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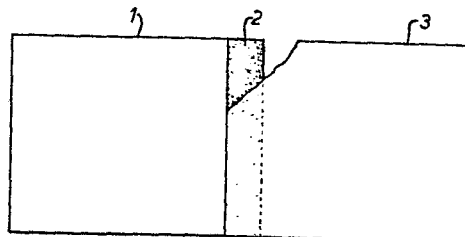
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54 **Articles of stationery.**

57 A card 1 is described which when used in conjunction with a photograph 3 forms a postcard-like whole. The card 1 has an adhesively coated edge portion 2 which prior to use is protected by a removable covering (not shown). The edge of the photograph 3 is pressed into engagement with the adhesive layer 2 so that the card and photograph are permanently joined together.



*FIG. 1.*

ARTICLES OF STATIONERY

This invention relates to articles of stationery and particularly but not exclusively to postcards and index cards.

It is known to provide a postcard with some form of adhesive on one side so that an entire photograph may be attached thereto. Such postcards enable a user to select and take the picture to be sent on postcard. Such a postcard does however have the disadvantages that the combination of a card and a photograph is relatively thick and bulky when compared to a normal picture postcard, and that as a consequence, postage costs particularly airmail postage costs may be increased.

According to one aspect of the invention, an article of stationery comprises: a rectangular card which has its two sides prepared in a desired manner and has one edge portion prepared to receive and to have attached permanently thereto an edge portion of a photograph so that the photograph and the card form a unit and so that the area of the card other than the edge portion is available for use as desired.

It will be understood that the term "photograph" is meant to cover photographic images and similar items as for example printed or lithographed images or matter, and therefore the term "photograph" should not be regarded as strictly limiting. In combination with a photograph the card can provide a light-weight but strong postcard which may be sent by post in the normal manner, or an index card which may be filed to display conveniently the photograph.

The rectangular card may appropriately be substantially half the size of a postcard and may thus be termed a "part-postcard", although it may in itself fall within or outside the regulation size for a postcard.

Preferably, the edge portion of the card has a

layer of adhesive which is capable of forming a permanent bond with the photograph and which is normally covered with a removable protective layer, the protective layer being removed in use so as to expose the adhesive and allow the edge of the photograph to be attached thereto.

The adhesive layer may be constituted by double sided adhesive tape attached to the edge portion by one adhesive side, the other adhesive side retaining the protective layer until the card is required for use.

According to another aspect the invention provides a combination of a rectangular card and a photograph; the card having its two sides prepared in a desired manner, and either the card or the photograph or both being prepared so that the card and the photograph can be permanently attached to each other along one edge portion of each to form a unit which may be used as a postcard or as an indexing card.

A preferred embodiment of the invention will now be described by way of example and with reference to the accompanying drawings, wherein:

Figure 1 shows in plan view one form of card with a photograph attached;

Figure 2 is a side elevation of the card of Figure 1;

Figures 3 and 4 show the two sides of a perforated sheet from which a number of cards may be detached.

Referring to Figures 1 and 2 of the drawings, an article of stationery in the form of a card 1 is prepared on both sides in a desired manner and has adjacent one edge a strip of double sided adhesive tape 2 which is stuck by one side to the card and is suitable to receive a photograph or similar item 3. The outer side of the adhesive tape 2 is covered with a removable protective layer 4. When required, the protective layer 4 is removed from the adhesive tape 2 and a photograph 3 is attached to the card 1 by pressing the photograph 3 into engagement with the adhesive tape 2. The

card and photograph 3 then together form a unitary object which may be transmitted through normal mail services and treated as a normal postcard, or used as an indexing card in a filing system. The structure of the resulting "postcard" is strong and durable and has a single thickness except for the overlapping portion where the part-postcard 1 and the photograph 3 are attached to one another.

If desired a layer of adhesive giving a permanent bond may replace the strip of double sided adhesive tape in Figure 2. In that case a protective layer is again applied to the adhesive.

The card 1 may be made of cardboard, plasticised card, or similar suitable material. The card may be prepared with areas for displaying advertising matter as desired. The adhesive tape 2 is suitable for securely and permanently retaining the photograph 3 which may have a plasticised backing. As well as being as hereinbefore described, the adhesive tape 2 may be replaced by, for example, a series of spaced areas of adhesive capable of giving a permanent bond with a photograph; each area may have a separate protective layer or a single protective layer may be applied to the entire edge portion to overlie all the adhesive areas.

It will be appreciated that the double sided tape or adhesive layer could be fixed to the photograph initially and the part-postcard attached thereto.

The cards 1 may be prepared in sheets as shown in Figures 3 and 4, each sheet comprising a number of pairs of cards 1a and 1b separated by lines of perforations enabling individual cards to be removed as required. After printing and before perforating, a strip 11 of double sided adhesive tape having a protective layer similar to that of Figures 1 and 2 is applied centrally over the full length of the sheet; the width of the strip 11 is double that required for a single card. The sheet is then perforated, a central

line of perforations 10a extending through both the strip and the sheet so that on separation of the cards 1a and 1b along the line 10a each card has its own adhesive strip. As shown in Figure 5, the cards 1a, 1b are so printed that the  
5 adhesive strip is in each case on the same, right hand side, edge of the card.

The sheet includes marginal mounting portions 12 at each side edge, those portions having enlarged perforations 13 and being defined by lengthwise lines of  
10 perforations 14. When the cards are to be sent through the post after the attachment of photographs, the appropriate terminal portion 12 is discarded, but if a card or sheet is to be filed with an attached photograph or photographs, the marginal portion 12 may be retained, the perforations 13  
15 facilitating placement in a ring binder, lever-arch file or the like, and the cards or the sheets then constitute separate pages in a filing system. The cards could also be used individually as indexing cards, carrying, for example photographs of items for sale or records of stages of  
20 progress of a desired project. The cards will be particularly useful to surveyors for recording properties held, and doctors for recording progress of their patients.

The double sided strip 11 of Figure 3 may of course be replaced by a layer of adhesive applied to the  
25 sheet and covered by a protective layer.

CLAIMS:

1. An article of stationery comprising: a rectangular card (1) which has its two sides prepared in a desired  
5 manner and which is characterised by having one edge portion (2) prepared to receive and to have attached permanently thereto an edge portion of a photograph (3) so that the photograph (3) and the card (1) form a unit and so that the area of the card other than edge portion is available for  
10 use as desired.

2. An article as claimed in claim 1, characterised in that the edge portion of the card has a layer (2) of adhesive which is capable of forming a permanent bond with  
15 the photograph and which is normally covered with a removable protective layer (4), and the protective layer (4) being removed in use so as to expose the adhesive and allow the edge of the photograph (3) to be permanently attached thereto.

20 3. An article as claimed in claim 1 or claim 2, characterised in that double sided adhesive tape is attached to the edge portion by one adhesive side while the other adhesive side retains a protective layer (3).

25 4. A combination of a rectangular card (1) and a photograph (3); the card (1) having its two sides prepared in a desired manner, and characterised in that either the card (1) or the photograph (3) or both being prepared so  
30 that the card (1) and the photograph (3) can be permanently attached to each other along one edge portion of each, so as to form a unit which may be used as a postcard or as an indexing card.

5. A sheet of at least two cards (1a, 1b), each being an article as claimed in claim 2 or claim 3, characterised in that the cards are separated from one another by perforations (10, 10a) enabling each card to be detached.

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6. A sheet of cards as claimed in claim 5, characterised in including a mounting portion (12) along at least to one edge of the sheet to facilitate mounting of the sheet or a card (1) in a binder or the like.

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7. A sheet of cards as claimed in claim 6, characterised in that the mounting portion (12) is punctured (13) to facilitate mounting of the sheet or a card in a ring binder or the like.

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8. A sheet of cards as claimed in claim 6 or claim 7, characterised in that the mounting portion (12) is detachable.

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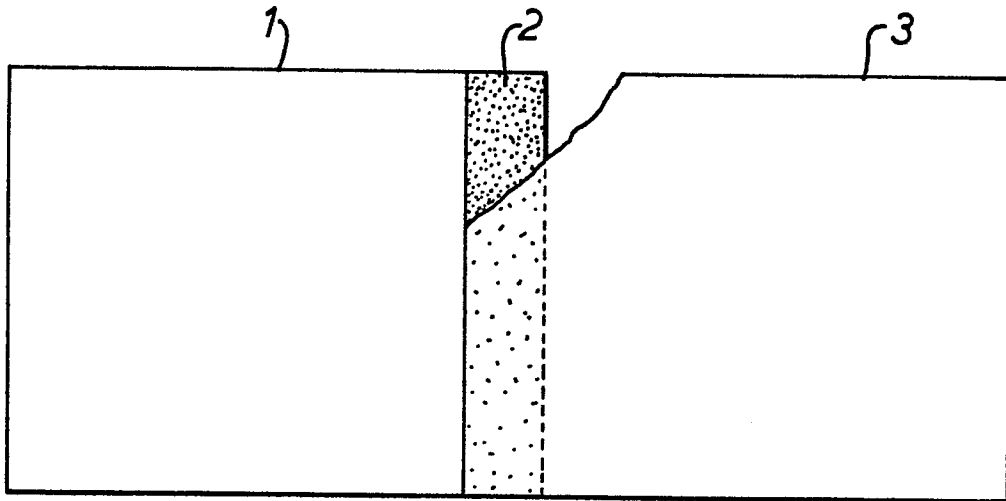


FIG. 1.

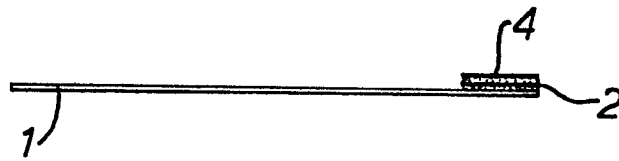


FIG. 2.

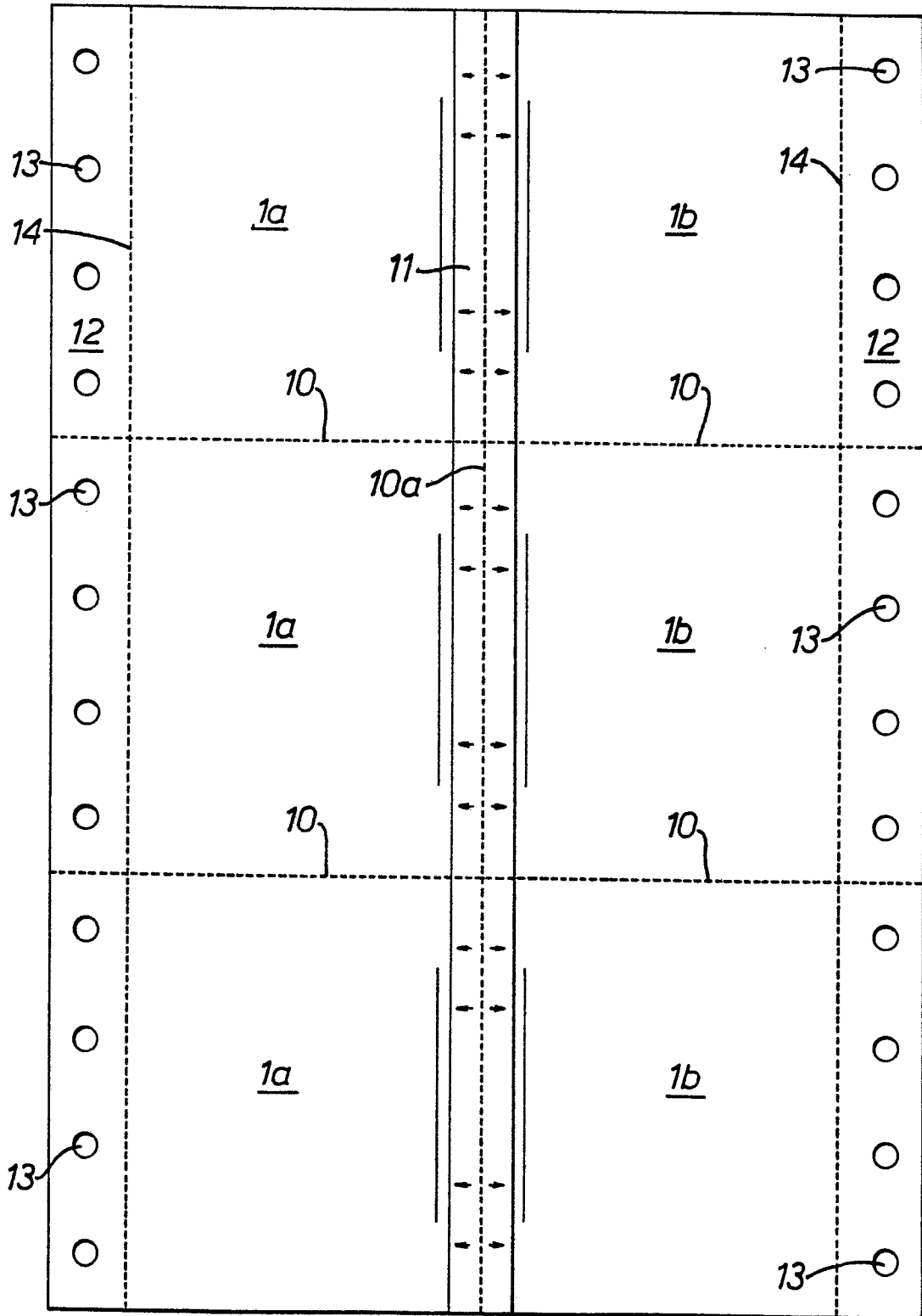


FIG. 3.

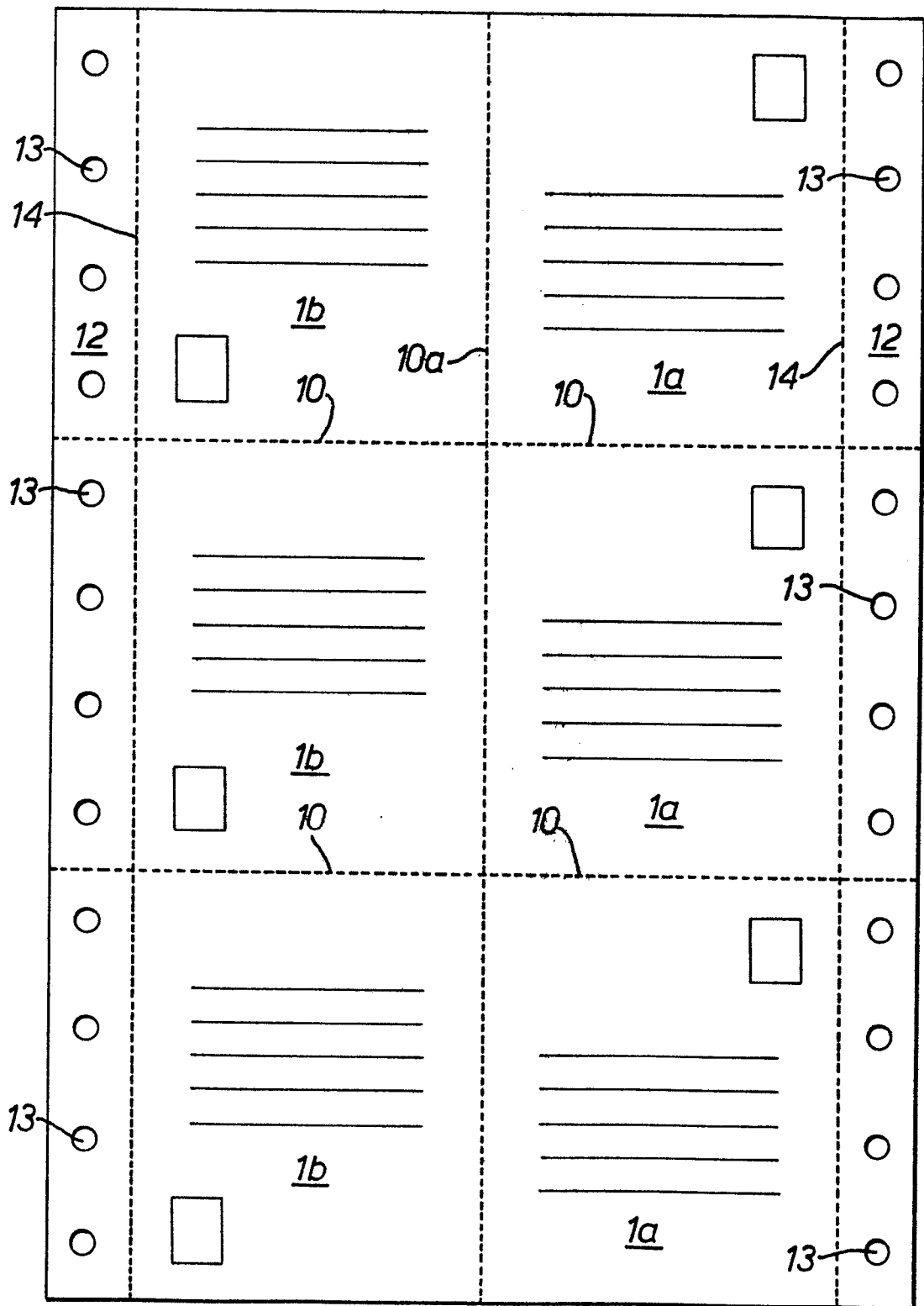


FIG. 4.