PCT WORLD INTELLECTUAL PROPERTY ORGANIZATION
International Bureau

INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(51) International Patent Classification 6 : B65D 55/06, G09F 3/02

A1

(11) International Publication Number: **WO 97/20748**

(43) International Publication Date: 12 June 1997 (12.06.97)

(21) International Application Number: PCT/US96/17768

(22) International Filing Date: 8 November 1996 (08.11.96)

(30) Priority Data:
08/566,918 4 December 1995 (04.12.95) US

(71) Applicant: MOORE BUSINESS FORMS, INC. [US/US]; 300 Lang Boulevard, Grand Island, NY 14072-1697 (US).

(72) Inventor: SMALL, Tobby, Lynn; 1127 18th Avenue North, St. Petersburg, FL 33704 (US).

(74) Agent: VANDERHYE, Robert, A.; Nixon & Vanderhye P.C., 8th floor, 1100 North Glebe Road, Arlington, VA 22201-4714 (US).

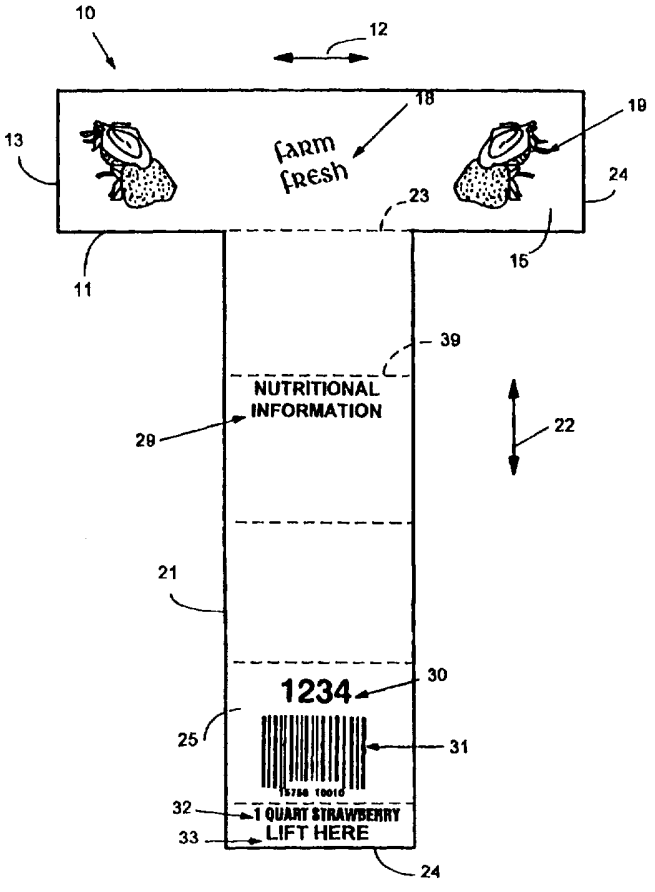
(81) Designated States: AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CZ, DE, DK, EE, ES, FI, GB, GE, HU, IL, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, TJ, TM, TR, TT, UA, UG, UZ, VN, ARIPO patent (KE, LS, MW, SD, SZ, UG), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, ML, MR, NE, SN, TD, TG).

Published
With international search report.

(54) Title: PACKAGE CLOSING LABEL

(57) Abstract

A packaging label includes a first portion with permanent pressure sensitive adhesive on its bottom face and a second portion substantially perpendicular to the first portion and having permanent pressure sensitive adhesive on the bottom face remote from the first portion. The second portion typically includes nutritional information and bar coding since the label is typically used with clam shell plastic packages for fruits or other food items. The first portion of the label is adhesively secured to the lid of a clam shell container and after the container is filled with food items, the lid is closed, the second portion of the label is unfolded from a compact position which facilitates stacking and transportation, and the adhesive on the second portion is secured to the bottom of the container, holding the lid closed. The bar coding is preferably on the top face of the second portion opposite the adhesive so that it can be scanned merely by dragging the bottom of the container over a scanner (e.g., in a grocery store).



FOR THE PURPOSES OF INFORMATION ONLY

Codes used to identify States party to the PCT on the front pages of pamphlets publishing international applications under the PCT.

AM	Armenia	**GB**	United Kingdom	**MW**	Malawi
AT	Austria	**GE**	Georgia	**MX**	Mexico
AU	Australia	**GN**	Guinea	**NE**	Niger
BB	Barbados	**GR**	Greece	**NL**	Netherlands
BE	Belgium	**HU**	Hungary	**NO**	Norway
BF	Burkina Faso	**IE**	Ireland	**NZ**	New Zealand
BG	Bulgaria	**IT**	Italy	**PL**	Poland
BJ	Benin	**JP**	Japan	**PT**	Portugal
BR	Brazil	**KE**	Kenya	**RO**	Romania
BY	Belarus	**KG**	Kyrgystan	**RU**	Russian Federation
CA	Canada	**KP**	Democratic People's Republic of Korea	**SD**	Sudan
CF	Central African Republic			**SE**	Sweden
CG	Congo	**KR**	Republic of Korea	**SG**	Singapore
CH	Switzerland	**KZ**	Kazakhstan	**SI**	Slovenia
CI	Côte d'Ivoire	**LI**	Liechtenstein	**SK**	Slovakia
CM	Cameroon	**LK**	Sri Lanka	**SN**	Senegal
CN	China	**LR**	Liberia	**SZ**	Swaziland
CS	Czechoslovakia	**LT**	Lithuania	**TD**	Chad
CZ	Czech Republic	**LU**	Luxembourg	**TG**	Togo
DE	Germany	**LV**	Latvia	**TJ**	Tajikistan
DK	Denmark	**MC**	Monaco	**TT**	Trinidad and Tobago
EE	Estonia	**MD**	Republic of Moldova	**UA**	Ukraine
ES	Spain	**MG**	Madagascar	**UG**	Uganda
FI	Finland	**ML**	Mali	**US**	United States of America
FR	France	**MN**	Mongolia	**UZ**	Uzbekistan
GA	Gabon	**MR**	Mauritania	**VN**	Viet Nam

PACKAGE CLOSING LABEL

BACKGROUND AND SUMMARY OF THE INVENTION

Conventional clam shell containers for packaging produce and other food items are made of transparent polyethylene and are utilized by a number of field packers. Typically the field packers label the clam shell containers, so that the labels indicate what produce (e.g. strawberries, brussel sprouts, grapes, or the like) is packed thereby, the produce is packed, and the containers are shipped to a retail outlet. The retailer then typically culls the produce (removes bruised, spoiled, or otherwise unacceptable items or portions) and then seals the container with tape to prevent the consumer from making any "adjustments" to the contents of the container. Typically the labels do not include product look-up (PLU) numbers, bar codes, or nutrition facts. Bar code labels are typically applied separately by the retailer to the bottom of the containers or applied by the packer in a separate operation.

According to the present invention a packaging label assembly is provided which provides a number of advantages compared to the prior art described above, providing in combination with a conventional clam shell container an advantageous package assembly, and providing an advantageous method of packaging food items. The packaging label according to the present invention is large enough to provide PLU numbers, nutritional information, and bar coding; allows the retailer to use the same label assembly applied by the packer, after culling, to permanent close the container; and avoids the necessity of applying separate bar code labels.

According to one aspect of the present invention a packaging label assembly is provided comprising the following components: A first portion comprising a base elongated in a first dimension and having first and second opposite faces. A first pressure sensitive adhesive pattern on the first portion second face covering at least part of the second face. A second portion comprising a base elongated in a second dimension substantially perpendicular to the first dimension and having first and second opposite faces and first and second ends spaced from each other in the second dimension of elongation. The second portion connected to the first portion adjacent the first end thereof so that the first and second faces of the first and second portions may be disposed so that they are substantially coplanar. A first fold line adjacent the first end of the second portion for allowing folding of the second portion with respect to the first portion. Indicia on the second portion first face. A second pressure sensitive adhesive pattern on the second portion second face remote from the first fold line. A non-stick area of the second portion second face between the first fold line and the second adhesive pattern. And, a second fold line between the second adhesive pattern and the non-stick area.

The adhesive patterns preferably are both permanent adhesive, and the non-stick area of the second portion preferably comprises silicone release material substantially co-extensive in area with the second adhesive pattern. The adhesive patterns are typically substantially solid, although they may be formed by spaced dots, lines, or other configurations. Typically a lift tab is provided at the second end of the second portion, which is devoid of adhesive on the second face thereof, to facilitate unfolding of the second portion, and detachment of the second adhesive portion from the non-stick area.

The indicia on the second portion first face typically includes food nutritional information, and also typically includes PLU numbers and further includes bar coding opposite the second adhesive portion.

The label assembly may further comprise a third fold line in the second portion adjacent the non-stick area on the opposite side thereof from the second adhesive pattern, and a fourth fold line in the second portion between the first and third fold lines. The length of the first portion between the first end and the second end thereof is typically between about 4-8 inches, e.g. about 6 ½ inches. The second portion second face between the first and third fold lines is typically devoid of adhesive.

A wide variety of additional components or features, or modifications, may be provided. For example indicia indicating the contents of the package (e.g. "strawberries") may be provided on the first portion first face, and the first and second portions preferably comprise an integral piece of cellulose stock. The term "cellulose stock" as used in the present specification and claims means paper, or imagible paper containing laminates, or combinations of paper and plastic fibers which include a significant amount of paper fibers and are imagible.

According to another aspect of the present invention a package assembly (typically utilizing the label assembly as described above) is provided. The package assembly comprises the following features and components: A container body including an open top base for containing product therein, and a lid pivotally connected to the base and movable between an open position in which the base top is uncovered, and a closed position in which the base open top is closed by the lid. A label assembly comprising a first portion adhesively

secured to the lid, and a second portion having a first end connected to the first portion, and a second end remote from the first portion, the second portion having a pressure sensitive adhesive section adjacent the second end thereof and a non-adhesive section between the adhesive section and the first end. Indicia indicating the contents of the container body imaged on at least one of the label assembly first and second portions. And, the adhesive section of the second portion spaced from the first portion a distance greater than the circumferential distance between the first portion and the base when the lid is in the closed position.

The second portion may include a plurality of fold lines formed therein so that the second portion is movable from a first position in which it substantially overlaps, or is substantially overlapped by, the first portion, to a second position in which the second end thereof is remote from the first portion and adhesively secured to the base of the container body by the adhesive section. The indicia typically comprises nutritional information about a food product packaged by the container body, and a bar code, the nutritional information and the bar code typically being provided on the second portion. The label assembly is typically of cellulose stock.

The container base typically includes a bottom portion opposite the open top and lid. The indicia includes a bar code corresponding to a food product packaged by the container body disposed on the second portion adjacent the second end thereof, and the adhesive section on the second body is adhesively secured to the bottom portion of the container base, and the bar code overlaps the bottom portion and is scannable by moving the bottom portion of the container body over a scanner. Preferably the first and second portions are adhesively

secured to the lid and bottom portion, respectively, by permanent adhesive. The permanent adhesive of the second portion is typically spaced from the first portion about 3-7 inches for a common size of polyethylene clam shell packages.

The package assembly is typically provided in a stack -- at one point during its utilization -- with a plurality of other substantially identical package assemblies so that the container bodies of each are in a first stack and so that the lids with attached label assemblies of each are in a second stack connected to the first stack.

The invention also relates to a method of packaging food items in clam shell plastic containers as described above. The method comprises the steps of substantially sequentially: (a) Adhesively securing a label assembly first portion to a lid of each claim shell container, with the label assembly folded up so that it does not extend past the lid. (b) Stacking the clam shell containers into a stack in which the bodies and lids are disposed in two separate stacks with pivotal connections therebetween. (c) Transporting the stacked clam shell containers to a packaging location. (d) At the packaging location removing containers from the stack and filling them with a food product. (e) At the packaging location pivoting the lid of each filled container to a position closing the open top thereof with the lid. And, (f) unfolding the label assembly of each filled container and adhesively securing the second portion pressure sensitive adhesive section thereof to the container body.

The label assembly second portion typically has a bar code on an opposite face thereof from the adhesive section, and the container body includes a bottom. In that case step (f) is practiced so as to adhesively secure the adhesive section to the bottom of the container

body so that the bar code is readily scannable by moving the bottom of the container over a scanner. Where the food items are not particularly perishable or bruisable step (f) may also be practiced at the packaging location. However where the food product is perishable or bruisable, such as conventional berries, grapes, and other produce, there are the further steps, between steps (e) and (f), of (g) transporting the containers to a retail establishment, and (h) culling the produce at the retail establishment.

It is the primary object of the present invention to provide for the simple yet effective packaging of items in containers, particularly produce in clam shell containers. This and other objects of the invention will become clear from an inspection of the detailed description of the invention and from the appended claims.

BRIEF DESCRIPTION OF THE DRAWINGS

FIGURE 1 is a full scale top plan view of an exemplary label assembly according to the present invention in a deployed configuration;

FIGURE 2 is a full scale bottom plan view of the label assembly of FIGURE 1;

FIGURE 3 is a top perspective view showing a stack of package assemblies according to the invention, with the label assembly of FIGURES 1 and 2 in a folded up condition provided thereon;

FIGURE 4 is a top perspective view of a package of FIGURE 3 filled with produce;

FIGURE 5 is a top perspective view of the package of FIGURE 4 after the lid has been closed and as the label assembly is being deployed;

FIGURE 6 is a view like that of FIGURE 5 with the label assembly completely deployed and holding the container lid closed;

FIGURE 7 is a bottom plan view of another modification of label assembly according to the present invention; and

FIGURE 8 is a bottom plan view of yet another label assembly according to the invention.

DETAILED DESCRIPTION OF THE DRAWINGS

FIGURES 1 and 2 illustrate an exemplary embodiment of a packaging label assembly according to the present invention. The label assembly, shown generally by reference numeral 10, includes a first portion 11, comprising a base (typically of cellulose stock) elongated in a first dimension 12, and having first and second ends 13, 14, and first and second opposite faces 15 (see FIGURE 1) and 16 (see FIGURE 2) respectively, the first face 15 typically being the "top" face while the second face 16 is the "bottom" face. A first adhesive pattern 17 (see FIGURE 2) is disposed on the second face 16, covering at least part of the second face 16. The adhesive 17 is preferably a pressure

sensitive permanent adhesive and typically is applied in a continuous manner as illustrated in FIGURE 3, and substantially completely covers the face 16. However other patterns may be utilized, such as spaced blocks of adhesive (see 17' in FIGURE 8), spaced dots, spaced strips, or the like. Typically indicia is imaged on the first face 15 of the first portion 11, such as the word indicia 18 indicating what the contents of the package with which the label assembly 10 is utilized, and/or graphics 19 (e.g. a pictorial representation of the contents of the package).

The packaging label assembly 10 further comprises a second portion 21 comprising a base (typically of cellulose stock) elongated in a second dimension 22 substantially perpendicular to the first dimension 12, and having first and second ends 23, 24 spaced from each other in a dimension of elongation 22, and having first and second opposite faces 25 (see FIGURE 1) and 26 (see FIGURE 2). The second portion 21 is connected to the first portion 11 at the first end 23 thereof so that the first and second faces 15, 25 and 16, 26, respectively, of the first and second portions 11, 21 may be disposed so that they are substantially co-planar, as illustrated in FIGURE 1. Preferably the portions 11, 21 are formed of an integral piece of paper stock which may die cut, or otherwise detached, from a web of cellulose stock to which various coatings and images have been applied.

A first fold line, best seen at 28 in FIGURE 2, is provided adjacent the first end 23 of the second portion 21 for allowing folding of the second portion 21 with respect to the first portion 11. Fold line 28 in the embodiment illustrated in FIGURE 3 is shown as a perforation line, but it may be formed by a score line, a partially die

cut line, a crease line, or in any other manner that facilitates precise folding thereabout.

As seen in FIGURE 1, indicia is imaged on the second portion 21 first face 25. The indicia typically includes -- where the packaging label assembly 10 is used to package food items -- nutritional information indicia 29, a PLU number 30, bar coding 31, contents indicia 32 distinct from the bar coding 31, and/or directional indicia 33. The packaging label assembly 10 is large enough to include all of this indicia comfortably while still providing an area for graphics, logos, or the like.

As see in FIGURE 2, the label assembly 10 also includes a second pressure sensitive adhesive pattern 35 disposed on the face 26 remote from the first fold line 28, and preferably adjacent the second end 24, and a non-stick area 36 between the fold line 28 and the second adhesive pattern 35. The pattern 35 preferably also is of permanent pressure sensitive adhesive, and as seen in FIGURE 2 comprises a substantially continuous block of adhesive, although other patterns (such as dots, spaced blocks, lines, or the like), may be provided. The non-stick area 36 is substantially co-extensive with the adhesive pattern 35, and where the adhesive pattern 35 is permanent adhesive typically comprises a silicone release coating, or like readily adhesive-releasable material. Typically the silicone adhesive-release material 36, when used, is in block form comparable to the block form of the adhesive pattern 35.

The label assembly 10 also preferably comprises a second fold line 37 (see FIGURE 2) between the adhesive pattern 35 and the non-stick area 36 to allow folding of the second portion 21 thereat. The

second fold line 37 may be of any conventional type, as described above with respect to the first fold line 28.

In the preferred embodiment illustrated in FIGURE 2, third and fourth fold lines 38, 39 (see FIGURE 2) are also provided, the third fold line 38 adjacent the non-stick area 36 on the opposite side thereof from the second adhesive pattern 35, and the fourth fold line 39 between the first and third fold lines 28, 38. A fifth fold line, typically in the form of a line of weakness such as a perforation, 40 may also be provided separating the second adhesive portion 35 from a lift tab portion 41 at the second end 24.

In the embodiment illustrated in FIGURES 1 and 2, the length of the second portion 21 -- between the ends 23, 24 thereof -- is between about four-eight inches, depending upon the size of the clam shell container (to be described below) with which it is to be utilized. In the preferred embodiment -- as seen by the full scale illustrations in FIGURES 1 and 2 -- the spacings between each of the lines 28, 39; 39, 38; 38, 37; and 37, 40; is about one and a half inches for a total length of the second portion 21 of about six and a quarter-six and a half inches.

The label assembly 10 of FIGURES 1 and 2 is constructed so that it may be folded up to the folded configuration illustrated in FIGURE 3 in which the second portion 21 overlaps the first portion 11 with essentially only the tab 41 extending outwardly therefrom (the width of the first portion 11 being about one and one-half inches in the embodiment illustrated in FIGURES 1 through 3). When in the folded up configuration illustrated in FIGURE 3, the adhesive 35 engages the silicone release material 36. While normally the inertia provided by folding about the fold line 28, 38, 39 -- combined with the "weight" of

the parts of the portion 21 containing the adhesive 35 and silicone release material 36 -- is sufficient to maintain the folded up configuration illustrated in FIGURE 3, if necessary to further provide such a configuration, repositional adhesive may be provided on the face 26 between the fold lines 38, 39, and repositional adhesive provided on the face 25 between the fold lines 28, 39. The conventional repositional adhesive may be provided in any desired pattern.

In FIGURE 3, the label assembly 10 is shown as part of a package assembly -- illustrated generally by reference numeral 43 -- according to the present invention.

In addition to the label assembly 10 the package assembly 43 comprises a container body 44 having an open top 45 (see FIGURE 4) for the base 46 thereof and a lid 47 pivotally connected (e.g. by integral hinge 48) to the base 46. The lid 47 is movable about the pivot connection 48 between an open position (as illustrated in FIGURES 3 and 4) in which the open top 45 is uncovered, and a closed position (FIGURES 5 and 6) in which the open top 45 is closed by the lid 47. While different lids, bases, and hinges, may be provided (almost any conventional constructions being suitable), in the most desirable configuration according to the invention the container body 44 comprises a clam shell container of transparent plastic (e.g. polyethylene).

As illustrated in FIGURES 3, 5, and 6 the first portion 11 of the label assembly 10 is secured by the permanent adhesive 17 to the top of the lid 47 with the tab 41 facing away from the hinge 48. As seen in FIGURE 3 the package assemblies 43 may be stacked with the label assembly 10 attached to the lid 47 of each package 43 in the stack.

FIGURES 3 through 6 illustrate schematically a preferred method of packaging food items in clam shell plastic containers 43 utilizing the label assemblies 10. As seen in FIGURE 3, the label assemblies 10 are applied to the lids 47 (either by machine or by hand) with the label assemblies 10 in the folded configuration illustrated in FIGURE 3, allowing the packages 43 to be restacked and cartoned. The stacked containers as illustrated in FIGURE 3 are transported to a packaging location, such as an actual field where produce is being grown, or a packing house. At the packing location the package 43 is filled with food product, such as the produce (e.g. berries) 49 illustrated in FIGURE 4 and then the lid 47 is closed. As is conventional for clam shell packaging, locking portions (not shown) between the lid 47 and the base 46 hold the lid 47 in place.

Where the food items 49 being packaged are not particularly perishable or subject to damage during shipment, the label assembly 10 may be deployed at that point; however in a typical situation the closed packages 43 are shipped to a retailer. At the retailer the package 47 is opened up by pivoting the lid 47 upwardly about the pivot 48 (to a position illustrated in FIGURE 4), and the retailer culls the produce 49. Then the lid 47 is reclosed, as illustrated in FIGURE 5, and the label assembly 10 deployed, typically by grasping the tab 41 and pulling so that the adhesive 35 releases from the silicone release material 36. By grasping the tab 41 the second portion 21 is tensioned and the end 24 moved past the openable seam 50 between the lid 47 and the base 46, and down around the base 46 to overlie the bottom portion 51 of base 44. The adhesive 37 is then pressed into contact with the bottom 51, permanently adhering thereto, and providing the bar code 31 on the bottom 51 of the package 43 so that merely by

moving the package 43 over a stationary scanner (such as in a grocery check out counter) the bar code 31 can be scanned.

While the configuration of the label assembly 10 illustrated in FIGURES 1 through 6 is preferred, other configurations may also be provided. For example, for use with smaller clam shell containers, or other types of containers, or where it is not necessary to provide bar coding on the bottom of a container, the label assembly 10' illustrated in FIGURE 7 may be utilized. In FIGURE 7 components the same as those in the FIGURE 2 embodiment are illustrated by the same reference numeral. Note that in this embodiment the portion 21' is simply shorter -- by the length of the portion between the fold lines 28, 38 of the FIGURE 2 embodiment -- than the portion 21 in the FIGURE 2 embodiment.

In the FIGURE 8 embodiment the face 16 of the portion 11 has a non-adhesive central section 53 so that the portion 21" may be folded under the portion 11', overlapped by the non-adhesive section 53. In this embodiment the fold line 39 is eliminated and the distance between the fold lines 28, 38 compressed. The tab 41 will extend outwardly from beneath the first portion 11', and may be grasped and pulled to deploy the rest of the portion 21".

Other modifications aside from those illustrated in FIGURES 7 and 8 may also be provided, the whole purpose merely being to provide a folded configuration and a deployed configuration with adhesive inactive when folded, and sealable to a container (such as a clam shell container) when deployed.

It will thus be seen that according to the present invention a label assembly suitable for sealing packages, especially packages for produce, has been provided, as well as an advantageous package

assembly and method of packaging produce. While the invention has been herein shown and described in what is presently conceived to be the most practical and preferred embodiment thereof it will be apparent to those of ordinary skill in the art that many modifications may be made thereof within the scope of the invention, which scope is to be accorded the broadest interpretation of the appended claims so as to encompass all equivalent assemblies and methods.

WHAT IS CLAIMED IS:

1. A packaging label assembly comprising:

a first portion comprising a base elongated in a first dimension and having first and second opposite faces;

a first pressure sensitive adhesive pattern on said first portion second face covering at least part of said second face;

a second portion comprising a base elongated in a second dimension substantially perpendicular to said first dimension and having first and second opposite faces and first and second ends spaced from each other in said second dimension of elongation;

said second portion connected to said first portion adjacent said first end thereof so that said first and second faces of said first and second portions may be disposed so that they are substantially coplanar;

a first fold line adjacent said first end of said second portion for allowing folding of said second portion with respect to said first portion;

indicia on said second portion first face;

a second pressure sensitive adhesive pattern on said second portion second face remote from said first fold line;

a non-stick area of said second portion second face between said first fold line and said second adhesive pattern; and

a second fold line between said second adhesive pattern and said non-stick area.

2. A label assembly as recited in claim 1 wherein said second adhesive pattern comprises a pattern of permanent adhesive, and

wherein said non-stick area comprises silicone release material substantially co-extensive in area with said second adhesive pattern.

3. A label assembly as recited in claim 1 further comprising a lift tab at said second end of said second portion, devoid of adhesive on said second face thereof.

4. A label assembly as recited in claim 1 wherein said indica on said second portion first face includes food nutritional information, and further includes bar coding opposite said second adhesive portion.

5. A label assembly as recited in claim 1 further comprising a third fold line in said second portion adjacent said non-stick area on the opposite side thereof from said second adhesive pattern, and a fourth fold line in said second portion between said first and third fold lines; and wherein the length of said first portion between said first end and said second end thereof is between about four-eight inches.

6. A label assembly as recited in claim 5 wherein said second portion second face between said first and third fold lines is devoid of adhesive.

7. A label assembly as recited in claim 1 wherein said first adhesive pattern comprises permanent adhesive that substantially completely covers said second face of said first portion.

8. A label assembly as recited in claim 7 further comprising indicia, indicating the contents of a package, on said first portion first face.

9. A label assembly as recited in claim 1 wherein said first and second portions comprise an integral piece of cellulose stock.

10. A package assembly comprising:

a container body including an open top base for containing product therein, and a lid pivotally connected to said base and movable between an open position in which said base top is uncovered, and a closed position in which said base open top is closed by said lid;

a label assembly comprising a first portion adhesively secured to said lid, and a second portion having a first end connected to said first portion, and a second end remote from said first portion, said second portion having a pressure sensitive adhesive section adjacent said second end thereof and a non-adhesive section between said adhesive section and said first end;

indicia indicating the contents of said container body imaged on at least one of said label assembly first and second portions; and

said adhesive section of said second portion spaced from said first portion a distance greater than the circumferential distance between said first portion and said base when said lid is in said closed position.

11. A package assembly as recited in claim 10 wherein said second portion includes a plurality of fold lines formed therein so that said second portion is movable from a first position in which it

substantially overlaps, or is substantially overlapped by, said first portion, to a second position in which said second end thereof is remote from said first portion and adhesively secured to said base of said container body by said adhesive section.

12. A package assembly as recited in claim 11 wherein said indicia comprises nutritional information about a food product packaged by said container body, and a bar code.

13. A package assembly as recited in claim 12 wherein said nutritional information and said bar code are on said second portion, and wherein said label assembly is of cellulose stock.

14. A package assembly as recited in claim 10 wherein said container base includes a bottom portion opposite said open top and lid; and wherein said indicia includes a bar code corresponding to a food product packaged by said container body disposed on said second portion adjacent said second end thereof, and wherein said adhesive section of said second portion is adhesively secured to said bottom portion, and said bar code overlaps said bottom portion and is scannable by moving said bottom portion of said container body over a scanner.

15. A package assembly as recited in claim 14 wherein said first and second portions are secured to said lid and bottom portion, respectively, by permanent adhesive.

16. A package assembly as recited in claim 10 wherein said adhesive section of said second portion is spaced from said first portion about 3-7 inches.

17. A package assembly as recited in claim 11 in a stack with a plurality of other substantially identical package assemblies, so that the container bodies of each are in a first stack and so that the lids with attached label assemblies of each are in a second stack connected to said first stack.

18. A package assembly as recited in claim 17 wherein said container body and lid comprises a transparent clam shell plastic container.

19. A method of packaging food items in clam shell plastic containers, each container comprising an open top body with a lid pivotally connected thereto, and a label assembly including a first adhesive portion, and a second portion with a pressure sensitive adhesive section, said method comprising the steps of: substantially sequentially:

(a) adhesively securing a label assembly first portion to a lid of each claim shell container, with the label assembly folded up so that it does not extend past the lid;

(b) stacking the clam shell containers into a stack in which the bodies and lids are disposed in two separate stacks with pivotal connections therebetween;

(c) transporting the stacked clam shell containers to a packaging location;

(d) at the packaging location removing containers from the stack and filling them with a food product;

(e) at the packaging location pivoting the lid of each filled container to a position closing the open top thereof with the lid; and

(f) unfolding the label assembly of each filled container and adhesively securing the second portion pressure sensitive adhesive section thereof to the container body.

20. A method as recited in claim 19 wherein the label assembly second portion has a bar code on an opposite face thereof from the adhesive section; and wherein the container body includes a bottom; and wherein step (f) is practiced so as to adhesively secure the adhesive section to the bottom of the container body so that the bar code is readily scannable by moving the bottom of the container over a scanner.

21. A method as recited in claim 20 wherein the food product comprises produce; and comprising the further steps, between steps (e) and (f), of (g) transporting the containers to a retail establishment, and (h) culling the produce at the retail establishment.

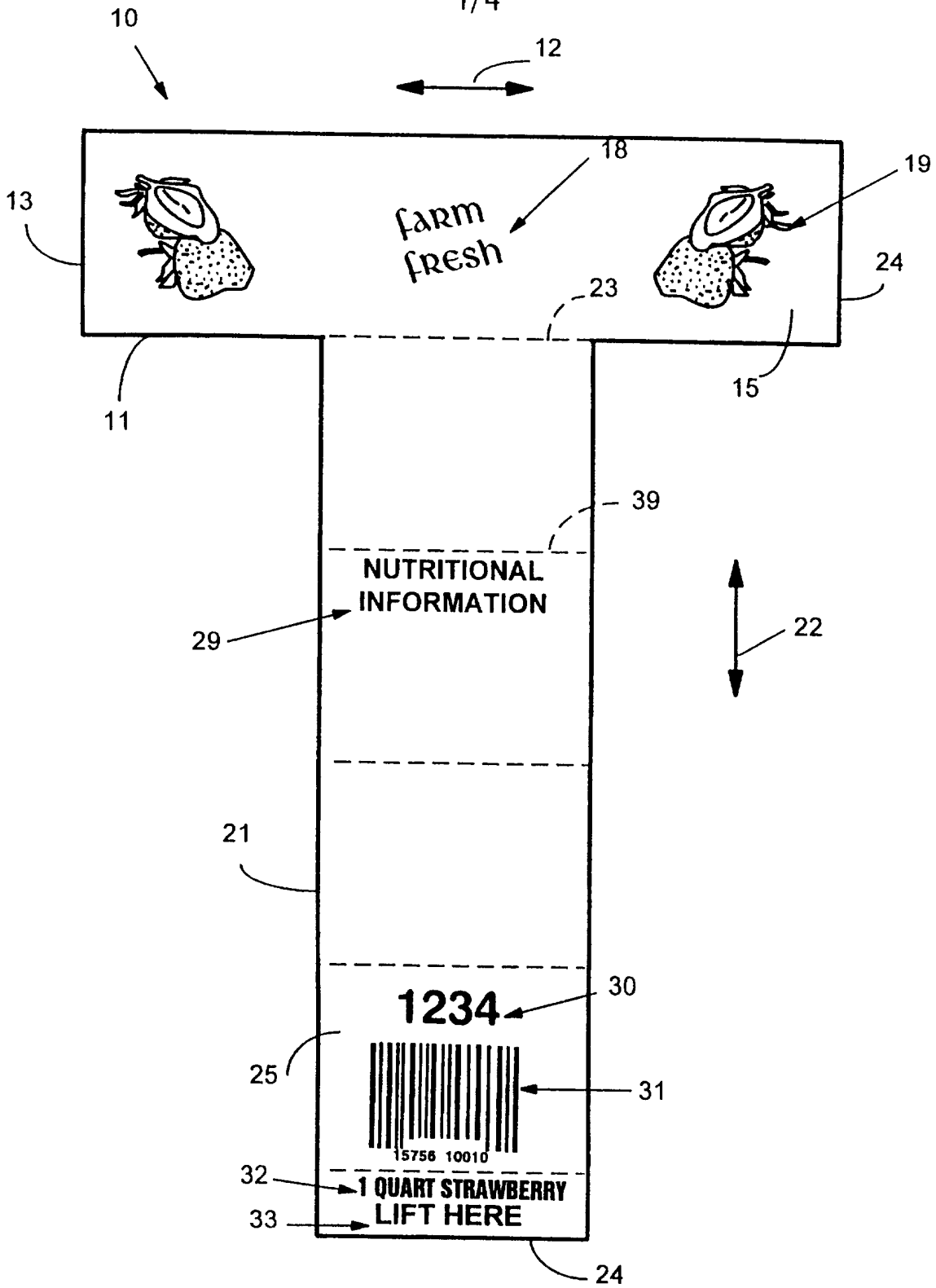
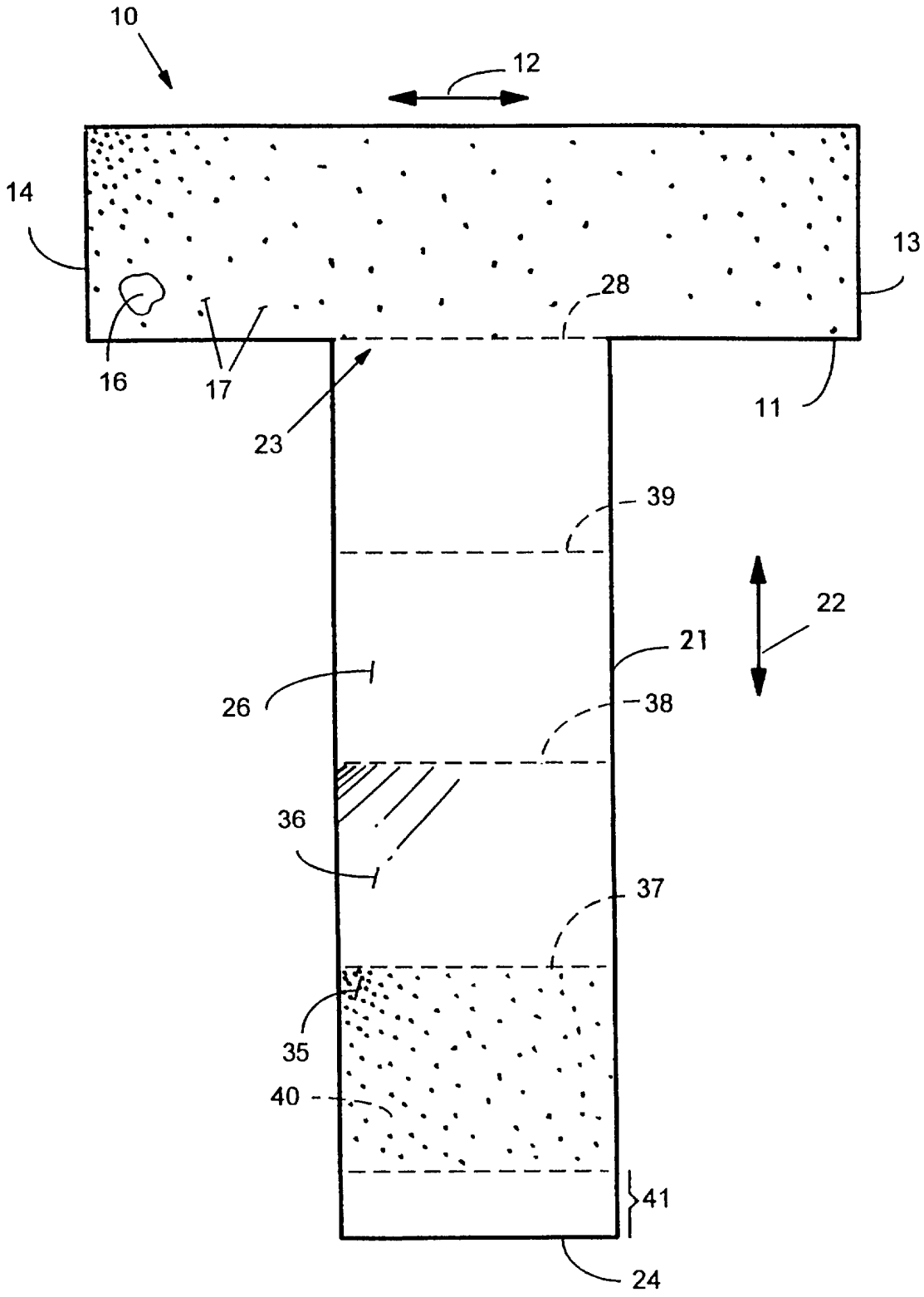

10
12
18
19
13
farm
fresh
24
23
11
15
39
NUTRITIONAL
INFORMATION
29
22
21
30
1234
25
31
15756 10010
32
1 QUART STRAWBERRY
33
LIFT HERE
24

Fig. 1

2/4

Fig. 2



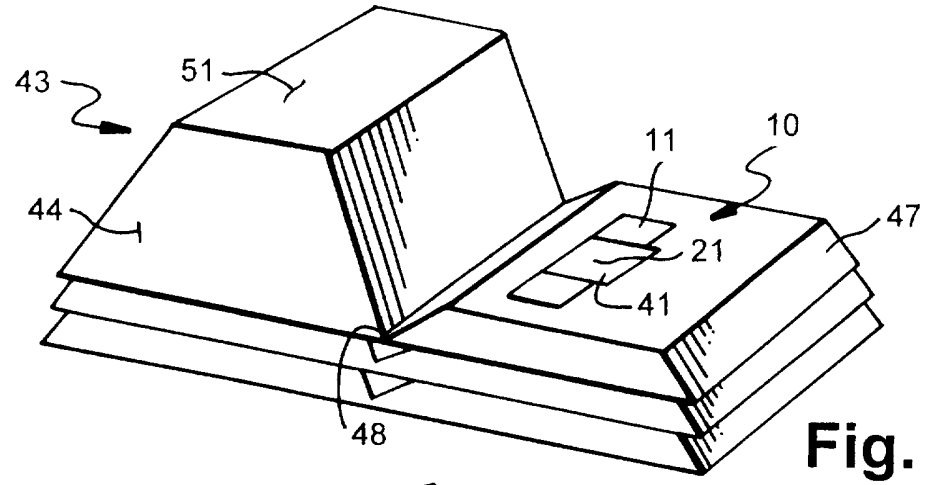


Fig. 3

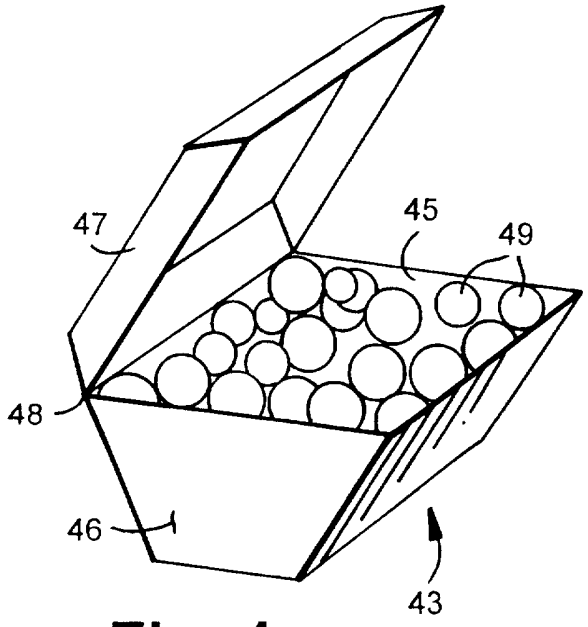


Fig. 4

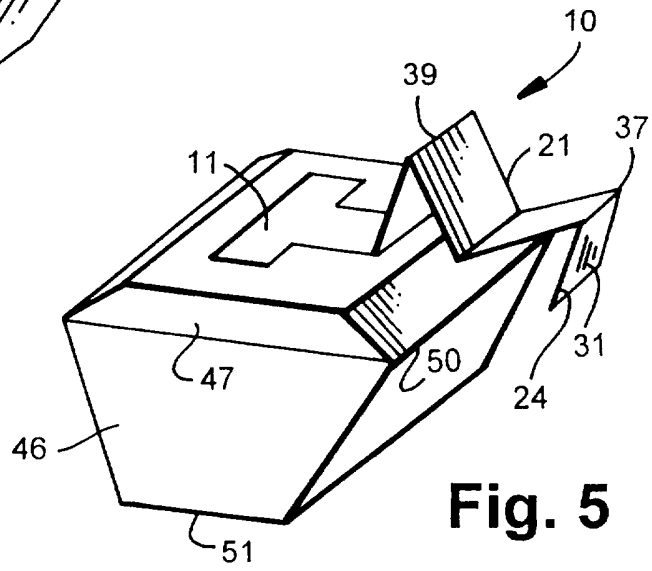


Fig. 5

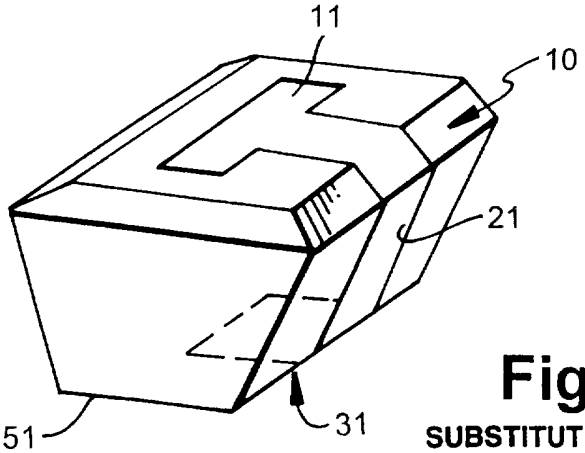


Fig. 6

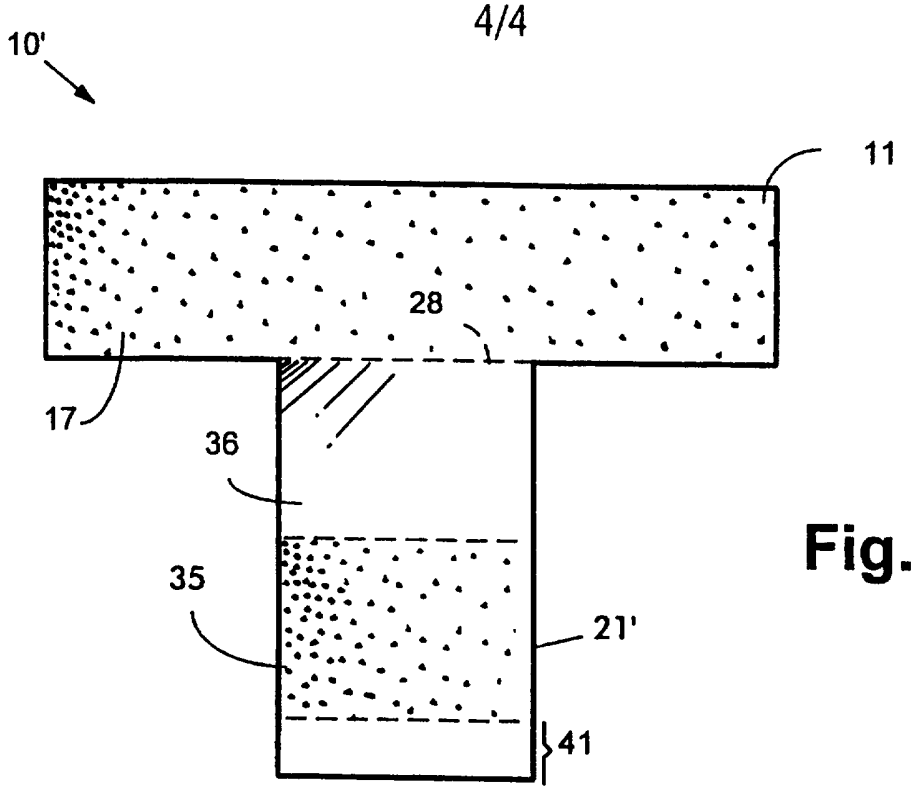


Fig. 7

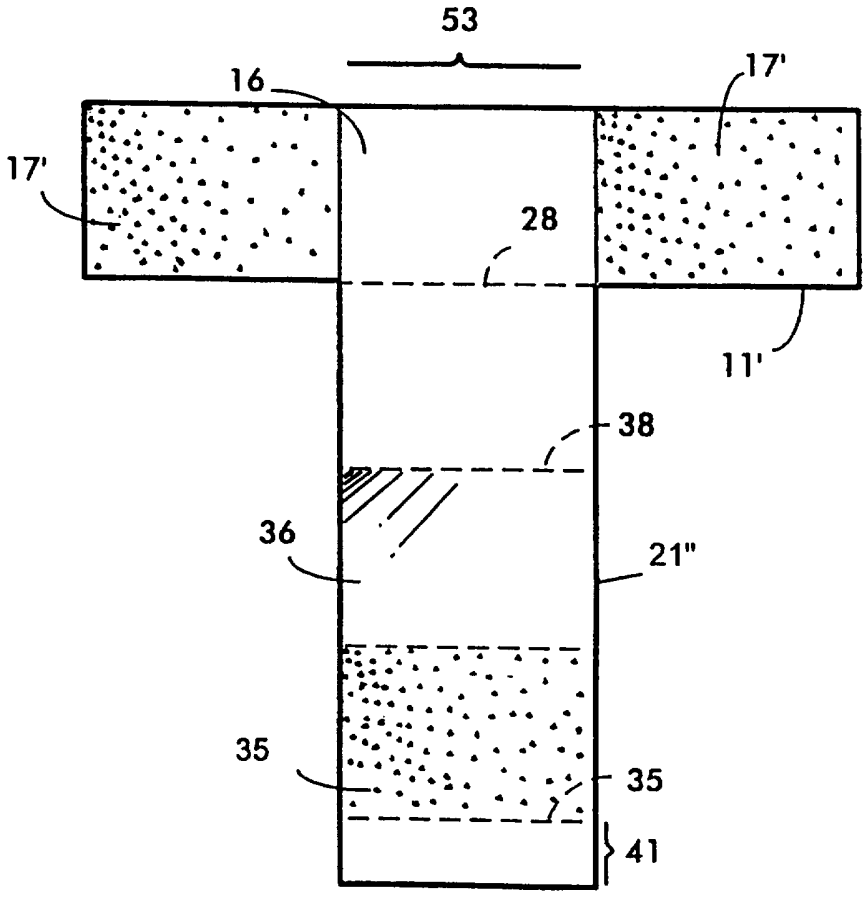


Fig. 8

INTERNATIONAL SEARCH REPORT

Inte ional Application No
PCT/US 96/17768

A. CLASSIFICATION OF SUBJECT MATTER
IPC 6 B65D55/06 G09F3/02

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
IPC 6 B65D G09F

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practical, search terms used)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	EP 0 386 849 A (STOUTEN FRANSISCUS) 12 September 1990 see column 3, line 37 - column 4, line 25; figures	1,10,19
A	US 3 495 758 A (WIENECKE LOUIS G JR) 17 February 1970 see column 2, line 38 - column 3, line 10; figures	1,10,19
A	US 4 202 464 A (ENGEL RICHARD C JR ET AL) 13 May 1980 see column 4, line 39 - line 54 see column 5, line 43 - line 47; figures	1,10,19
A	US 4 708 368 A (INSTANCE DAVID J) 24 November 1987 see column 2, line 20 - line 61; figures	1,10,19

-/--

[X] Further documents are listed in the continuation of box C.

[X] Patent family members are listed in annex.

* Special categories of cited documents :

"A" document defining the general state of the art which is not considered to be of particular relevance

"E" earlier document but published on or after the international filing date

"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)

"O" document referring to an oral disclosure, use, exhibition or other means

"P" document published prior to the international filing date but later than the priority date claimed

"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention

"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone

"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art.

"&" document member of the same patent family

1

Date of the actual completion of the international search	Date of mailing of the international search report
21 January 1997	04. 02. 97

Name and mailing address of the ISA	Authorized officer
European Patent Office, P.B. 5818 Patentlaan 2 NL - 2280 HV Rijswijk Tel. (+ 31-70) 340-2040, Tx. 31 651 epo nl, Fax: (+ 31-70) 340-3016	Olsson, B

Form PCT ISA 210 (second sheet) (July 1992)

INTERNATIONAL SEARCH REPORT

Int ional Application No
PCT/US 96/17768

C.(Continuation) DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	EP 0 605 969 A (MOORE BUSINESS FORMS INC) 13 July 1994 see column 4, line 52 - column 5, line 35; figures 3,4 -----	1,10,19

Form PCT ISA-210 (continuation of second sheet) (July 1992)

INTERNATIONAL SEARCH REPORT

Information on patent family members

Int ·onal Application No
PCT/US 96/17768

Patent document cited in search report	Publication date	Patent family member(s)		Publication date
EP-A-0386849	12-09-90	AT-T-	112405	15-10-94
		DE-D-	69012858	03-11-94
US-A-3495758	17-02-70	NONE		
US-A-4202464	13-05-80	NONE		
US-A-4708368	24-11-87	GB-A-	2174675	12-11-86
		CA-A-	1261623	26-09-89
		DE-A-	3686507	01-10-92
		EP-A-	0201353	12-11-86
		HK-A-	138395	08-09-95
EP-A-0605969	13-07-94	US-A-	5366087	22-11-94
		AU-A-	5270293	07-07-94
		NZ-A-	250592	27-06-95