July 13, 1971 C. P. GREASON 3,592,712

METHOD OF PREPARING AND APPLYING TO PRINTED MATERIAL SEPARABLE ADVERTISING SHEETS WITH SAMPLES

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Fig. 1.

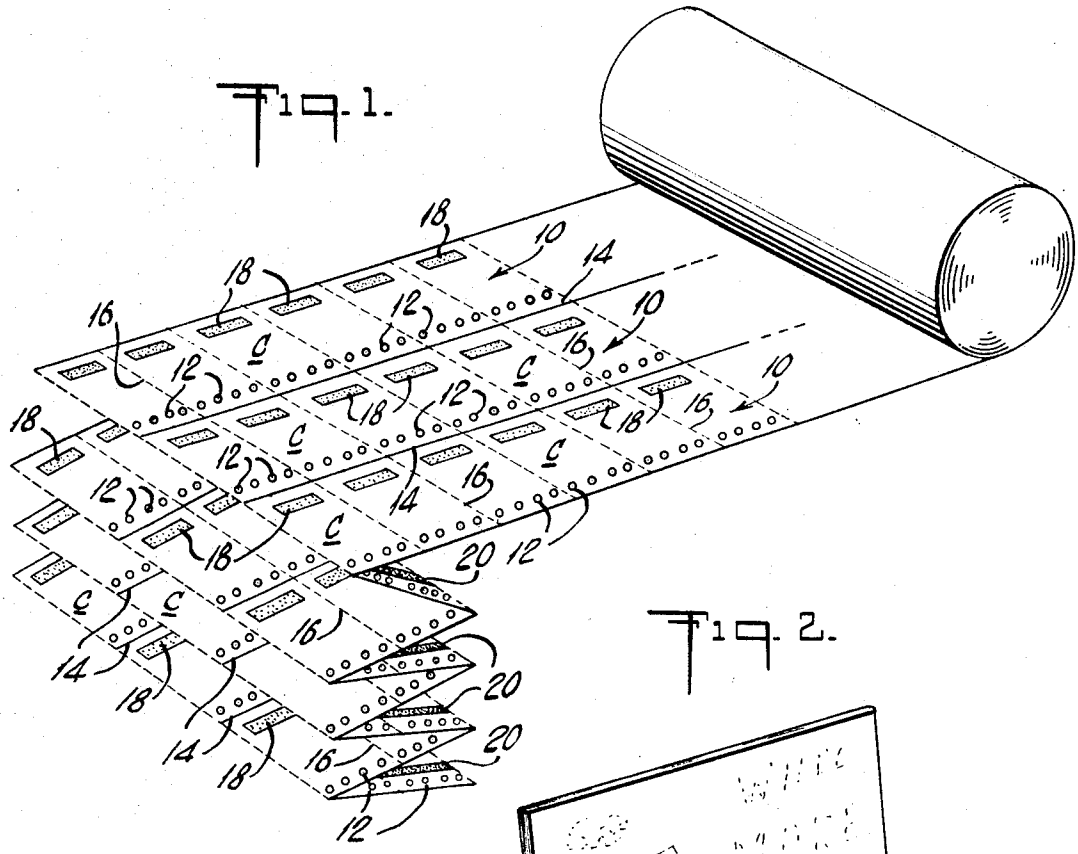


Fig. 2.

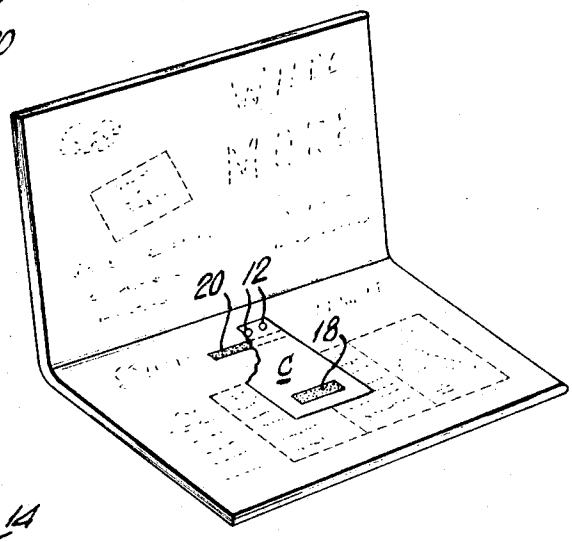
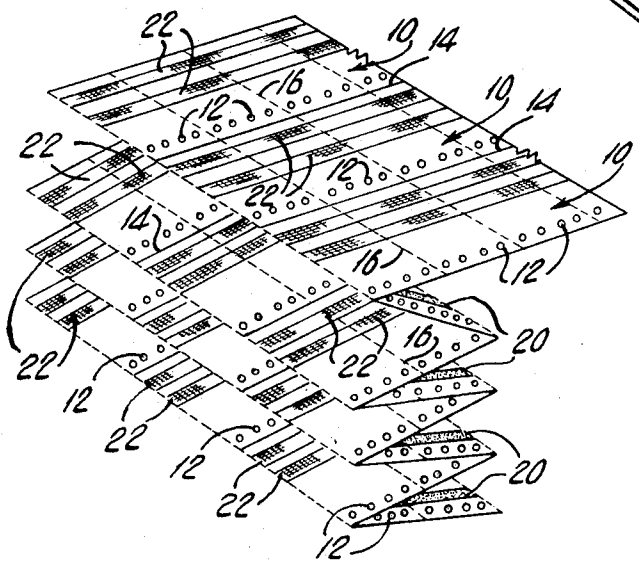


Fig. 3.



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METHOD OF PREPARING AND APPLYING TO PRINTED MATERIAL SEPARABLE ADVERTISING SHEETS WITH SAMPLES

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U.S. Cl. 156—252 8 Claims

ABSTRACT OF THE DISCLOSURE

The method of preparing strips of separable advertising cards having samples of products, such as encapsulated fragrances or fabric swatches, and separating the individual cards, applying adhesive and feeding the same at high speed on to a publication being printed on a high-speed press.

The present invention relates to a method for attaching samples of products such as fragrances and fabric swatches to a series of detachable cards, and the cards are separated and affixed to pages of a publication on the web, while the publication is printed at high speeds.

In a previous known method, the advertising card was bound into the publication. This required a costly additional step of binding. The present method utilizes a card with a space for application of a fast-setting hot-melt adhesive and which has an encapsulated scent thereon or a fabric swatch of the proper dimensions. The card is fed by a special applicating unit at high speed between the web and idler roller of the press to the sheet, and an adhesive band applied by the applicator unit to the back of the card thereby affixes the card to the sheet during the printing process. Thus, a high speed method of attaching prepared advertising matter in the form of single sheets or cards on printed material of a high speed publication is achieved by the present process.

Another object of the present invention is to provide a process for preparing fabric or swatch cards for securing to sheets of printed matter.

A further object of the present invention is to provide continuous rolls or fan-folded continuous strips of card stock of a predetermined width, and bearing alternate areas of micro-encapsulated fragrance coating and areas of non-coating for edge punching and glue application. This permits continuous feeding and separating of the cards, and affixing the individual cards to the sheets of printed material.

A more complete description of the manner in which the above objectives are accomplished will be given with reference to the following specification and drawings wherein:

FIG. 1 is a perspective view of the method of the present invention utilizing a separable card with an encapsulated fragrance thereon in form of a roll of repeat strips;

FIG. 2 is a perspective view of a card with an encapsulated fragrance thereon attached to a published sheet; and

FIG. 3 is a perspective view of a sheet of a multiplicity of fabric swatch cards showing indexing holes, slits, cross-perforations and surfaces cleared to receive hot-melt adhesive.

Referring more particularly to FIG. 1 of the drawings, a web of repeat strips of an advertising sheet is shown which is referred to generally by the numeral **10**. These repeat strips are preferably of a light weight card stock being 20 inches wide across the web for maximum efficiency on presently available special press equipment. Each of the strips **10** is provided with a row of perforations or

indexing holes **12**. The strips are separated along lines **14** and are provided with cross-perforations **16**.

Each card C of the repeat strip **10** is provided with an encapsulated fragrance **18** on the face thereof, and on the undersurface of the card an area well away from the encapsulated fragrance providing space for application of hot-melt adhesive **20** by an application unit. It should be noted that the area "cleared" for application of adhesive is located in spaced relationship to the encapsulated fragrance inasmuch as if a hot-melt glue is used during the press application to be described hereinafter, the heat of the glue will boil off some or all of the fragrance.

As seen in FIG. 1, the production of continuous rolls of light-weight stock bears alternate bands of coating in the form of micro-encapsulated fragrance and non-coating, the latter providing an area for edge punching and application of adhesive thereto.

FIG. 2 shows the application of a separated card C to a printed page.

The method of the invention comprising the steps of feeding strips **10** of separable advertising sheets or cards C in proximity to a high speed printing press of well-known design, further separating the cards C, applying a hot-melt adhesive (necessary for adhesion of card to press-web at high operating speeds) and feeding the cards individually at high speed between the web and idler roller of the press to thereby affix the cards to the printed matter during the printing operation of the publication.

FIG. 3 shows another web of repeat strips **10** having fabric samples or swatches **22** thereon. The fabric swatches are gummed on the cards C from reels of fabric ribbons. A series of rows of indexing holes **12** are punched along the edges of the cards C in the direction of the web flow. The cards are further provided with cross-perforations **16** at 3½ inch centers across the web flow, and the cards C in the repeat strip are fan-folded every 7 inches to thereby facilitate feeding into cartons for ready application to a publication being printed on a high speed press. It should be apparent that cards C can be modified to selected lengths and widths within the teachings of the present invention. However, the cards C must be of a size large enough to be handled by a high speed applicator but small enough to be compatible with the applicators lower limits for economy of card stock use and minimum fragrance strip length.

What is claimed is:

1. A method of applying a separable advertising sheet from a repeat strip to publication material comprising applying a sample of the offered material to a predetermined face of said sheet, applying adhesive to the opposite face of said sheet at a location remote from said sample, separating the sheet from said strip, feeding each sheet at high speed to the material being published in a high speed press, and attaching said sheet to the publication at a selected location thereof.

2. A method of applying a separable advertising sheet from a repeat strip to publication material comprising applying a fabric swatch to a predetermined face of each sheet, applying adhesive to the opposite face of said sheet, separating the sheet from said strip, feeding each sheet at high speed from said strip, feeding each sheet at high speed to the material being published in a high speed press, and attaching said sheet to the publication at a selected location thereof.

3. A method of applying a separable advertising sheet from a repeat strip to publication material as claimed in claim **1** wherein said repeat strip is in the form of a continuous roll of detachable sheets, each having alternate bands of coating of encapsulated fragrance and non-coating for edge punching and the application of adhesive thereto.

4. A method of applying a separable advertising sheet from a repeat strip to publication material as claimed in claim 3 wherein said detachable sheets are light weight card stock forming a web having a width dimension of approximately 20 inches.

5. A method of applying a separable advertising sheet from a repeat strip forming a web to publication material as claimed in claim 2 wherein said fabric swatch is initially applied by gumming to said repeat strip, edge punching a series of indexing holes in the direction of web flow, cross-perforating said web strip at 3½ inch centers, and fan folding the sheets every 7 inches.

6. A method of applying a separable advertising sheet from a repeat strip forming a web to publication material as claimed in claim 2 wherein said repeat strip is light weight card stock and the fabric swatch is applied by gumming to said repeat strip, and edge punching a series of indexing holes in said repeat strip card stock in the direction of web flow.

7. A method of applying a separable advertising sheet from a repeat strip to publication material as claimed in claim 1 wherein said adhesive is hot melt glue.

8. A method of applying a separable advertising sheet from a repeat strip to publication material comprising edge punching along a marginal edge of said sheet, transporting said sheet by means of the punched edge, scoring said sheet into a plurality of sub-sheets, applying adhesive to a portion of said sheet adjacent to said punched edge, separating the sheet from the strip, feeding each scored sheet at high speed to the material being published in a high speed press, and attaching said scored sheet to the publication at a selected location thereof.

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