housing panel. However, such slits may rip or tear as the package is repeatedly opened and closed. Once ripped, the widened slit may no longer adequately retain the cover in the closed position. In some instances, threading the flap into the slit may be difficult and retention within the slit weak. Attempts to address these deficiencies and difficulties using a discrete adhesive 'dot' are known to hold the flap to a package housing panel.

[0045] The present embodiments described herein, provide reclosable packages for containing a plurality of discrete products, and particularly reclosable package housings for containing a plurality of discrete products having an adhesive-based reclosable fastener. The present fastener configurations allow the use of a variety of more reliable adhesive applications, such as a continuous label applied during the formation of the product housing blank. This reduces or eliminates the need for retooling across a variety of manufacturing processes, and allows for a greater variety of design and configurations than previously known in the art. Thus, the present embodiments can be formed without interrupting production lines for retooling existing equipment, since the product housing blanks already have the securement elements in place prior to package assembly. In embodiments using a continuous label as the securement

element, indexing of a discrete securement component, such as a dot, is eliminated when aligning the package with the securement component during manufacture.

[0046] In use, the present embodiments provide a simple inexpensive and consumer friendly reclose and/or reseal option for a package housing, which addresses the deficiencies in the art described above. The need for consumer to tuck a tab into a front flap with two hands is eliminated. The securement element not only provides containment, but also the perception of freshness. The present embodiments can provide product access and package housing reclosure across the entire width of a package panel. This provides a better and more aesthetic reclose option compared to a tack-close point 'dot'. The consumer is able to actually see the reclose mechanism, which can add additional possibilities of embodiments to include tamper evident features and the like. These could include features such as color combinations or indicia as part of the securement element to provide evidence of initial opening of the package housing.

[0047] While in the preferred embodiments, the package housing is described as being integrally formed by a one piece blank, it is within the contemplation of the present embodiments that the package housing could be formed of multiple pieces secured together.

[0048] Turning now to the figures, there are shown several embodiments of the present reclosable package housings initially containing a plurality of discrete products and having an adhesive-based reclosable fastener thereon. For example, as shown in FIG. 1B, a reclosable package assembly 30 contains discrete consumable products 38 in a package housing 32. In this instance, for illustrative purposes, the products 38 are elongate gum slabs or sticks arranged face-to-face in an array. As shown in FIG. 1B, the package housing 32 may be opened to allow dispensing of one or more products 38 therefrom, and then reclosable to maintain the remaining products 38 therein.

[0049] Package assemblies 30 have been shown in FIGS. 1-14 as having a generally rectangular shape. However, the package may be formed in a variety of shapes, and the illustrated embodiments are shown for purposes of illustration only. For example, FIG. 15 shows a cylindrical package 32ii, FIG. 16 shows a flow wrap package 30iii, FIG. 20, shows an envelope package 30vi. It is also noted that the shape of package 30 can be determined by the shape and volume of the product 38 contained in the package 30 and the shape of the package 30 may change as some or all of the products 38 is removed. It is also noted that the reclosable package 30 may optionally be covered by a removable plastic wrap or shrink wrap to further enclose and protect the package housing 32 during shipping and prior to sale and use.

[0050] With reference to Figure 1A, 1B, and 2-4, illustrating an exemplary embodiment of the reclosable package 30, a cover flap 36 having a distal end 61 may be retained in an initial closed position by one or more adhesive portions 40 (e.g., a continuous or discrete label, an elongated closure element, a securement element, and the like) which secure the cover flap 36 to the front panel 31 such that the cover flap overlays the front panel 31. Adhesive portion 40 may be located on the package housing 32 in at least a portion of an area where the cover flap 36 overlies a portion of the package housing 32. A user may pull the cover flap 36 away from the front panel 31 by overcoming the resistance of the adhesive portion 40, whereby the cover flap 36 may be rotated, about a hinge (such as a living hinge) formed at folds 44, from a secured closed position shown in FIG. 1A to an open position in FIG. 1B. The array of gum slabs 30 is then exposed and a piece of the gum may be removed from the package 30. After a piece of gum is removed, the cover flap 36 may then be rotated downwardly to a secured closed position of the package 30 where the securement element 40 securely retains the cover flap 36 to the package housing 32 to close and/or seal the package 30.

[0051] Referring now to Figures 1A, 1B and 8-9, the illustrated exemplary embodiments of package assemblies 30 support and retain therein an array of discrete products 38 such as gum

slabs. The gum slabs 38 are typically elongate, rectangular-shaped, and have face surfaces and side edges. The gum slabs 38 may optionally include wrappers individually around each gum slab 38. Alternatively, the gum slabs 38 can be arranged in a package assembly 30 in a side edge-to-side edge manner. The gum slabs 38 can be initially wrapped in a flexible film 34 (such as a foil laminate described herein), and oriented in an array in the package housing 32. In one embodiment, a plurality of arrays of the gum slabs 38 may be oriented in the package housing 38 in the form of multiple rows.

[0052] Although the above-described packages 30 has been described in conjunction with gum slabs 38, the packages 30 could also be adapted to work for stick gum, extruded gum, pellet gum, and candy-coated gum. The packages 30 could also be used to hold a singular unitary product as opposed to various product pieces. Furthermore, the packages 30 described herein could be used to hold other types of consumable products or other products. For example, the package housing 32ii shown in FIG. 15 can contain a product 38 such as a sleeve of stacked round crackers or cookies. In another example, FIG. 16 illustrates a package 30 that can be used to contain a plurality of small products typically associated with a flow-wrap type of flexible film having a product housing 32.

[0053] In some of the illustrated embodiments, for example, in FIG. 1A, an optional flexible overwrap 34 is used to envelop and, if necessary, seal, the product 38 stored in the package 30 prior to use. As described in more detail herein, flexible overwrap 34 may be a paper/foil laminate or a polymer laminate film web. It is noted that some embodiments of overwrap 34 may be formed from other materials including, but not limited to, paper, paperboard (including poly-lined paperboard), rigid and semi-rigid polymers, metals, foils, composites, combinations thereof, and the like. Materials for overwrap 34 may be selected based on the need for package integrity, maintaining shape, maintaining a barrier (such as an oxygen, moisture and/or light

barrier), combinations thereof, and the like. The flexible overwrap 34 may provide at least a partial, initial airtight seal. More particularly, the initial seal, which is present prior to the initial opening of the package 30, may provide at least a partial barrier gas and moisture for an extended period of time, for example, at least 6 to 8 months prior to initial opening of the package 30. In some applications, a gas and moisture barrier may be desired for even longer periods of time prior to initial opening of the package 10. By one approach, the configuration and/or shape of the package assembly 30 may be primarily influenced by the shape and/or orientation of the products 38 contained within the package 30, in part, due to the flexibility of the laminate film forming the package 30, the package assembly 32, and the flexible overwrap 34. In an embodiment, flexible film may be configured as a flow-wrap or overwrap around a support structure, such as an internal rigid support or product tray.

[0054] In the present embodiments illustrated in FIGS. 1-4 and 7-9, the flexible overwrap 34 may be a film made from foil or having a foil lamination. For example, in gum slab applications, a portion of a foil overwrap (e.g., foil overwrap 34) is breached, or torn off, to allow access to the gum slabs 38 retained within package 30. As shown, for example, in FIG. 4, an exemplary foil flexible overwrap 34 can include a lamination including an adhesive surface 70 (directed to the package interior space), paper/paperboard 71, (such as 30 pound paper); low-density polyethylene (LDPE) 72; foil (such as aluminum foil) 73; primer 74; ink 75; over lacquer 76; and a seal 77. It is noted that any number of a variety of flexible foil overwrap 34 laminates are possible within the scope of the present embodiments. In these embodiments, foil overwrap encloses and/or seals product 38 by end seals 35 and a longitudinal seal. In short, in embodiments having a flexible overwrap 34, the film or foil defines the interior contents cavity.

[0055] In the embodiments, such as shown in FIGS. 15-16, flexible overwrap 34 can be a continuous flexible film web 34i having a width and a longitudinal axis along the length of the

package formed therefrom. For example, two examples of such a flexible film overwrap 34i of package assemblies 30ii and 30iii are shown in FIGS. 15-16, respectively. The flexible overwrap film 34i may have two opposing edge portions that meet to form a longitudinal seal (shown as longitudinal seals 47i and 47ii respectively in FIGS. 15 and 16) extending from a first end seal to a second end seal (shown as end seals 35i and 35ii, respectively, in FIGS. 15 and 16).

[0056] In the embodiments shown in FIGS. 15 and 16, the film overwrap 34i is a flow-wrap type overwrap, which may employ a continuous film or web to envelop a product during assembly or formation of the package, followed by the attachment of a package housing 32 (see in detail below). These flow-wrap flexible overwraps 34 may include, for example, horizontal or vertical fin seal or lap seals, end seal wraps, horizontal bagging and pillow-pouch packaging. In one configuration, flow-wrap flexible overwrap may position a flexible film (such as polyethylene, polyethylene terephthalate (PET) or polypropylene), adjacent a product, wraps the film around the product, forms a seal from the ends or edges of the film, and then forms seals at either end of the product. These seals may be permanent and also may provide some structural integrity and be manufactured at substantially lower cost than rigid containers. (See generally PCT/US12/38387, the specification of which is incorporated herein by reference)

[0057] Flexible overwrap film web 34i, may be a laminate with several layers of material, including, for example, a PET layer, an OPP layer, a PE layer, a MET OPP layer, a PP layer, and/or a PLA layer, or the like. These layers may be joined by adhesives or by an extrusion process. Alternatively, the flexible overwrap film web 34i may be a single layer polymer or mono-web. Since the flexible film web is at least partially hermetically sealed, the flexible film web 34i preferably provides a gas and moisture barrier. By one approach, the flexible film may be about 1 mil to about 5 mil (100 to 500 gauge; 0.0254 to 0.127 mm) in thickness. By another

approach, such as that employed with extrusion lamination, the flexible film web 34i may be about 0.47 mil to about 0.98 mil (47 to 98 gauge; 0.012 mm to 0.025 mm) in thickness. In one illustrative embodiment employed with extrusion lamination, the flexible film web 34i may be about 0.67 mil to about 0.71 mil (67 to 71 gauge; 0.017 mm to 0.018 mm) in thickness. For the above extrusion lamination examples, the extrudate also will add about 0.4 mil to about 1.2 mil (40 to 120 gauge; 0.01 to 0.03mm) of additional thickness to the flexible film web 34. The thickness of the flexible film web 34 may be a function of the desired barrier to gas, moisture, and light, along with the level of desired structural integrity, the desired depth of score line, and the available manufacturing equipment.

[0058] Flexible overwrap film web 34i may include lamination on a surface of the film directed to the interior of the package that is a heat sealable copolymer. In some configurations, the heat sealable polymer forms a seal between, for example, 50 and 300 degrees Celsius. Flexible overwrap film web 34i also may be a pressure sealing film. In one configuration, the web may be a pressure sealing film. For example, the pressure sealing film may form a seal between, for example, a pressure of about 0.7 to 7.0 kg/cm. By one approach, the pressure sealing film may form a seal at about 5.6 kg/cm.

[0059] In addition to the various laminate layers mentioned above, additional laminate layers such as sealants, stiffeners, ink, release layers, also may be incorporated into the laminate structure of the flexible overwrap 34. For example, a sealant layer can be added to facilitate the formation of seals that enclose the product. By one approach, the sealant layer may be oriented on a film surface directed to the interior of the package (interior-facing surface). The sealant layer may be a variety of polymer sealants, such as a heat activated polymer sealant layer like ethylene vinyl acetate (EVA), ionomer plastic (such as that sold under the trade name SURLYN by DuPont), metallocene, and organoclay, among others. In one example, seals,

such as fin seals, can be formed using a heat activated sealant layer. In addition, cold sealant and pressure sealants also may be used with the configurations disclosed herein. If the products within the flexible overwrap film are food products, then it is noted that food grade sealants would be employed.

[0060] In one embodiment, one or more stiffeners may be added to flexible overwrap film web 34i to increase the stiffness of the film web 34. These stiffeners may be in addition to the stiffness adjustments that may be made by changing the thicknesses or densities of the previously mentioned laminate layers. These stiffeners may be added as a component of the extruded film or as a separate layer. For example, a laminate layer such as a polyamide polymer (e.g., nylon) may be included in the laminate film structure of flexible overwrap film web 34i. By one approach, nylon may be added as a laminate layer that is held to the remainder of the film structure by an adhesive. Further, in one configuration, the nylon layer may be positioned in between other layers such that the other flexible film layers are attached on each side of the nylon layer (i.e., a tie layer). In one configuration, a film structure, such as a 2 mil structure, may include a nylon layer of about 6-10 % of the film thickness or about 0.003 to 0.005 mm. In one approach, the nylon layer comprises about 8% of the film thickness. By yet another approach, the nylon layer may be about 0.004mm.

[0061] As noted, an ink layer may be formed into the laminate as an additional laminate layer. For example, one specific laminate may include ink and a primer disposed between other film layers such as a PET layer and an OPP layer. Alternatively, the ink may be a surface printed layer with a release over-lacquer such as that used for a mono-web. Other additional layers may include a metalized layer, as noted above.

[0062] Flexible overwrap 34 may include a flexible film/foil score ("score") 33, which may define an opening to the package assembly interior upon initial rupture or initial opening to allow

retrieval of product 38. The package opening allows a consumer to easily access the product within the package. Score 33 may be formed in a variety of operations, including, for example, mechanically-formed, such as by a die cut, laser-formed, or any other forming operation that compromises the integrity of the film. (See, for example, U.S. Patent No. 5,158,499.) Score 33 may be formed on the interior or exterior surface of the flexible overwrap 34. In addition, score 33 may be disposed partially through the thickness of the flexible film (a partial depth score line) or through the entire flexible film thickness (a full depth score line). In addition, score 33 may be a variety of widths, as well as depths. In addition, the score also may be a discontinuous line such as a set of perforations, which also may be either partially through the depth of the flexible overwrap or completely through the entire depth of the flexible overwrap.

[0063] In the figures, the score 33 can be develop for a variety of configurations. For example, in FIGS. 1B, 8, and 9, the score 33 forms a flap 36 upon opening of the package 30. Additional film score lines 33ii can create an entire opening, such as shown in FIGS. 15-16. Other configurations for scores are possible within the scope of the present embodiments and may depend on the products being packaged, whether a structural support is being incorporated into the flexible package, and the manufacturing equipment available, among other factors. In one approach, score 33 may define a package opening that permits access to at least 70 percent of the products within the flexible overwrap upon initial opening of the package. By yet another approach, score 33 defines a package opening that permits access to up to 90 percent of the product within the package. In another configuration, score 33 may define a package opening permitting access to at least 50 percent of the product within the package.

[0064] Package housing 32 may at least partially cover a foil or flow wrap flexible overwrap, containing and/or sealing the product prior to initial opening. The product housing may be, for example, a rectangular paperboard sleeve 32iii, as shown in FIG. 16. It is noted though that the present embodiments can be practiced on a variety of package housings such as reverse tuck

flaps, and the like. One of more of the embodiments described herein may be applied to, for example, cereal box tops, zipper type envelops, or any type of paperboard packaging. In embodiments for gum applications, a flow wrapped product can use foil at least partially covered by a cardboard blank, which includes a tab. In these configurations the package housing 32 can add rigidity to the package assembly 30. Material such as EP can be used for reinforcement to increase rigidity of the package housing.

[0065] In preferred embodiments, a front panel 31 is movable between an open and closed position by a living hinge on package housing panel folds 44 to selectively cover and uncover at least a portion of the package interior. The cover panel flap 36 or the front panel may have a securement element 40 formed thereon for receiving therein a portion of the front panel 31 (or alternately cover panel flap as in Fig. 9) for securing the front panel 31 in a closed position. For example, in some embodiments such as shown in FIG. 1, package housing 32 is illustrated as a paperboard sleeve of a generally rectangular shape to circumferentially wrap around the flexible overwrap 34. In FIG. 12, package housing 32i is configured as a paperboard box. In the embodiment of FIG. 12, the flexible overwrap 34 would be optional as the box itself may contain product 38. This may provide an efficient packaging solution where freshness of product 38 is not essential. In FIG. 15, package 30ii shows a package housing 32ii which forms a columnar sleeve. In FIG. 16, package 30iii shows a package housing 32iii which can form a square or rectangular sleeve. In FIGS. 17A and 17B, package 30iv includes a package housing 32iv, which forms a box end illustrating a potential embodiment having 4 overlaying panels. In this embodiment, a package housing cover panel flap 36 may cover two side panels 49 and a package housing front panel 31. A blank that may be folded to form a package 32iv as shown in FIG. 17A is shown in FIG. 18.

[0066] FIG 19A shows a paperboard carton package assembly 30v having a package housing 32v having a top portion of the package assembly 32 hinging away from a score line to

open the top portion of the package. As shown in FIG. 19, a living hinge 93 on a back panel of the package 30iv allows a score line 53 on the remaining three panels of the package assembly 32 to separate to expose the package interior. Other paperboard box configurations are shown in FIGS. 21-23. In FIG. 21, a package housing 32vii for package 30vii has a cover flap 36vii, which extends across the package top and over to the package front panel 31vii. In FIG. 22, a package housing 32viii for package 30viii has a cover flap 36viii, which extends over package housing front panel 31viii. In FIG. 23, a package housing 32ix for package 30ix is a variation of package 30vii of FIG. 21 and has a cover flap 36ix, which extends across the package top and over to apportion of the package front panel 31vii. Other embodiments include an envelope package assembly 30vi in FIG. 20.

[0067] In the exemplary packages 30 described above, a package housing 32 is preferably provided with an adhesive-based reclosable fastener thereon as part of a reclosure assembly. Again, the configurations of the package housing 32 and its relation to the adhesive fastener can vary widely within the scope of the present embodiments. Turning again to the figures, exemplary paperboard sleeves are illustrated to provide an understanding of the present embodiments. Again, as noted above, in addition to paperboard, a variety of other materials may be used to form the package housing 32. As shown, for example, in FIGS. 1A and 1B, the package housing 32 may generally have one or more score lines, such as the generally parallel score lines 46 covered by an elongated member, for example a label 40, attached to the package housing 32 by an adhesive such as a pressure sensitive adhesive as shown in FIGS. 1A, 2, and 3. As will be described below, a variety of score and elongate member configurations and orientations are within the scope of the present embodiments, shown, for example, in FIG. 9.

[0068] In the embodiment shown in Fig. 9, cover panel flap 36 includes a release layer 50 including a portion of the package housing 55 sized and shaped to match a securement element

40iii (e.g., a pressure-sensitive adhesive) on the front panel 31 of the package housing 32. When the package 30 is closed, the release layer 50 at least in part overlies the securement element 40 and the release layer 50 and the securement area 40 are detachably attached to each other to close and optionally hermetically seal the package 30. When a user desires to open the package 30, a user may pull on the tab 48 to move the cover panel flap 36 in a direction away from the front panel 31 by applying a force strong enough to separate the release layer 50 from the securement element 40 to open the package and provide the consumer access to the product 38 in the package 30. Similarly, to reclose a previously opened package as with others of the present embodiments, the user may bring the release layer 50 of the cover panel flap 36 into contact with the securement element 40 of the front panel 31 and apply a force sufficient to attach the release layer 50 to the securement element 40 via the pressure-sensitive adhesive therebetween. As such, the embodiment shown in FIG. 9 provides consumers with a package 30 that allows multiple re-openings and re-closings. In addition, the orientation of the release layer 50 and the securement element 40 of the package 30 is such that a consumer's chances of contacting the adhesive of the securement element 40 are minimized.

[0069] As shown in FIGS. 1A-14, package housing 32 is circumferentially wrapped around the flexible overwrap 34 containing the product 38. As such, the package housing 32 forms a sleeve generally in the region of its leading end 61 and trailing end 63 by being coupled together by a manufacturer's or glue joint at adhesive layer 56, as shown, for example, in FIG. 1B. Package housing 32 has longitudinally opposing first and second edges 80 and 81 (FIG. 1). As is shown most clearly in FIG. 3, package housing 32 may also be bound to (secured to) the flexible overwrap 34 by a second adhesive (glue) layer 58 disposed between the flexible overwrap 34 and the package housing 32. In both instances, the adhesive 56 and/or 58 can be hot or cold melt glue. Further, the glue layer 58 need only cover a portion of the adjacent

surfaces between the package housing 32 and the flexible overwrap foil or film 34. It is noted though that adhesive layer 58 should be disposed between at least a portion of flexible overwrap 34 and a cover flap 36 of the package housing and the flexible overwrap 34 and a package housing front panel 31. The adhesive strength of adhesive layer 58 should be greater than the force required to separate flexible film 34 or flexible foil score 33. This allows the film/foil 34 to remain secured to the package housing 32 when the package 30 is opened. Also, the manufacturer's joint should be an adhesive disposed on at least a portion of the package housing between the package housing score lines 46, for example the package housing area 55 between housing scores 46 should be at least partially bound by glue or some other adhesive. Area 55 represents a longitudinal secured portion between the first and second opposing edges of package housing 32. The score lines 46 are configured to lie beyond lateral edges of adhesive are 55.

[0070] Thus, in use, when opening the package housing portion of the package assembly 30 of FIG. 1A, having a label (securement element) 40, and a tab 48 (which extends distal to the manufacturing joint 56 and the pair of package housing scores 46 and thus forming a portion of a first opposing edge), tab 48 is gripped then released from the portion of the package housing 32 disposed above the manufacturer joint. The label binds the tab 48 to the package housing cover panel flap 36. It is within the contemplation of the present embodiments that the cover tab may be formed in a wide variety of configurations.

[0071] Further, the portion 55 of the cover panel flap 36 above the manufactures joint 56 remains attached to the package housing front panel 31, thus exposing a portion of the adhesive surface 42 of the label 40. The exposed adhesive 42 is preferable a cold seal adhesive, such as a pressure sensitive adhesive. The binding force of adhesive 42 (See, FIG. 2) to the cover panel flap 36 should be less than binding force of adhesive 42 to label 40 and the manufacturers glue joint 56. Accordingly, the exposed surface of cold seal 42 provides an

adhesive-based reclosable fastener (securement element 40) thereon for the package housing 32. In the present embodiments, the term "reclosable" is used to refer to product containment while the package housing 32 is in a closed position. It is noted though that in some embodiments the securement element may be used to form a package reseal. That is, on reclosure of the package housing 32 after initial opening, a hermetic seal (or partial hermetic seal) can be formed sealing exchange of moisture, oxygen, and/or light.

[0072] An exemplary blank of a package housing 32 of FIGS. 1A and 1B is illustrated in FIGS. 5-6. As shown in those figures, the housing formed by a continuous sheet or web of material, such as paperboard, forming cover panels. The cover panels can form a cover (flap) for repeatedly securing the cover panels in a closed position with an adhesive securement element. In some embodiments the paperboard can be a 4 to 40 point caliper paperboard, preferably about 5-15 point, and most preferably about 10 point). For conversion, 0.08 caliper is approximately equivalent to about 4 gauge paper. The glued portion 56 region is sometimes referred to as the glue joint or manufacturer's joint and can be a hot melt glue. The embodiment illustrated in FIG. 1A has a front panel 31, a bottom panel 66, a back panel 65, a top panel 64 and a cover panel flap 31.

[0073] In the embodiment illustrated in FIG. 1A, an optional release layer 50 provides a smooth release of label 40 from the package housing surface. A release layer may be incorporated in some configurations to provide more flexibility in the laminate structure and also may increase the numbers options for pressure sensitive adhesives. As described, paperboard package housings may be fibrous and have fibers or a portion of the housing bound to the label, which can cause an altered appearance to the paperboard. The release layer 50, shown in FIG. 1A as a strip covering at least a portion of area 55 above glue joint 56, is completely released from the cold seal adhesive of label 40, thus leaving an unaltered appearance to the package housing 32 upon initial opening. As shown release layer 50 is formed between a portion of the

area between scores 46 by an adhesive 51 as shown, for example, in Fig. 3, having a peel strength greater than the peel strength of adhesive layer 56 (glue joint). This feature can be used as a temper evident feature to the package housing in that the portion of area 56 without release layer 54 (shown as area 59) can be altered upon initial opening. The release layer 50 can be formed from a variety of materials. For example, if the release layer 50 is incorporated, the pressure sensitive adhesive used in the package 30 may have a lower peel strength.

[0074] The release layer 50 may be a homo-polymer such as an OPP. By one approach, a release layer also may be an over-lacquer that is printed or extruded onto the film thereby providing a barrier between the pressure sensitive adhesive and the flexible film to provide consistent opening characteristics.. The release layer 50 must be bound on its surface directed to the package housing 32 with a greater peel force than the cold seal 42 to the release layer. As shown in FIG. 5, the blank that forms the package housing 32 has fold lines 44 and a tab portion 48. At the distal end 63 the front panel 31 of package housing 32, a score 33 may generally conform to the shape of the flexible film score 33 defining the opening of the package assembly 32. As shown in FIGS. 1A and 1B, and 5-6, the label 40 can be pre-applied to the blank to allow ease of manufacturing the package assembly with modification of the manufacturing processes since the securement element 40 is already in place. As shown, the label 40 can be continuous applied to the blank, followed by scoring the housing scores 46 in the paperboard and extend to the second score line 44, representing a portion of the package housing cover panel flap 36 and a top portion of the package housing 32. It is noted though that the label 40 can be a discrete label, as explained in more detail below. Further, as shown in FIGS. 13-14, blanks for the package housing 32 may be formed in sheets 60 as shown in FIG. 13 or in rolls 62 as shown in FIG. 14.

[0075] In alternate embodiments, package housings can vary the configuration of label, the scoring, and label orientation to either the interior or exterior of the package housing. In the

embodiment of FIG. 7, the label 40 covers only a portion of cover panel flap 36 and does not extend over the fold line 44 to the top panel 64. In the embodiment of FIG. 8, the package 30 does not include an optional release layer 50. Further, FIG. 8 has an alternate housing scoring 46i on the package housing 32. In this embodiment, package housing score 46i may generally follow score 33. It is noted that many other types of housing score 46 patterns can be configured within the scope of the present embodiments such as squares, circles, ovals, and the like.

[0076] In FIGS. 9-11, a label 40iii is applied to portion of an interior surface of package housing front panel 31. Further, in this embodiment, package housing score line 46iii provides a single score line on front panel 31 originating and termination at trailing edge of the package housing to define a portion of exposed adhesive upon opening. Many score configurations are possible for the front panel in this label configuration.

[0077] The package housing of FIG. 12 can include additional panels to form the package housing as a box to completely enclose product 38. In this embodiment, package housing 32i may include a front wall 41, an opposed back wall 37, opposed bottom and top walls 39, and opposed side walls 43. The use of the terms front, back, and side as used to describe all embodiments is for descriptive purposes and is not intended to be limiting. The blank for package housing 32i may provide an open upper end which defines a dispensing opening which leads to a package interior wherein the gum slabs are contained. The back wall 37 extends upwardly therefrom to form a top panel 39, and a cover 36, which may be folded over the open upper end to close the opening and contain the slabs within the package housing 32i. During assembly of the package housing 32i box, the front wall 41 may be adhesively bound to the front panel tab 81; lateral panel tabs 82 may be adhesively bound to bottom wall 39ii; and side panel tabs 83 may be adhesively bound to back wall 37. Thus, in this embodiment, the package housing 32 defines the interior contents cavity.

[0078] In the present embodiments, the securement element 40 is illustrated using a discrete label (e.g., FIGS. 25 and 27) or a continuous label (e.g., FIG. 1) having a cold seal adhesive, such as a releasable pressure sensitive seal. It is noted though that other types of adhesives with or without a label are possible within the scope of these embodiments.

[0079] In some configurations, the securement element (label 40) may be tape that is continuously applied over the package housing 32 along its lateral axis (e.g., FIG. 6) or its longitudinal axis (FIG. 18). In the present embodiments, the tape forming the elongated closure layer (securement element) may be applied on to a variety of package configurations. The elongated closure layer may be transparent, opaque, or optionally printed. The elongate closure layer may include any of a variety of flexible or semi-rigid polymers, such as, for example, an oriented polypropylene (OPP), including a bi-axial OPP, and a polyethylene terephthalate (PET) layer. In one illustrative embodiment, the continuous closure layer may have a thickness of about 0.5 to 5.0 mil (50 to 500 gauge; 0.0127 to 0.127 mm). By one approach, the continuous closure layer may be about 1.0 to 3.0 mil (100 to 300 gauge; 0.0254 to 0.0762 mm) in thickness. In one configuration, the continuous closure layer may have a thickness of about 2.5 mil (250 gauge; 0.0635 mm). For some applications, PET may be desirable because of its thermal resistance in creating non-peelable seals. Further, while the elongated closure layer may be a continuous strip of material continuously applied to the flexible film without disruption, it is noted that in some configurations, the label may be more of a discrete-type label, as described below in other embodiments.

[0080] The elongate closure layer 40 may be applied to cover at least the housing score line 46. Further, the continuous closure layer preferably extends beyond the score line to provide sufficient marginal region around the score to effectively reclose or reseal the package opening once the score has been initially opened or ruptured.

[0081] The label can be continuously applied to the package housing blank, though discrete label applications are also possible See e.g., FIGS. 19, 21-23 and 25-27. It is noted though that continuous label applications could also be applied to the blanks for these package housings. As described above, the label can be stacked with of components, such as a release coating on the package housing on the portion between the through cuts to provide a smooth release and from creating a fiber tear on the paperboard. In some embodiments, a partial release coating can be used so that exposed paperboard fiber tear can be used as a tamper evident feature. Also, as illustrated in FIG. 27, the release layer 50 can also be applied only where the label 40ii is present on the package housing blank.

[0082] As to the adhesive 42 used for securement element 40, the package opening is preferably reclosable for product containment after initial opening. In other approaches adhesive 42 may be resealable such that at least a partial hermetic seal is obtained around the opening (in some configurations the resealable opening is substantially hermetic). A pressure sensitive adhesive 42 between the package housing and the elongated closure layer helps produce the reclosing characteristics of the package opening for product containment. The adhesive 42 is preferably neutral or non-reactive to the product to be packaged. By one approach, the pressure sensitive adhesive 42 may include, for example, a cold formed adhesive, a hot melt adhesive, a cold seal adhesive, a natural or synthetic latex adhesive, a low tack adhesive, ethylene vinyl acetate (EVA), an acrylic adhesive (such as a water-based or solvent acrylic adhesive), a styrene block copolymer adhesive, a butyl rubber adhesive, a silicone rubber adhesive, a natural rubber adhesive, a nitriles adhesive, an acrylic emulsion adhesive, and combinations thereof. Further, the pressure sensitive adhesive 42 may be extruded, coextruded, printed, or combinations thereof. In one configuration, the pressure sensitive adhesive is an acrylic water-based adhesive. The adhesive 42 may be a variety of thicknesses. By one approach, the pressure sensitive adhesive 42 may be about 0.5 to 1.5 mil

(50 to 150 gauge; 0.0127 to 0.0381 mm) in thickness. The pressure sensitive adhesive 42 may be suitable for reclosing in a variety of conditions, such as ambient and refrigerated conditions, to note but a few.

[0083] In some configurations, the adhesive 42 may provide a substantially hermetic seal even under refrigerated conditions (i.e., a pressure sensitive adhesive operable in a temperature range of about -10 to 90 degrees Celsius). The adhesive 42 may be applied directly to the film but also may be applied to ink or another coating on the film. By one approach, the adhesive 42 remains attached to the continuous closure layer, even after the closure layer is repeatedly opened and reclosed. In another configuration, the adhesive is a low tack adhesive or fastener. Optional low tack adhesives or fasteners are disclosed in U.S. Patent Application No. 13/035,399, filed February 25, 2011, which is incorporated herein by reference. The low tack adhesive may include a variety of suitable materials exhibiting a relatively low tack to undesired surfaces but, at the same time, still exhibits a good bond strength to desired surfaces (such as not delaminating from the flexible film), and a relatively good cohesive or self-adhesive bond strength to like surfaces to hold a flexible package or pouch closed, but still permit the package to be openable or peelable by hand. If a low tack adhesive is employed with the package 30, it is anticipated that the pressure sensitive adhesive may be adhered to any of the closure layer, the film or foil, or both, once the securement element is pulled upward or away from the film and the package is open. In one illustrative embodiment, a portion of the low tack adhesive (PSA) remains adhered to the film and another portion of the low tack adhesive (PSA) remains adhered to the continuous closure layer during opening of the package.

[0084] By one approach, the adhesive 42 may have a peel strength between the package housing 32 and the label 40 that is greater than a force required to separate sides where a partial housing score 46 is used on the package housing. Label 40 may extend beyond the

score line sufficiently enough to reseal the package with the pressure sensitive adhesive disposed between the label and the film. A wide variety of package housing score patterns are possible, and just a few exemplary configurations are provided herein.

[0085] While preferred embodiments have been described in detail, variations and modifications can be effected within the scope of the present embodiments.

CLAIMS

I CLAIM:

1. A reclosable package, comprising:
 - a package housing having first and second opposing edges and
 - a front panel having a first distal edge and
 - a cover panel flap having a second distal edge, the cover panel flap overlays a portion of the front panel, the cover panel flap being movable between an open position and closed position to selectively cover and uncover the interior contents cavity;
 - the front panel being secured to a portion of the cover panel flap by a first adhesive layer which extends longitudinally from the first and second opposing edges where the cover panel flap overlays the front panel, the second distal edge forming a tab portion that extends distal to the first adhesive layer;
 - the cover panel flap further having second scores which extend longitudinally from the first and second opposing edges and beyond first and second lateral edges of the first adhesive layer;
 - the cover panel flap further having a securement element which extends longitudinally from the first and second opposing edges and beyond first and second lateral edges of the second scores; and
 - the securement element secured to cover flap by a second adhesive layer having a peel force less than a peel force of the first adhesive layer.
2. The reclosable package of claim 1, wherein the package housing is paperboard.
3. The reclosable package of claim 2, further comprising a release layer secured to cover flap between second scores by a third adhesive layer having a peel force less than a peel force of the first adhesive layer.

4. The reclosable package of claim 3, wherein the releasant layer composition is selected from the group consisting of: polyethylene, polyethylene terephthalate, polypropylene, anti-tacking agents, and combinations thereof.
5. The reclosable package of claim 1, wherein the second adhesive layer is a pressure sensitive adhesive.
6. A reclosable package, comprising: a flexible film enclosure to define an interior contents cavity;
a first score in the flexible film defining an opening to the contents cavity upon initial opening;
a package housing secured to and circumferentially covering a portion of the flexible film, the package housing having first and second opposing edges and
a front panel having a first distal edge and
a cover panel flap having a second distal edge, the cover panel flap secured to at least a portion of the flexible film and overlays a portion of the front panel, the cover panel flap being movable between an open position and closed position to selectively cover and uncover the interior contents cavity;
the front panel being secured to a portion of the cover panel flap by a first adhesive layer which extends longitudinally from the first and second opposing edges where the cover panel flap overlays the front panel, the second distal edge forming a tab portion that extends distal to the first adhesive layer;
the cover panel flap further having second scores which extend longitudinally from the first and second opposing edges and beyond first and second lateral edges of the first adhesive layer;
the cover panel flap further having a securement element which extends longitudinally from the first and second opposing edges and beyond first and second lateral edges of the second scores; and
the securement element secured to cover flap by a second adhesive layer having a peel force less than a peel force of the first adhesive layer.

7. The reclosable package of claim 6, wherein the flexible film enclosure comprises a first pair of opposing edge portions forming a first end seal, a second pair of opposing edge portions forming a second end seal, and a third pair of opposing edge portions forming a longitudinal seal extending from the first end seal to the second end seal.
8. The reclosable package of claim 6, wherein the flexible film is a laminate having an aluminum foil layer.
9. The reclosable package of claim 6, wherein the attachment strength of the package housing to the flexible film is greater than the force required to rupture the flexible film along the flexible film score.
10. A reclosable package, comprising:
 - a package housing having first and second opposing edges and
 - a front panel having a first distal edge and
 - a cover panel flap having a second distal edge, the cover panel flap overlays a portion of the front panel, the cover panel flap being movable between an open position and closed position to selectively cover and uncover the interior contents cavity;
 - the front panel being secured to a portion of the cover panel flap by a first adhesive layer which extends over a portion of an area where the cover panel flap overlays the front panel, the second distal edge forming a tab portion that extends distal to the first adhesive layer;
 - the front panel further having second scores which extend along an outer periphery of the first adhesive layer;
 - the front panel further having a securement element disposed on a front panel interior surface, which extends longitudinally from the first and second opposing edges and beyond first and second lateral edges of the second scores; and
 - the securement element secured to front panel interior surface by a second adhesive layer having a peel force less than a peel force of the first adhesive layer.
11. A reclosable package, comprising:
 - a package housing defining an interior contents cavity, the housing including a back exterior wall having opposed edges and a housing front exterior wall extending laterally from the

back exterior wall and fully across the housing in opposed space relation to the back wall to form the package housing interior;

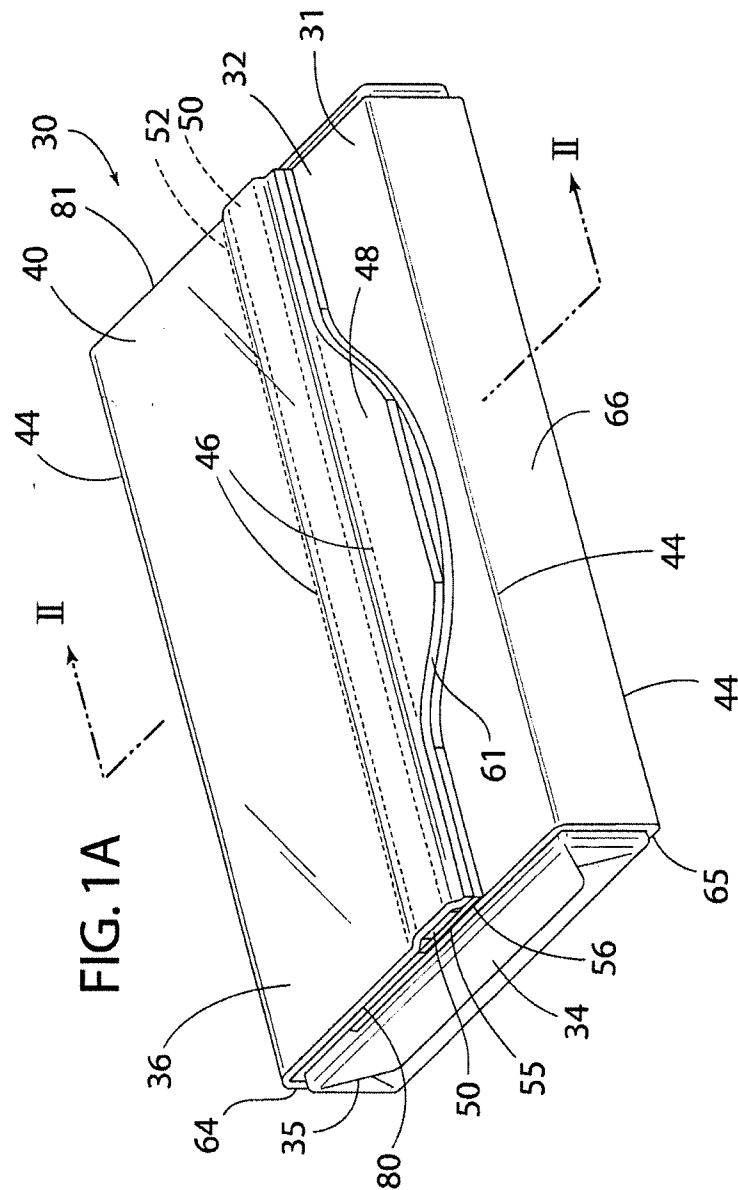
a first flap extending from one of the opposed edges of the back wall and overlying a portion of the housing front wall portion, and a second flap extending from the other the opposed edges of the back wall forming a cover, the cover being movable between an open position and closed position to selectively cover and uncover the package interior;

the first flap being partially secured to the front wall portion formed by a portion of the front panel being secured to the cover panel flap by a first adhesive layer which extends longitudinally from the first and second opposing edges where the cover panel flap overlays the front panel, the second distal edge forming a tab portion that extends distal to the first adhesive layer;

the cover panel flap further having second scores which extend longitudinally from the first and second opposing edges and beyond first and second lateral edges of the first adhesive layer;

the cover panel flap further having a securement element which extends longitudinally from the first and second opposing edges and beyond first and second lateral edges of the second scores; and

the securement element secured to cover flap by a second adhesive layer having a peel force less than a peel force of the first adhesive layer.



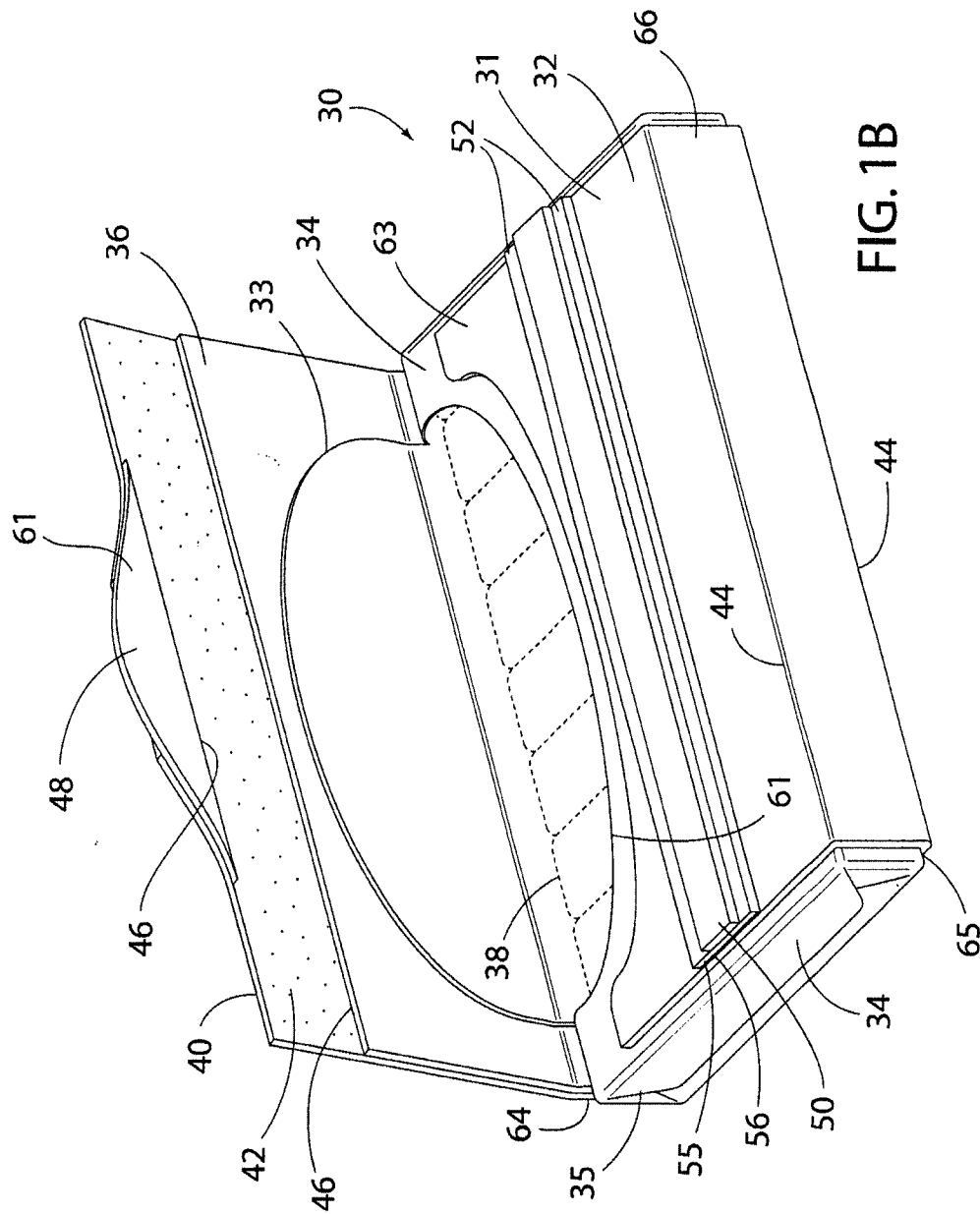


FIG. 1B

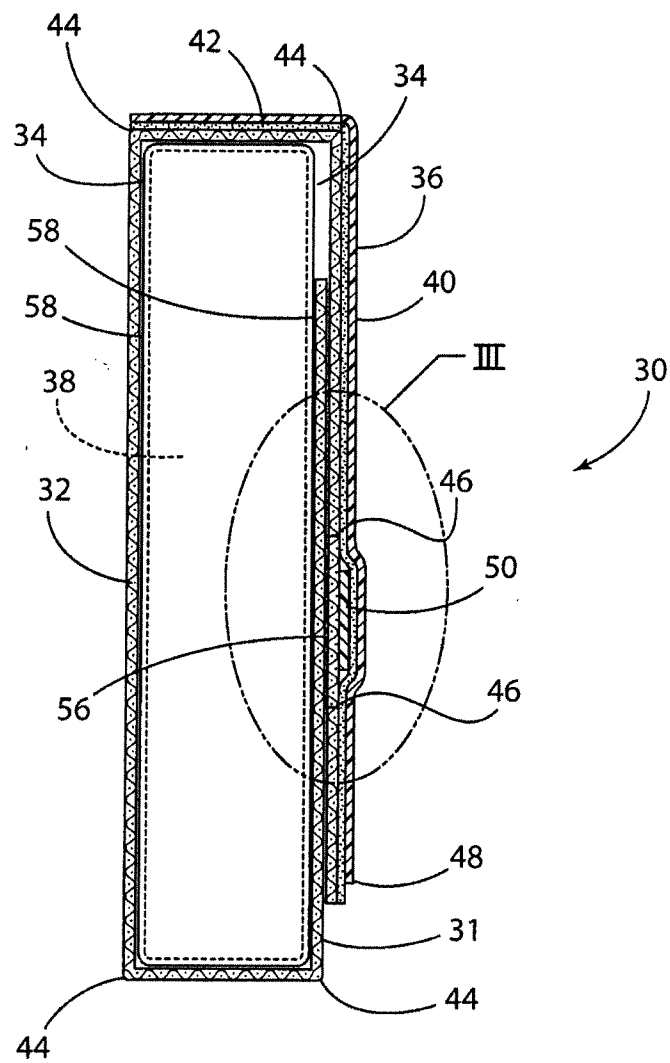


FIG. 2

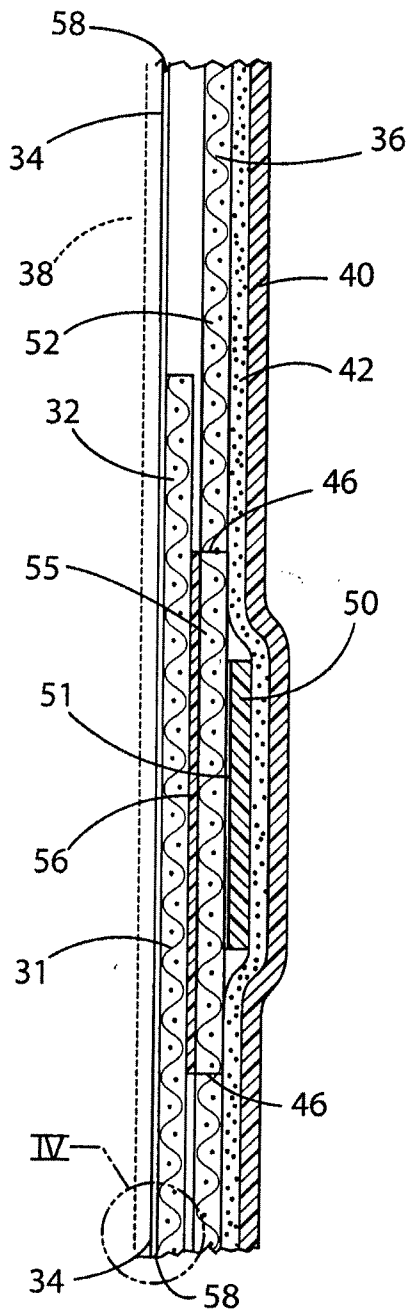


FIG. 3

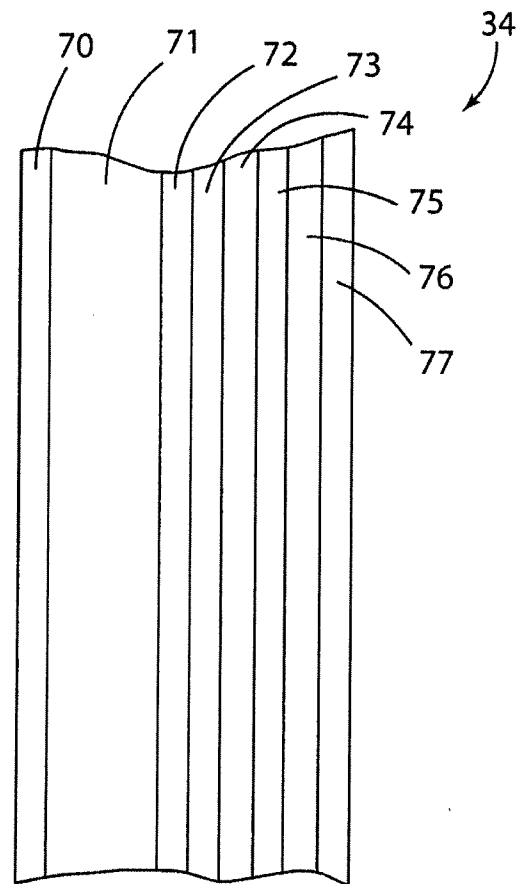


FIG. 4

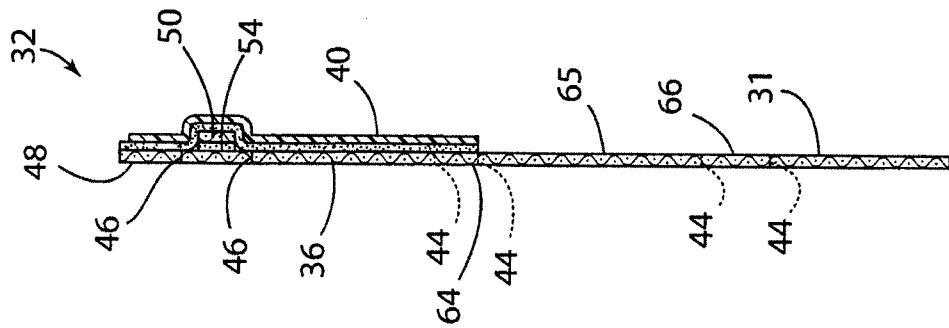


FIG. 6

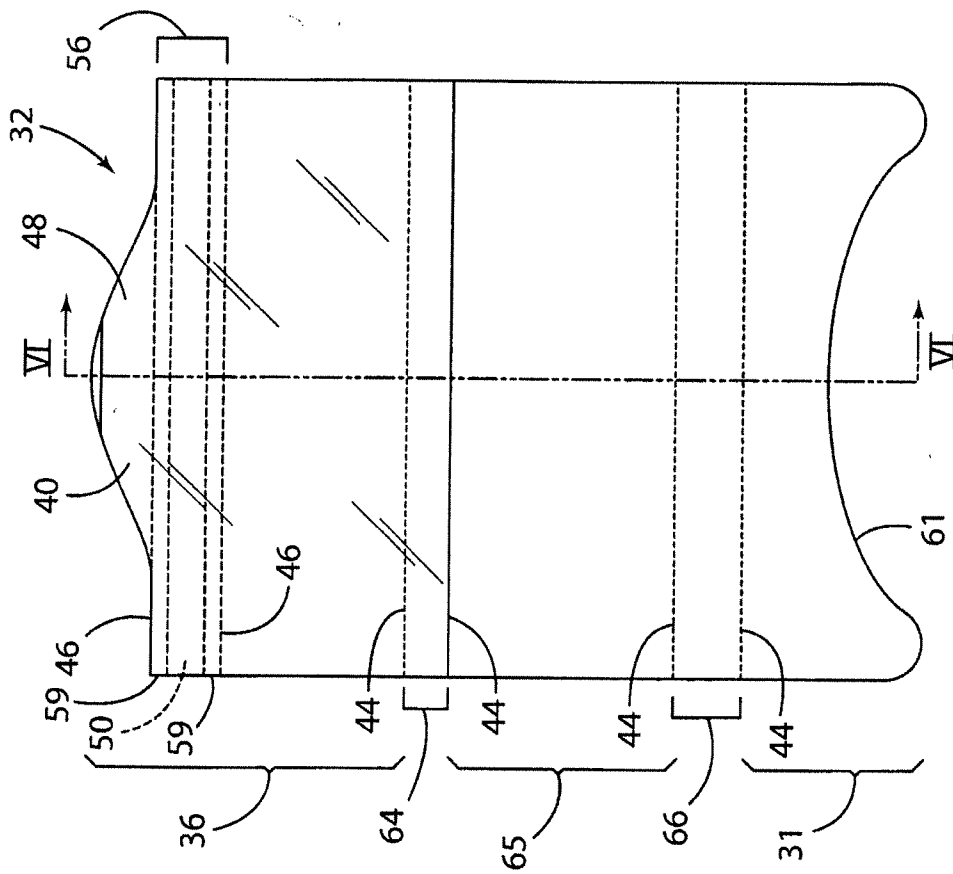
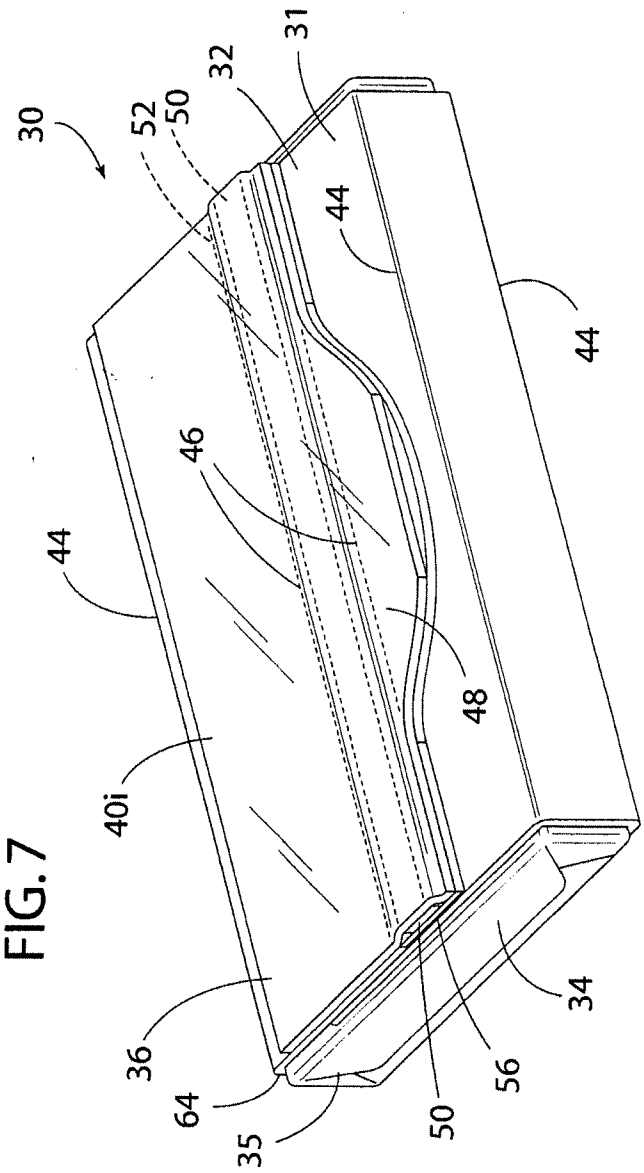


FIG. 5



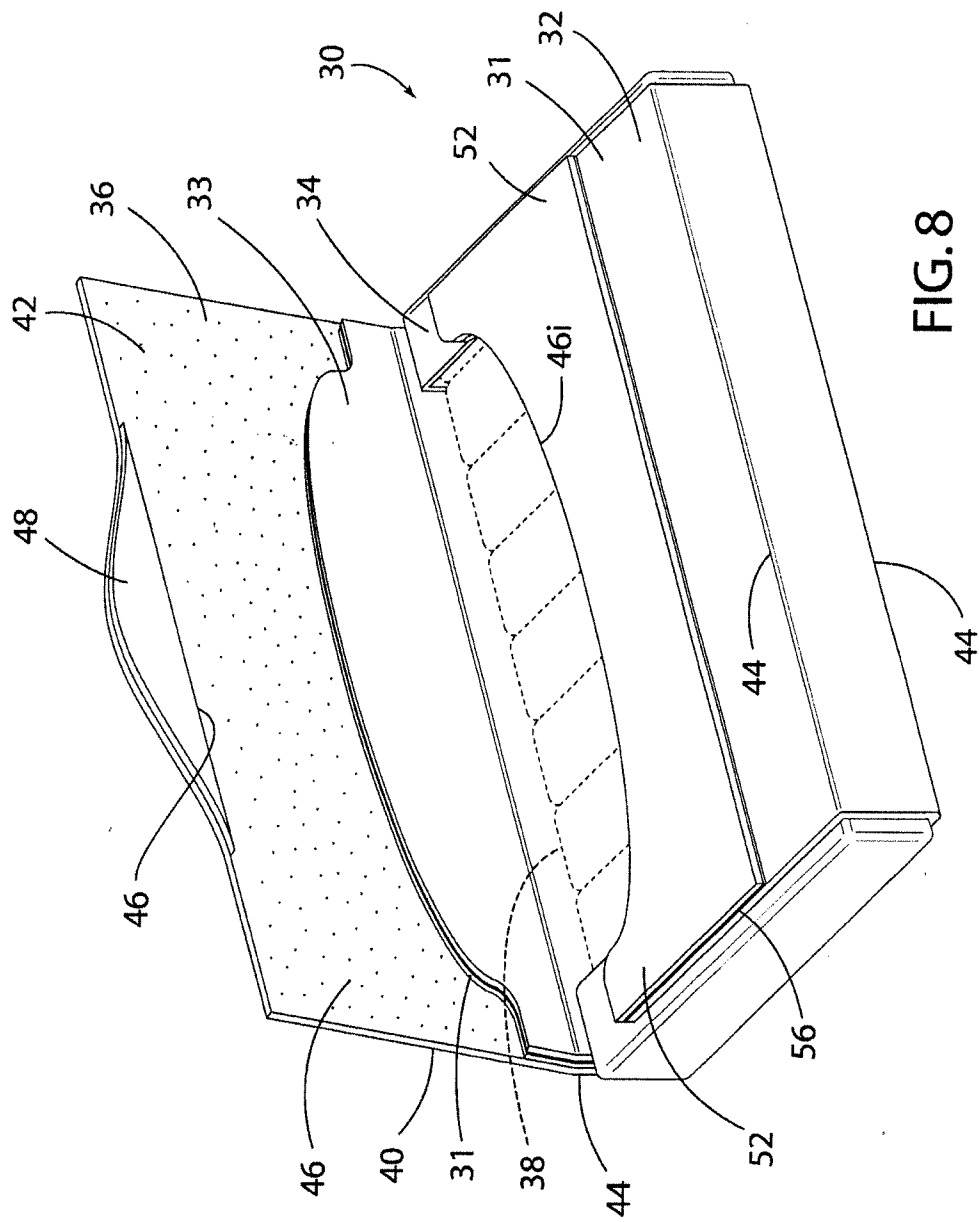
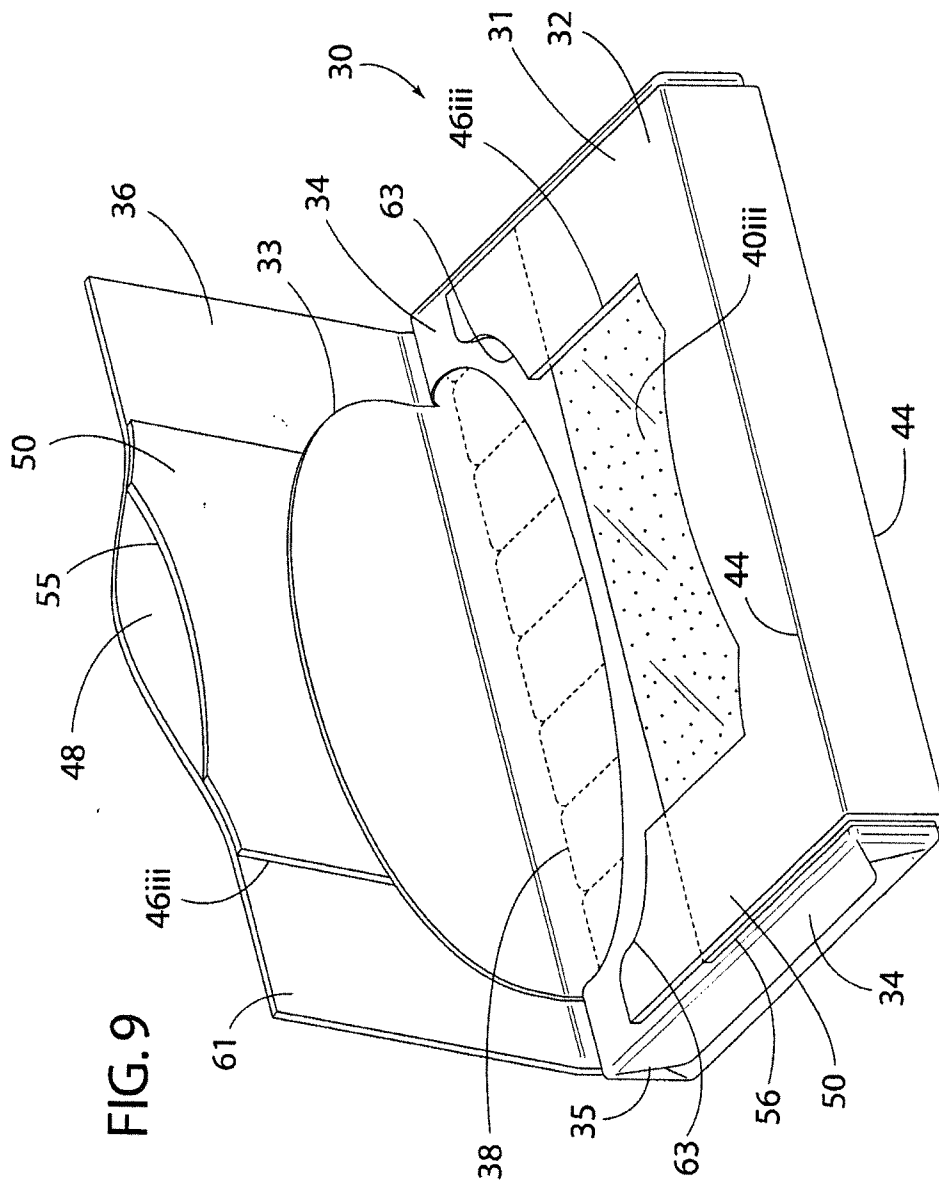


FIG. 8



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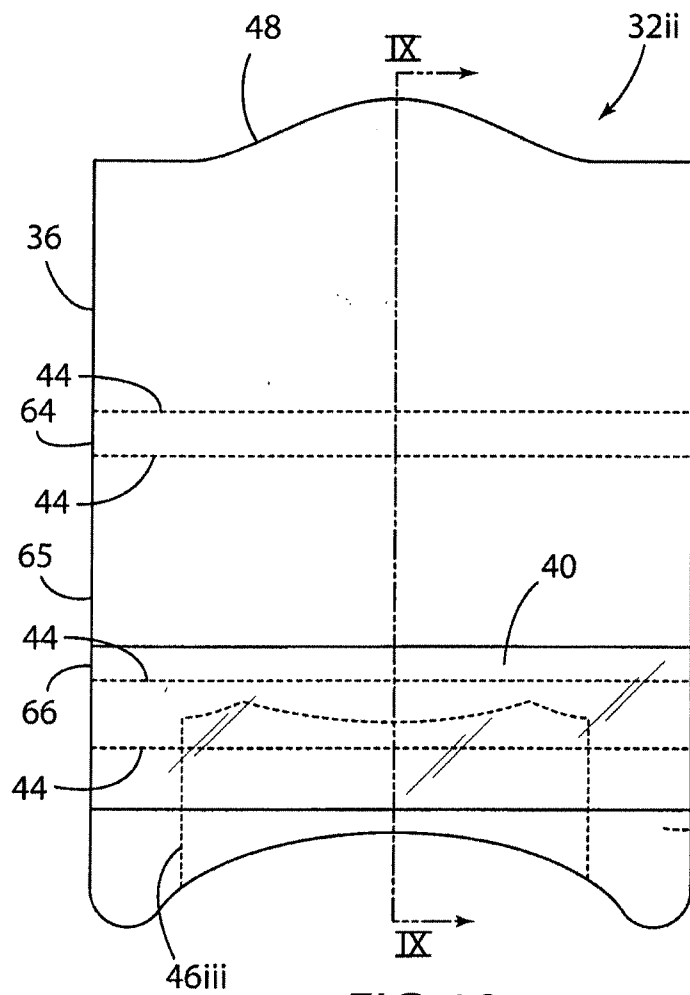


FIG. 10

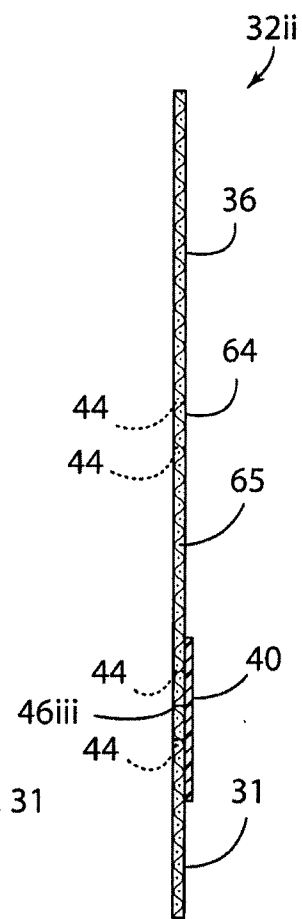


FIG. 11

10/19

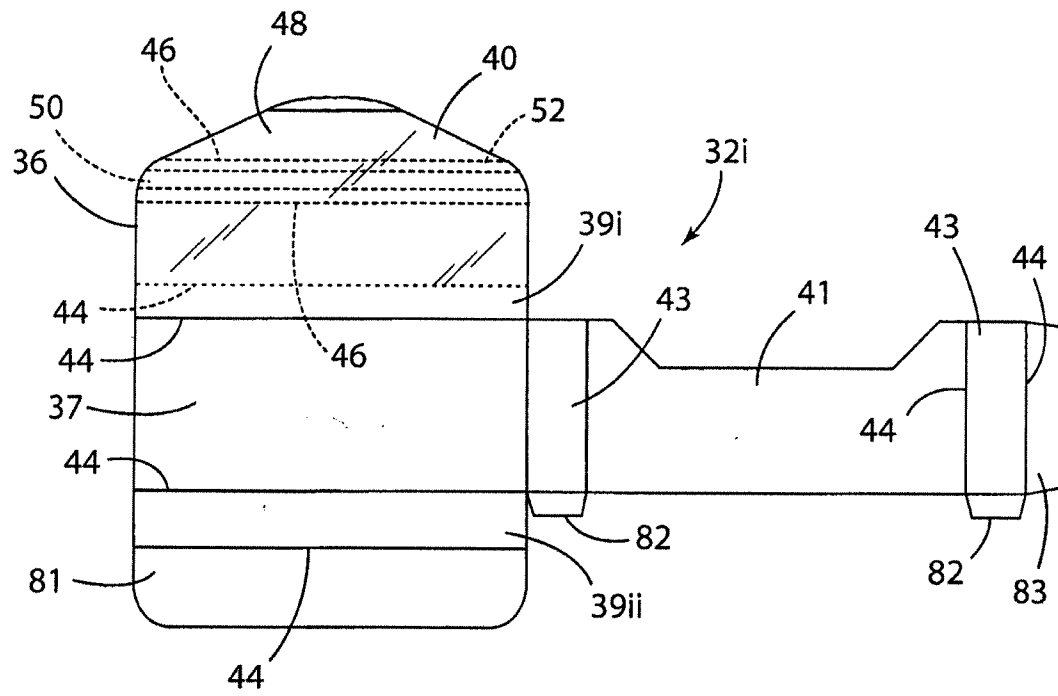


FIG. 12

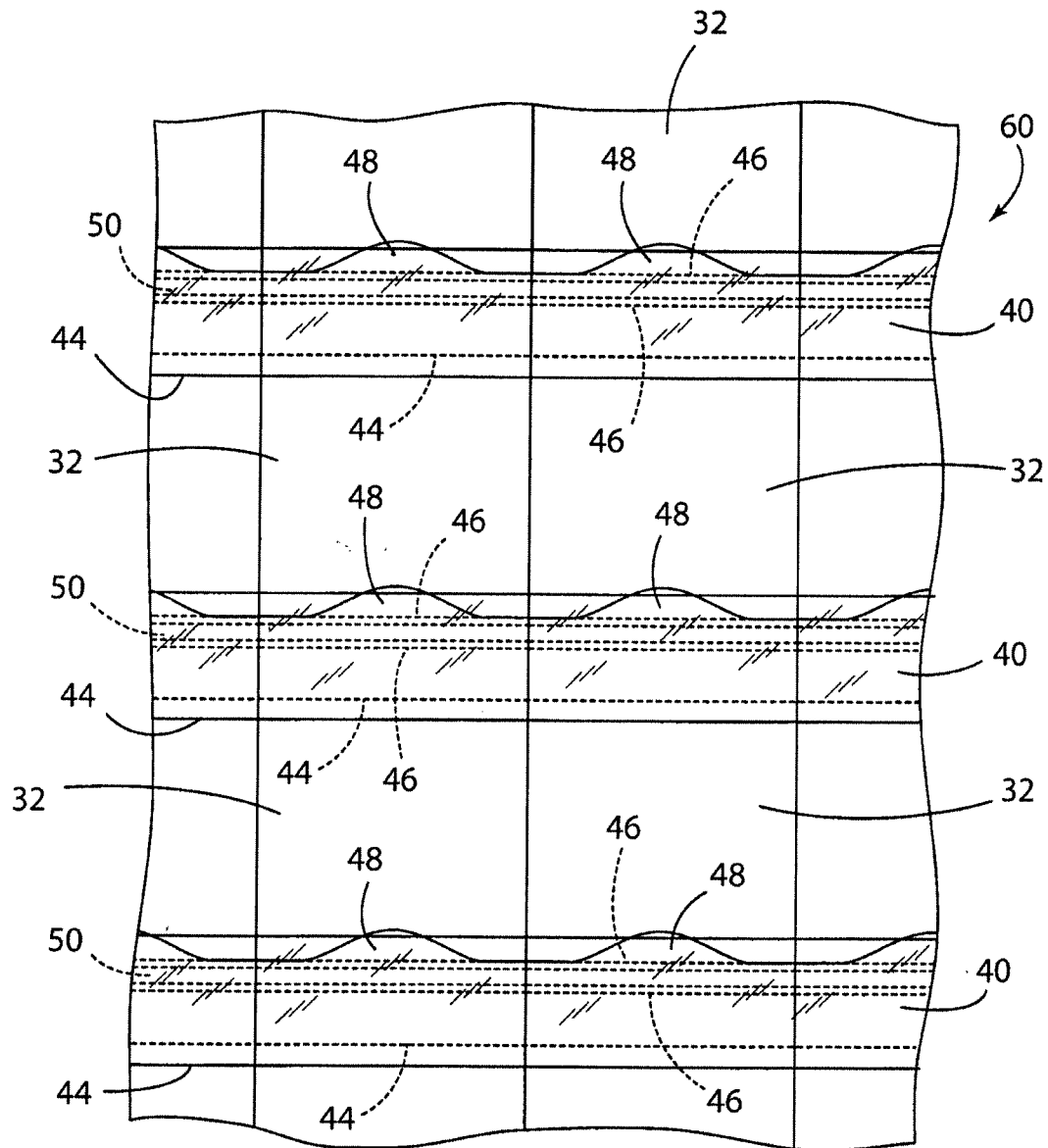


FIG. 13

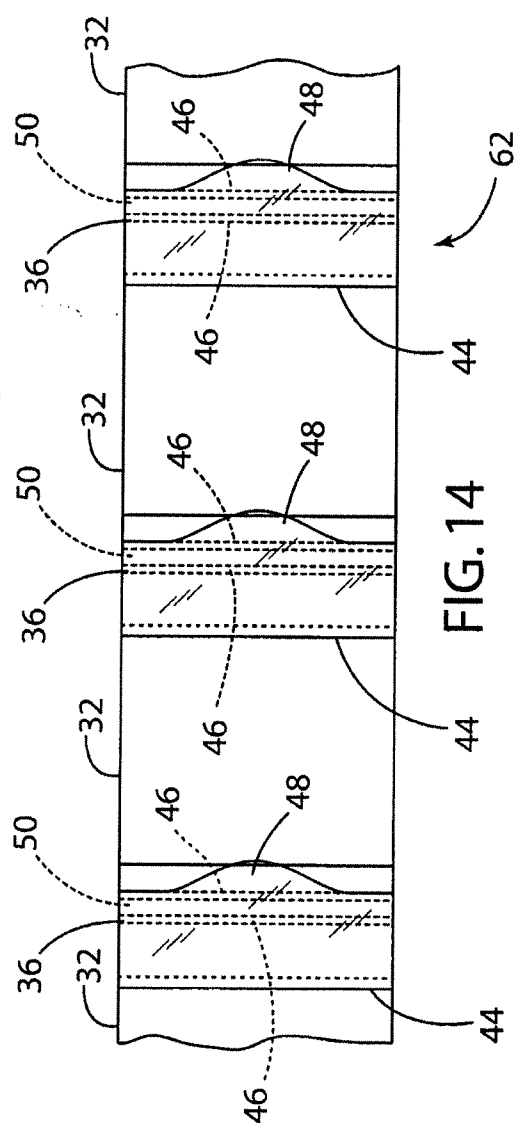


FIG. 14

FIG. 15

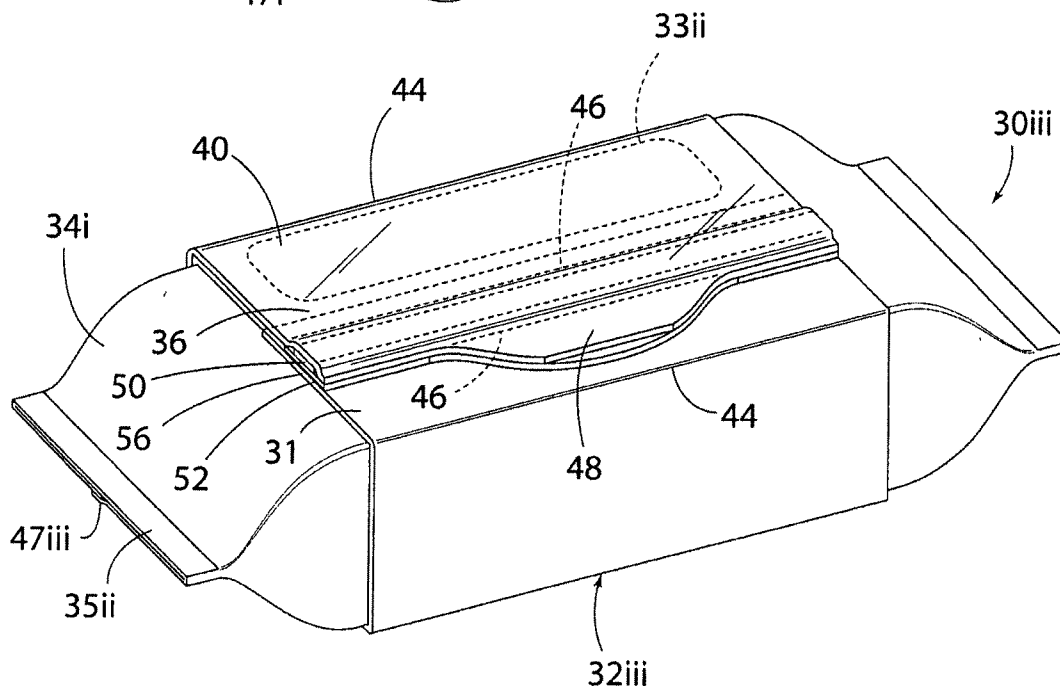
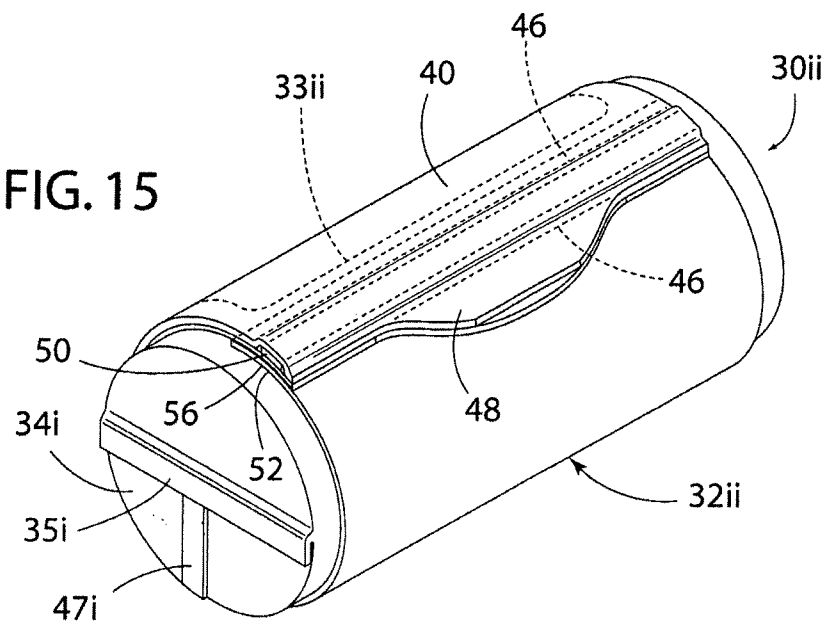
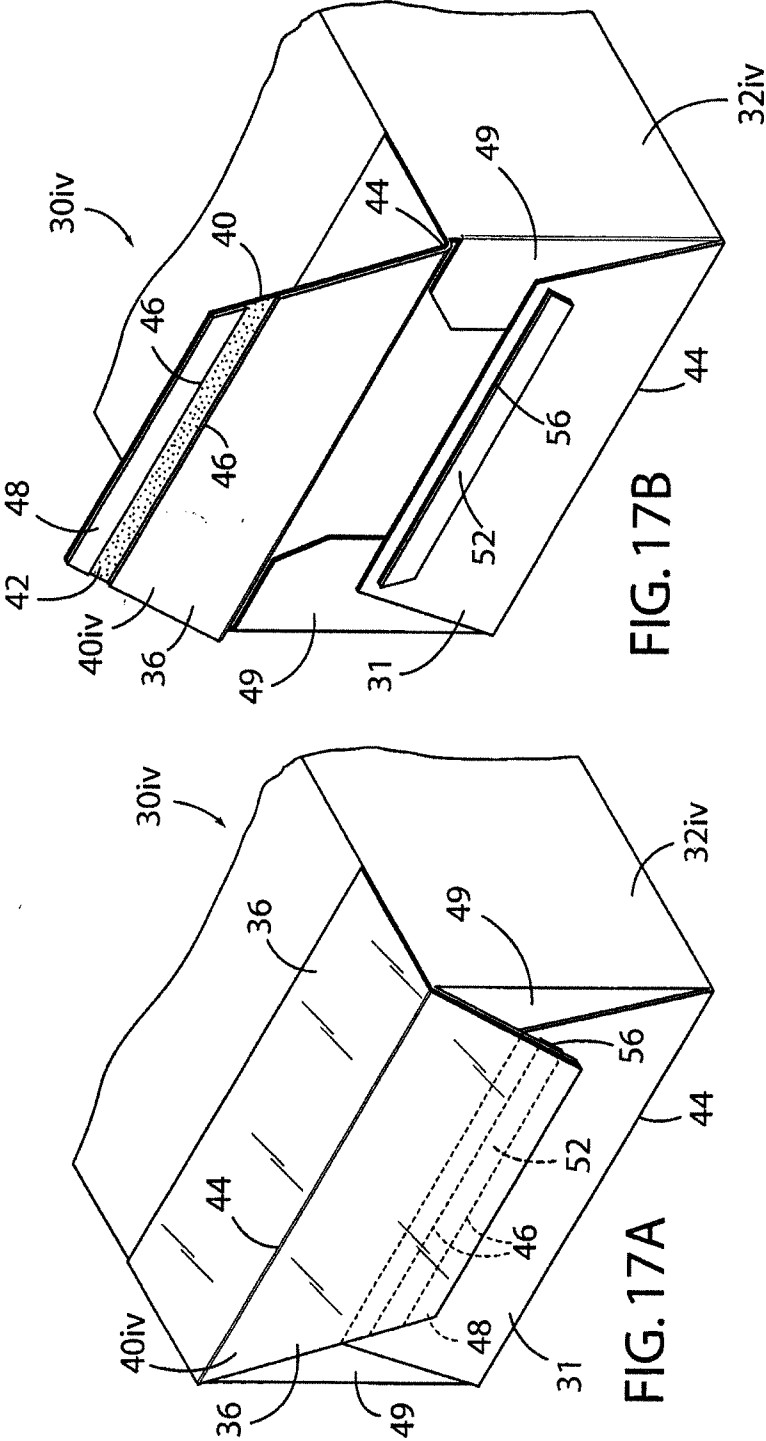


FIG. 16



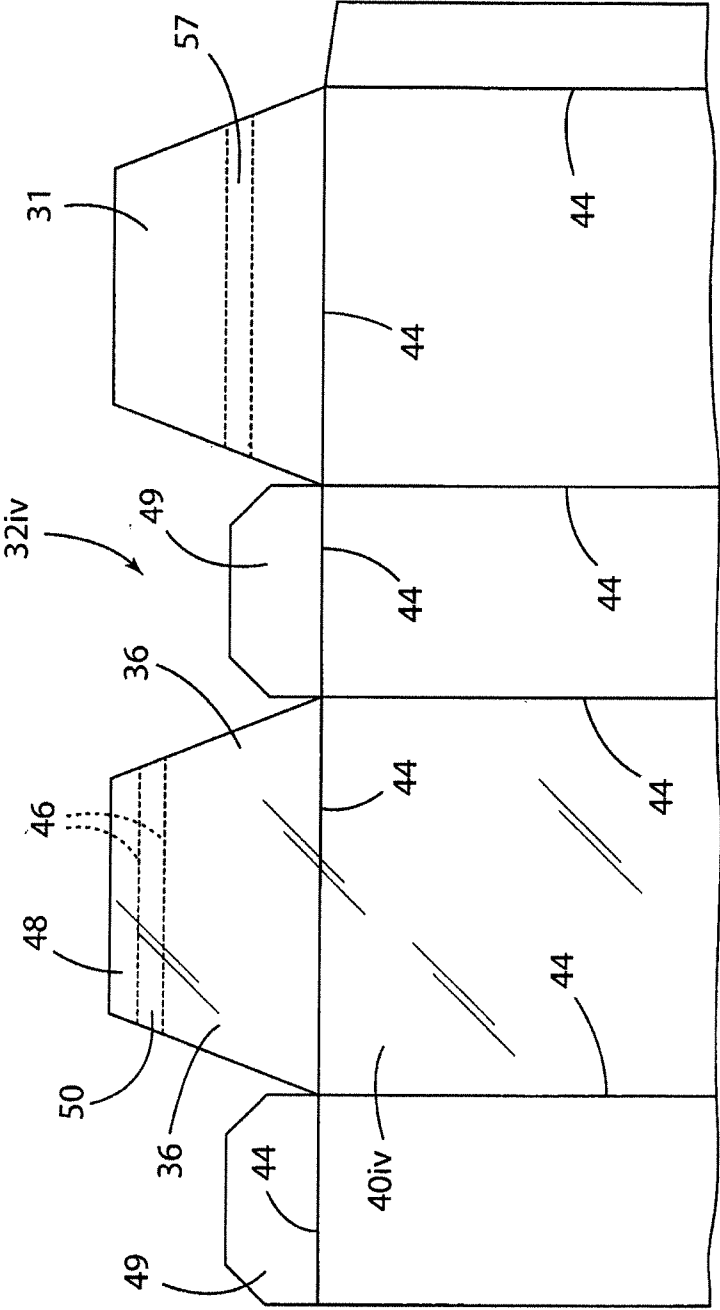


FIG. 18

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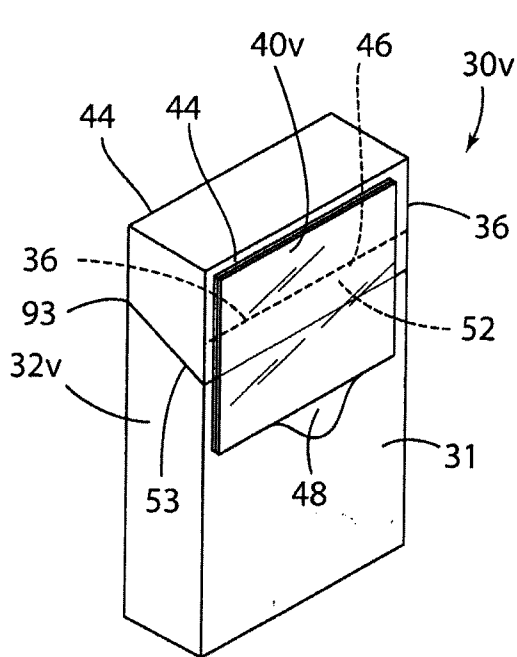


FIG. 19A

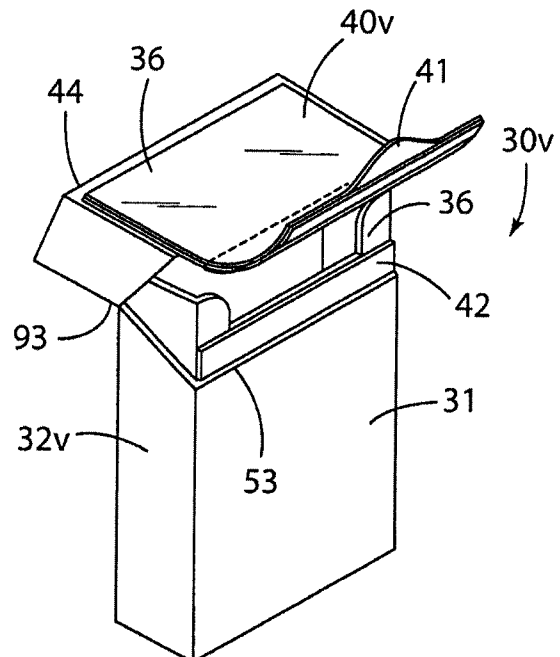


FIG. 19B

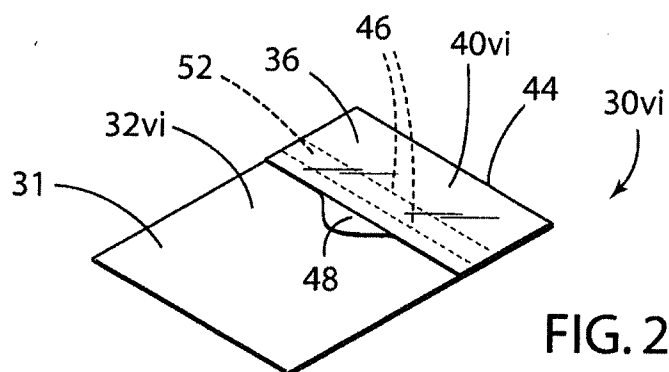
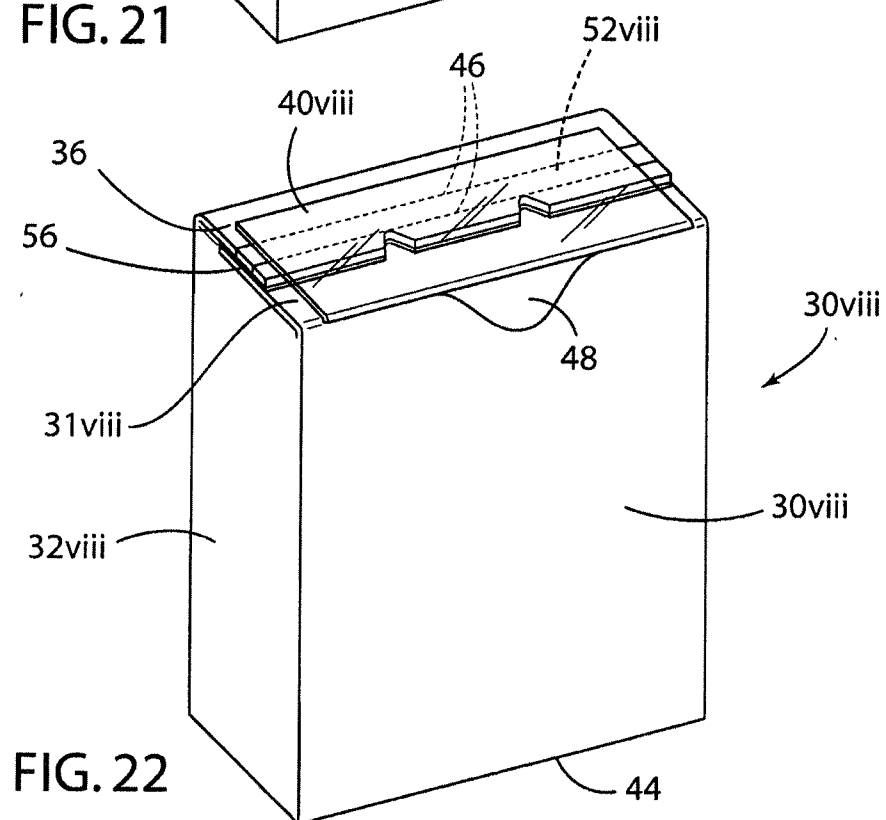
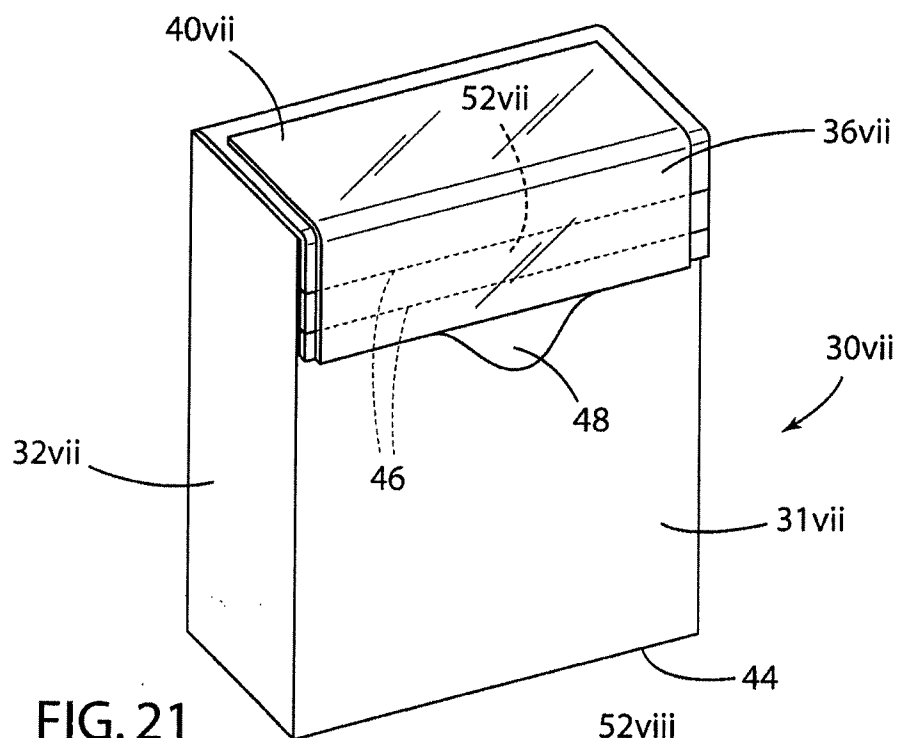


FIG. 20

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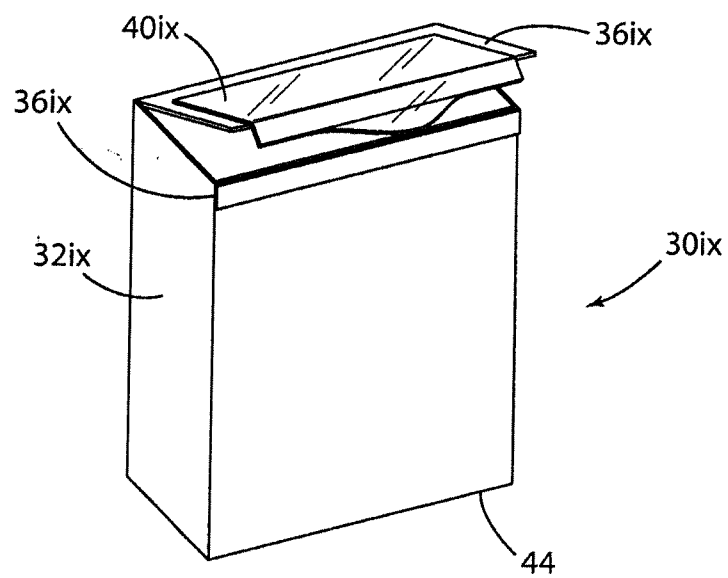


FIG. 23

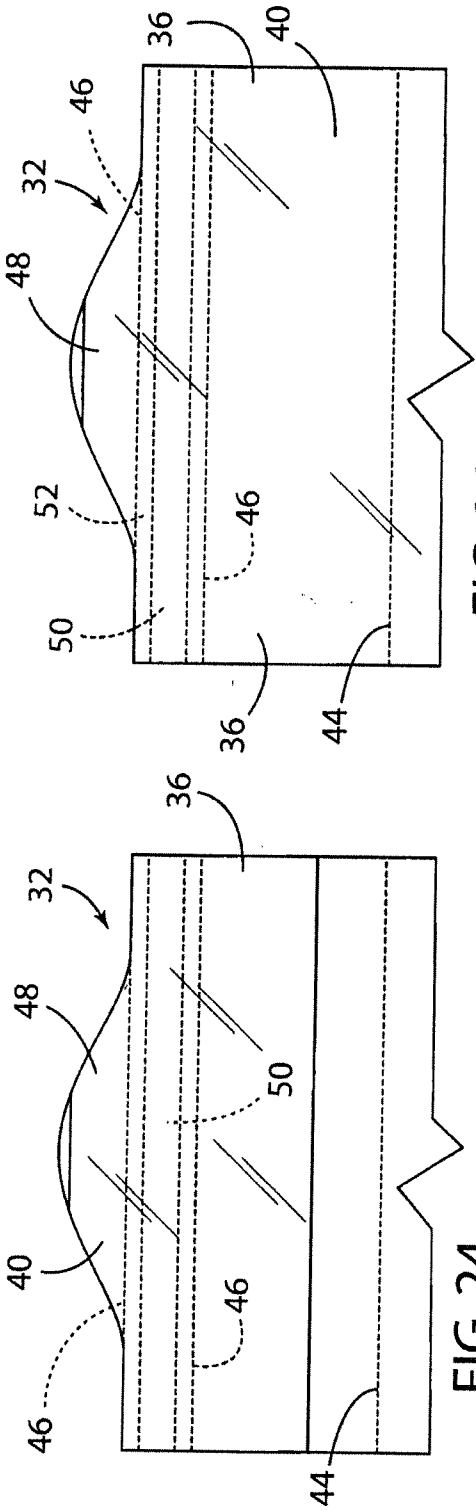


FIG. 24

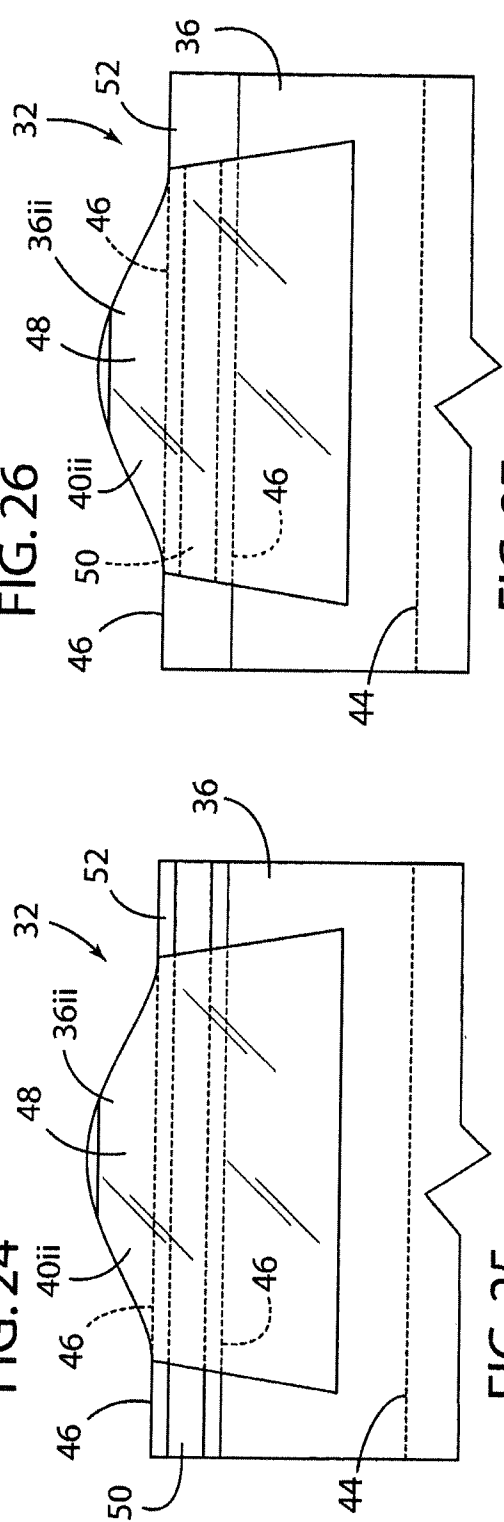


FIG. 25

FIG. 26

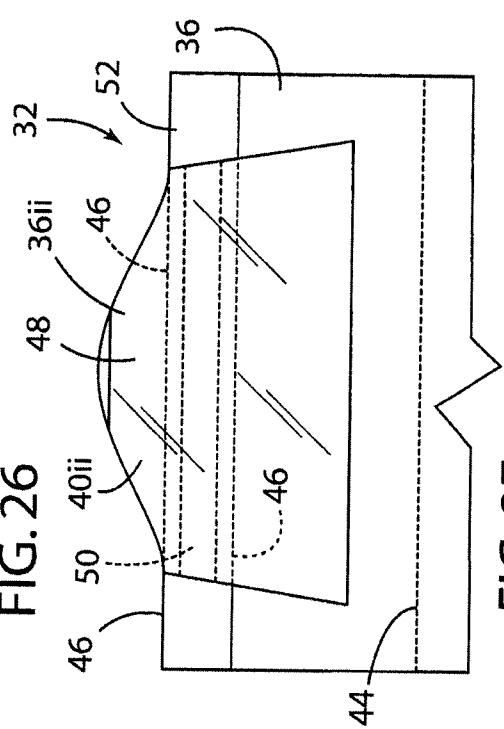


FIG. 27

