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Liblick

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[54] **PACKAGING ASSEMBLY**

[75] Inventor: **Herbert Liblick,** Whitestone, N.Y.

[73] Assignee: **Distribu-U-Mat, Inc.,** New york, N.Y.

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[21] Appl. No.: **188,521**

Related U.S. Application Data

[63] Continuation of Ser. No. 875,810, Nov. 12, 1969, abandoned.

[52] **U.S. Cl.**..... **206/425,** 40/21 R, 206/450, 206/459, 206/460, 206/472, 206/478, 206/805, 206/813

[51] **Int. Cl.**..... **B65d 73/00,** B65d 85/00

[58] **Field of Search**.....40/21 R; 206/56 R, 56 A, 206/56 AB, 56 AC, 65 B, 78 R, 80 R, 82, DIG. 6, DIG. 18; 248/38

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Primary Examiner—William I. Price
Assistant Examiner—Steven E. Lipman
Attorney, Agent, or Firm—Evelyn M. Sommer

[57] **ABSTRACT**

Packaging assembly comprising a fairly rigid panel, a plurality of paper product holders, a plurality of paper products of substantially equal size arranged in overlying relationship, such plurality of paper products being removably retained within each of said holders and adhesive for securing the holder to one face of the panel.

5 Claims, 6 Drawing Figures

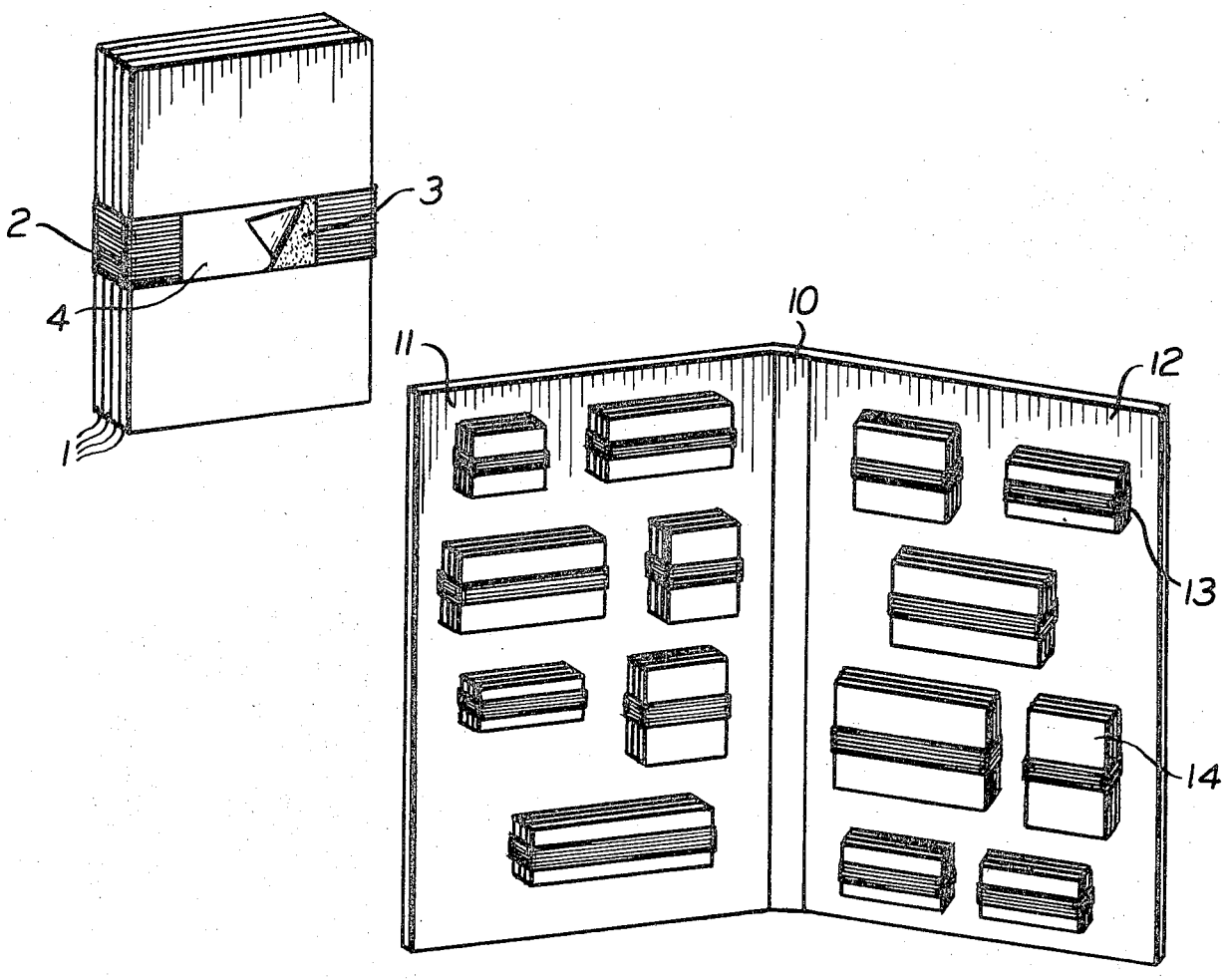


FIG. 1.

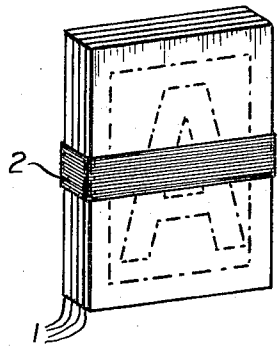


FIG. 2.

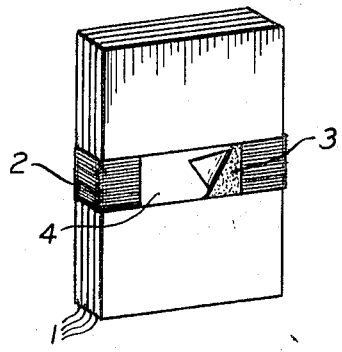


FIG. 3.

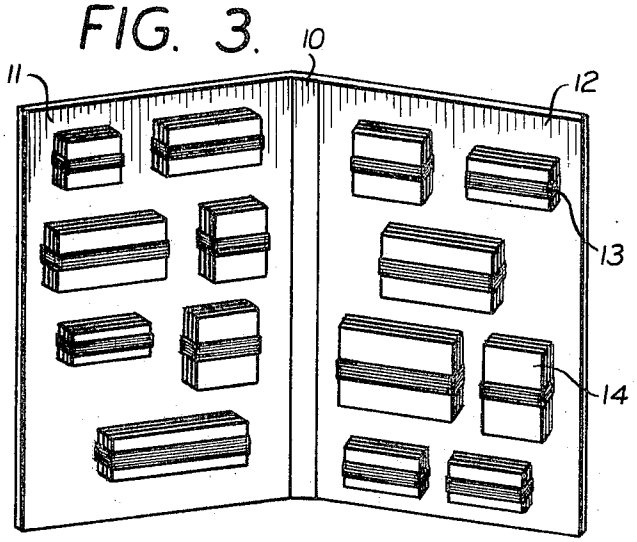


FIG. 4.

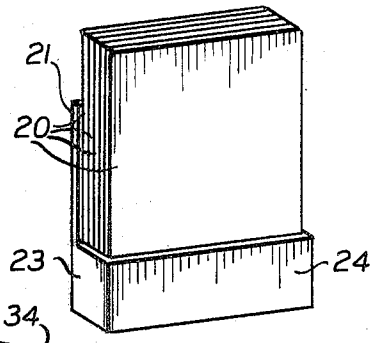


FIG. 5.

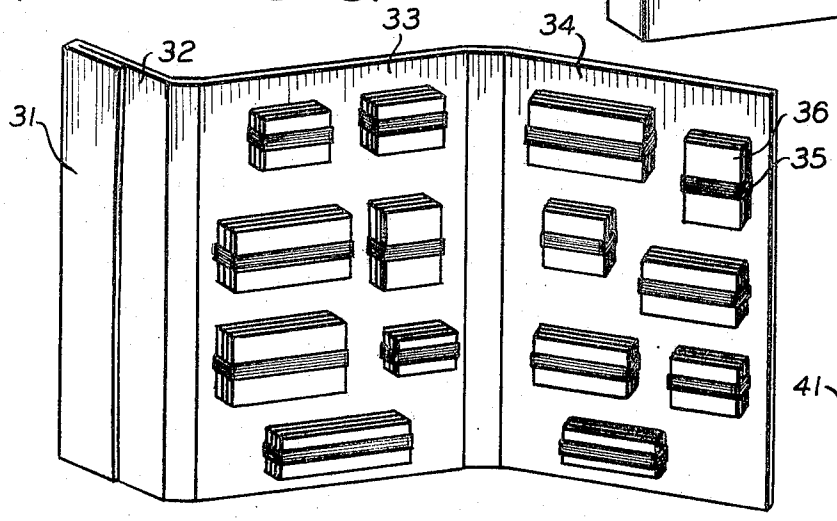
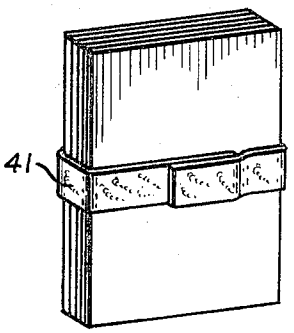


FIG. 6.



INVENTOR
HERBERT LIBLICK

BY Nolte & Nolte

ATTORNEYS.

PACKAGING ASSEMBLY

This application is a continuation of application Ser. No. 875,810, filed Nov. 12, 1969, now abandoned.

This invention relates to a combination of package and articles to be packaged therein. More particularly, this invention relates to a combination of a display and carrying sheet for a plurality of articles each composed of at least two single sheets of a paper product removably retained within a holder.

This invention is particularly useful in connection with the packaging and displaying of advertising materials such as fliers, coupons, mail order and reorder blanks, product information materials, display materials including labels and stickers and advertising mats. The convenience offered by a package assembly by means of which a salesman can quickly assemble a supply of a plurality of different advertising materials adapted for servicing of a special class of customers or whereby he can provide for the customers own use a package assembly containing multiples of different advertising material from which individual materials can quickly and easily be selected by the customer as needed is readily apparent.

Package assemblies for storage and displaying articles comprising sheets of paper products are already known.

One such assembly includes a panel folder and a plurality of pads each made up of different forms of the paper advertising aid from which single sheets can be torn off. The back of each such pad carries thereon a pressure sensitive adhesive strip, the exposed surface of which is covered over by a releasable protective strip. Removal of the protective strip permits securing the pads to the panel portion of the assembly.

The disadvantage of such assembly is twofold. First it is necessary that the paper advertising materials be in the form of pads, i.e., that pads have first been prepared by glueing together at least one edge of a plurality of identical paper sheet mats, labels, etc. The glueing of the edges to form pads of necessity increases the costs involved and, furthermore, has the disadvantage that the pages of the resultant pads swing outwardly from the panel backing giving an unfavorable impression and in some cases due to the weight of the pad causing the same to become separated from the panel or for sheets to become creased or otherwise mutilated.

It is an object of the present invention to provide a novel and improved package assembly which is simple in structure, economically produced and convenient for use which does not suffer from the disadvantages of the known assemblies.

Still another object of the invention is to provide a novel and improved packaging assembly for packaging and storing a plurality of different paper advertising materials such as fliers, coupons, order forms, product information sheets, advertising mats and the like.

Yet another object of the invention is to provide a novel and improved package assembly for packaging and storing a plurality of different packets of paper products which can be easily assembled and in which replacement of the packets by the same or different packets can be easily carried out.

Numerous other objects and additional advantages of the invention will become evident from the following detailed description of the invention.

In accordance with the invention, a packaging assembly is provided comprising a generally rectangular and fairly rigid panel or panels the latter interconnected along one edge by a fold and which in the case of two or more panels is also preferably provided with a closure flap on another edge of one of the panels, a plurality of paper product holders preferably consisting of an elastic band, "Velcro" strip, semi-rigid resilient plastic and/or wire strip the ends of which can be bent into position so that the other ends thereof approach each other and can be twisted or tied together and the like, a plurality of paper products of substantially equal size arranged in overlying relationship, such plurality of paper products being removably retained within each of said holders and adhesive for securing the holder to one face of the panel. Preferably, as the adhesive a pressure sensitive adhesive strip is applied onto the portion of the holder to be applied to the panel.

The invention is described in connection with the drawing which forms a part of this specification. It is to be understood that the drawing does not reveal all of the embodiments which may be devised by ordinary skill of the invention.

IN THE DRAWING

FIG. 1 is a perspective view illustrating a packet of mats such as may be employed in the packaging assembly of the invention;

FIG. 2 is a perspective view of the same packet of mats as viewed from the back;

FIG. 3 is a perspective view of a practical embodiment of the packaging assembly of the present invention;

FIG. 4 is a perspective view illustrating another embodiment of a packet of mats used in the packaging assembly of the invention;

FIG. 5 is a perspective view of another embodiment of a packaging assembly of the invention; and

FIG. 6 is a perspective view illustrating still another embodiment of a packet of mats suitable for use in accordance with the invention.

In FIG. 1, there is shown a packet of single sheets of advertising mats from which individual mats can easily be taken, which packet is suitable for being mounted on to a panel either for making up a packaging assembly to satisfy a customer's need or as a replacement of a used up packet on such panel. In the drawing, the numerals 1 designate single sheets of an identical advertising mat of substantially equal size arranged in overlying relationship. The limitation as to the number of single sheets in each packet is determined only by convenience and appearance. Preferably from six to 15 and most preferably about 10 single sheets are included in a packet. The numeral 2 designates the holder for the stacked single sheets of mat and in this embodiment is constituted by a continuous elastic or rubber band. The dimensions of the band are determined on the basis of two considerations. First, the number and size of the mats to be retained is a factor as is the fact that as the number of mats is decreased by the withdrawing of single sheets, the band must still be capable of holding the remaining sheets of mats in a secure and oriented position. Secondly, the adhesive for securing the packet to the panel is applied on to the portion of the band to be placed in contact with the panel and sufficient adhesive and therewith adhesive carrying surface must be provided to retain the packet in position. A band about

three-fourths of an inch wide and having a total length of 4 to 5 inches has been found to be completely adequate for use with up to fifteen advertising mats, each measuring about 3 by 4 inches where the band is made to encircle the mats in the manner shown in the drawing.

In FIG. 2 the packet of mats as shown in FIG. 1 is seen from the back thereof. A strip 3, at least the topmost surface of which carries a pressure sensitive adhesive has been glued on to the band 2. Both of the surfaces of the strip 3, in the embodiment shown in FIGS. 1 and 2 carry a pressure sensitive adhesive. The numeral 4 designates a releasable protective paper covering which is removed just prior to securing the packet on to the panel.

FIG. 3 shows a folder or display binder composed of two generally rectangular front and back panels 11, 12 interconnected by panel section 10. Panel section 10 insures that the front and back panels 11 and 12 can, following mounting of the packets thereon, be placed in overlying relationship without bulging or distortion of the panels or damage to the packets or contents thereof. The panels can be made of conventional materials such as cardboard, semi-rigid resilient plastic, pressboard and the like. In the embodiment shown in the drawing, the packets 14 which have been mounted on the panels are similar to those shown in FIGS. 1 and 2. The number of packets, dimensions of the panels, etc., can be varied over a board range as long as the resultant assembly remains practical.

In FIG. 4, another embodiment of a packet suitable for use in the assembly of the invention is shown. In this embodiment, the single sheets of material are contained within a holder formed from a single sheet of heavy paper, cardboard, plastic or the like which has been folded to form a box comprising front portion 24, two upstanding side portions of substantially equal size 23 and an upstanding back portion 21, the upper end of which extends above the front and side portions.

While the embodiment shown in FIG. 4 is box-like in shape, it can be appreciated that the same could just as advantageously be in the form of an open ended paper or like pliable material envelope.

The assembly shown in FIG. 5 differ from that of FIG. 3 in that it is provided with an additional panel or flap 32. The panel 32 serves as a closure flap. In use, panel 34 is folded toward and on to panel 33, panel 32 is then folded in so that it overlaps the outer surface of panel 34, thereby retaining panel 34 against panel 33. Preferably, panel 32 has on at least one surface thereof a pocket portion 31 which can, for instance, be in the form of a window or a line of windows and which in any case can be used to hold order blanks, informational or identifying materials, etc. The packets shown in FIG. 5 are of the general type illustrated in FIG. 4 and have been mounted using an adhesive supplied in a small package or in a small sealed package of plastic or foil like material.

In accordance with another embodiment of the invention as shown in FIG. 6, the means for maintaining the mats in an integral packet is a strip of Velcro. As shown the Velcro is in the form of an opened end ribbon or band the outer most ends thereof being applied in an overlying relationship for retaining the mats in packet form. In this instance, the size of the overlying portion of the strip is adjusted with respect to the number of mats being encircled thereby. The packet is mounted on to the panel by the same procedure as described in connection with the embodiments of FIGS. 1 and 2.

While the invention, as shown in the drawing, has involved packets of stacked single advertising mats, it can be appreciated that the same is merely illustrative of the advertising materials in connection with which the invention may be used. Thus, instead of mats, printed advertising materials, coupons, order blanks, etc., may be equally advantageously used.

In the same manner, while the invention has been described by reference to at least two interconnected panels, one panel can also be advantageously used as can multiple panels connected by rings, for example, of the type conventionally used in ring binders.

Further, since the assemblies lend themselves to use per se as advertising aids, the panels may be manufactured for carrying advertising material thereon the same being applied in the form of printing, embossing and the like.

The adhesive for mounting the packets may be selected from the pressure sensitive adhesives, various tapes, rubber cements, etc. As noted above, the adhesives may be separately included in small packages of pliable material having the adhesive sealed therein and being provided with pull tabs or tear lines for releasing the adhesive when the same is required.

It should also be understood that the packets in the assembly can be replaced in their entirety by either new or like packets. Also additional like or different materials can be inserted in the holders which are either already secured or subsequently secured to the panels.

What is claimed is:

1. A package assembly for displaying and storing a plurality of independent packets of advertising newspaper mats materials comprising at least one generally rectangular panel, a plurality of said packets of advertising mats each comprising single, completely separated sheets of paper products of substantially equal size arranged in superposed relationship, continuous elastic band holder means encircling and securing together said stacked single completely separated sheets of paper products in an oriented position, a pressure-sensitive adhesive carried on the back of said band holder means securing said holder means to said panel, said single sheets of paper products being removably retained within said band holder means.

2. A package assembly according to claim 1, wherein said continuous elastic band is a rubber band holder means.

3. A package assembly according to claim 1, wherein said holder means comprises a strip of Velcro.

4. A package assembly according to claim 1, having at least two panels.

5. A package assembly according to claim 4, wherein one of said panels serves as a covering flap.

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