Jan. 28, 1969 A. C. RIDLAND 3,424,305

TAB AND PACKAGE THEREFOR

Filed July 3, 1967

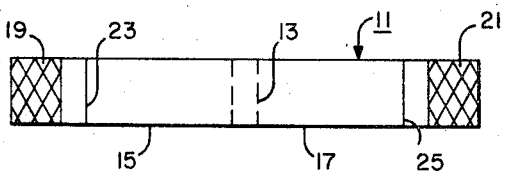


FIG. 1

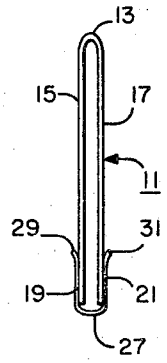


FIG. 2

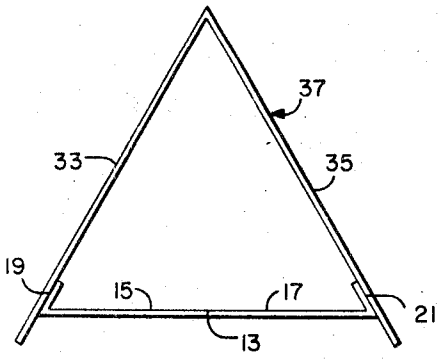


FIG. 3

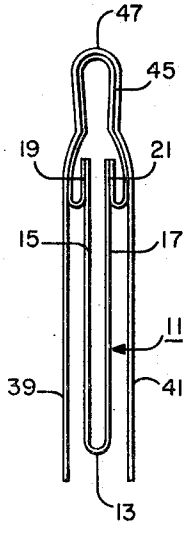


FIG. 5

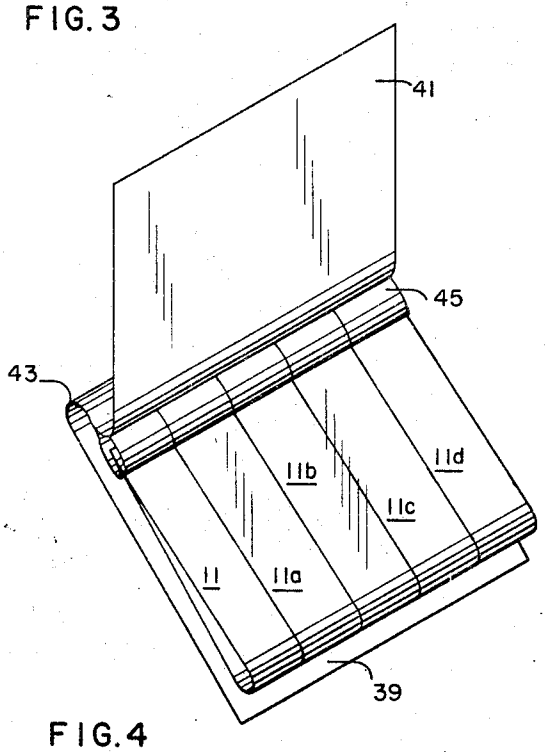


FIG. 4

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United States Patent Office 3,424,305
Patented Jan. 28, 1969

3,424,305

TAB AND PACKAGE THEREFOR

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Filed July 3, 1967, Ser. No. 650,768
U.S. Cl. 206—56 5 Claims
Int. Cl. B65d 85/70

ABSTRACT OF THE DISCLOSURE

A tab construction particularly useful with easel type greeting cards wherein a strip of material is foldable along a central hinge line providing two substantially parallel tab legs with each leg having an adhesive portion adjacent the free end of the leg on the outer surface of the leg. The boundary of the adhesive portion inward from the free end of each leg is spaced outwardly from an alignment indicator line. The adhesive surface can be protected with a shield of suitable material that does not adversely affect the adhesive, such as wax paper or a proper plastic for example. In use, the protective shield is peeled off and the adhesive portions of the tab legs are affixed to the inner faces of the foldable flaps of the easel type card with the alignment indicator lines indicating how the tab legs should be folded and affixed. A unique package is provided for the tabs wherein the tabs are held in a matchbook type package with protective shields for the adhesive surfaces of the tab legs affixed to the package and providing the means for retaining the tabs in the package.

BACKGROUND OF THE INVENTION

The tab construction disclosed herein is used to limit the spread of two sides of easel type greeting cards. Easel type greeting cards, such as Christmas cards, are often positioned with the bottom ends of their sides being spaced apart and resting on a flat surface such as a mantel, table, or the like. It is intended that the cards maintain an inverted V shaped configuration and thus provide a display. However, it is difficult to maintain the desired V shaped configuration, since if the front and back ends of the card are spread only a minor amount, the card tends to tip over and if the front and back ends of the card are widely spread, then the ends slip apart and the card flattens out.

The present invention provides a simple, easy-to-use tab construction that holds the sides of the card in the inverted V shaped position even when the ends of the card are resting on a slick surface. The present invention further provides a simple tab package that renders the improved tabs easy to store and handle.

SUMMARY OF THE INVENTION

A preferred embodiment of the tab construction takes the form of a strip tab capable of being folded at a central point providing two tab legs. The outer end surfaces of the legs are provided with an adhesive and the legs are bendable adjacent the adhesive portions. The legs are marked with an alignment indicator to indicate the proper alignment with the ends of the card so that the tab can be quickly and easily used. It is preferable, although not completely necessary, to provide a shield over the adhesive portions of the tab legs.

A fold over book type package holds a plurality of the individual tabs and has shields of suitable material such as wax paper or a suitable plastic that extend down to cover the adhesive portions of the tab legs and provide the connection to retain the tabs in the package. Individual tabs are easily removed from the package by merely pulling each tab downward away from the shield.

It is therefore an object of this invention to provide a new and improved tab construction for holding the ends of easel type cards against separation when supported by the ends on a substantially smooth surface.

It is another object of this invention to provide a new and improved package for such tabs that utilizes a simple retaining means for connecting a plurality of tabs in easy to remove position.

It is another object of this invention to provide a new and improved tab and package arrangement wherein the package is similar to a matchbook package, and a tab can be individually removed and activated by simply pulling the tab away from the top of the package.

Further objects and advantages of the present invention will readily occur to one skilled in the art to which the invention pertains upon reference to the accompanying detailed description.

DESCRIPTION OF THE DRAWINGS

FIGURE 1 is a plan view of a tab constructed according to the present invention.

FIGURE 2 is a side elevation of the tab of FIGURE 1 shown folded into stored position and with a protective shield over the adhesive surfaces.

FIGURE 3 is an end view of an easel type card in the erected position and showing the tab of FIGURE 1 fixed in place.

FIGURE 4 is a perspective view of a package for storing a plurality of the tabs depicted in FIGURE 1.

FIGURE 5 is an enlarged end view of the package of FIGURE 3 disclosing the details of construction.

DESCRIPTION OF PREFERRED EMBODIMENTS

First embodiment

Referring to the drawing, FIGURE 1 illustrates a tab construction having a strip **11** of a suitable material that preferably is light weight and sturdy and that is either flexible or substantially non-flexible. A strong paper has been found satisfactory in use. The strip is provided with a central portion generally indicated by dotted lines **13** that is sufficiently flexible as to be bent into a fold that forms two tab legs **15** and **17**.

The end portion of leg **15** is coated with an adhesive **19**, and the end portion of leg **17** is coated with an adhesive **21**. The adhesive may be of the type that is normally dry and is wetted for use, such as is used on envelopes, or the adhesive can be a normally sticky surface. There is no adhesive on the bottom or reverse surfaces. A prominent alignment indicator line **23** is spaced from the inner boundary of the adhesive surface **19** and a prominent alignment indicator line **25** is spaced from the inward boundary of the adhesive surface **21**. When the ends of the legs **15** and **17** are inserted between the sides of the card, the alignment indicator lines function to provide the user with the means for correctly spacing the adhesive portions from the ends of the card. After the legs are secured to the inner surface of the sides of the card by the adhesive portions, the ends of the legs **15** and **17** are then bent at points adjacent to the adhesive portions for use as illustrated in FIGURE 3.

Second embodiment

FIGURE 2 illustrates one manner of placing the tab **11** into a stored position. In this arrangement an adhesive requiring a protective shield is used. The tab legs **15** and **17** are folded about the fold **13** and the adhesive portions **19** and **21** face the outside. A protective shield **27** is placed over the free ends of the legs **15** and **17**, and the upper ends **29** and **31** of the shield extend past the adhesive portions to provide gripping means making the shield easy to peel away.

Operation of the first and second embodiments

If a shield **27** is utilized, the shield is first removed from the adhesive surfaces of the tab legs **15** and **17**. The tab **11** is positioned with the alignment indicator lines **23** and **25** along the lower ends of the card sides **33** and **35**. The adhesive portions **19** and **21** are then pressed into engagement with the inner surfaces of the card sides **33** and **35** of the easel type card **37**. The tab is bent at the inner boundaries of the adhesive portions **19** and **21**, and the tab legs **15** and **17** are straightened in end to end relation about the fold **13** as illustrated in FIGURE 3. The card will now maintain this position when the bottom ends of the sides are placed on a flat surface such as a fireplace mantel, table, desk, etc. The sides will not tend to either spread further or reduce the angle at which they are separated.

The card can be flattened for storage by folding the tab **11** between the card sides **33** and **35**, and bringing the sides of the card together.

The alignment indicator lines **23** and **25** assure that the tab legs will be spaced upward from the plane of the bottom end of the card sides **33** and **35** as shown in FIGURE 3. This avoids interference with the surface upon which the card is placed.

Third embodiment

A very effective packaging arrangement for a plurality of tabs constructed according to FIGURE 1 is illustrated in FIGURES 4 and 5. A foldover package is provided consisting of a base **39** and a cover **41** connected by a U-shaped connecting portion **43**. Several tabs **11**, **11***a*, **11***b*, **11***c*, and **11***d* are depicted. The tabs are connected to the package in a unique manner as illustrated in FIGURE 5.

FIGURE 5 illustrates the tab **11** fixed in place with its adhesive portions **19** and **21** covered by the ends of a shield **45** that is fixed in place inside the U-shaped coupling portion **47** of the package of FIGURE 5 that corresponds with the coupling portion **43** of FIGURE 4. The U-shaped coupling portion **43** or **47** and the shield **45** may be secured together in any known suitable manner such as by adhesive, stapling or the like. The free ends of the shield extend down between the base **39** and cover **41** of the package and then are folded back to engage the sticky adhesive surfaces **19** and **21** on the tab legs **15** and **17**.

Operation of the third embodiment

A tab is removed by simply pulling it downward away from the coupling portion **47** of the package. The foldover portions of the shield **45** gradually release the adhesive portions **19** and **21** on the tab legs **15** and **17** and the tab is ready to use in the manner illustrated in FIGURE 3.

Several rows of tabs can be provided in the package by adding additional layers of shields. This makes it possible to store a large number of tabs in a small, simple, compact package from which the tabs can be easily and rapidly removed.

In this embodiment it may be desirable to use an adhesive on the tab which becomes effective chemically upon removal of the shield. Thus, the adhesive and the shield include materials such that the adhesive is primed when the shield is removed.

Having described my invention, I now claim:

1. An improved tab construction for holding the ends of easel type cards comprising:

a strip of strong, light weight material being foldable at its central portion to provide a pair of legs;

an adhesive portion adjacent the free end of each leg on the outer surface thereof; and

an alignment indicator line spaced inwardly from the inner boundary of each adhesive portion for aligning said tab with the ends of the easel type cards.

2. An improved tab construction according to claim **1**, wherein the adhesive portions are covered with a removable protective shield that does not adversely affect the adhesive portions.

3. An improved tab construction according to claim **1** wherein said legs are bendable at a point adjacent said adhesive portions.

4. An improved tab construction and tab package, for holding the ends of easel type cards comprising:

a plurality of tabs folded in substantially a U-shaped configuration providing a pair of legs having adhesive portions on their ends,

a base and cover connected by a coupling portion; and

shield means connected within the coupling portion and having downwardly extending free ends folded back in contact with the adhesive portions on said legs to hold said tabs in a packaged position.

5. An improved tab and package as claimed in claim **4** in which:

said tabs comprising strips of strong, light weight material being foldable at their central portions and having an alignment indicator line spaced inwardly from each adhesive portion for facilitating alignment of said tabs with the ends of the cards.

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U.S. Cl. X.R.

281—33; 40—152.1