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(54) Title: A FLORAL ARRANGEMENT CARDETTE INCORPORATING ADVERTISEMENT

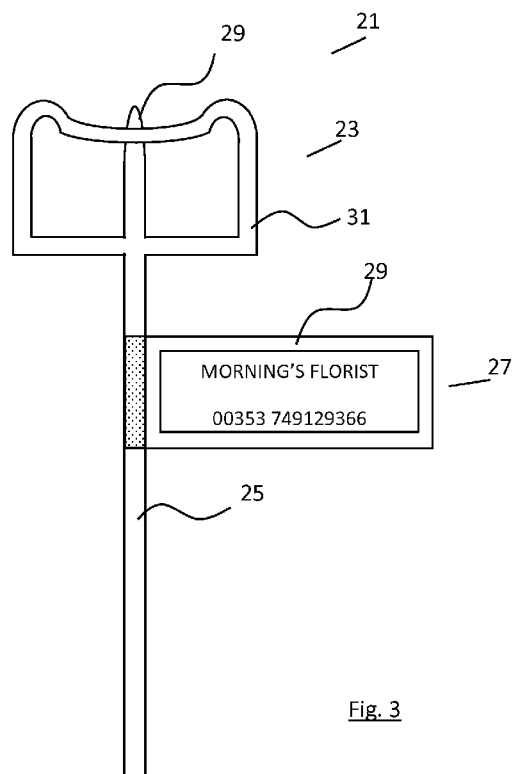


Fig. 3

(57) Abstract: This invention relates to a floral arrangement cardette (21) incorporating an advertisement. For many years, florists have endured the problem of not being able to provide an advertisement of their wares on the floral arrangement itself. The floral arrangement cardette (21) according to the present invention comprises a card holding portion (23) for retaining a card therein, a spike portion (25) depending downwardly from the card holding portion to engage a floral arrangement such as a wreath, and an advertisement portion (27) mounted on one of the card holding portion (23) and the spike portion (25) bearing indicia printed thereon. The advertisement portion preferably comprises a label with an adhesive backing that may be printed by the florist and applied to the cardette. Such a cardette incorporating an advertisement is discrete yet in plain sight and is unlikely to be removed by a patron.



Declarations under Rule 4.17:

— *of inventorship (Rule 4.17(iv))*

Published:

— *with international search report (Art. 21(3))*

Title of Invention:

“A floral arrangement cardette incorporating advertisement”

5 Technical Field:

This invention relates to a floral arrangement cardette of the type comprising a card holding portion and a spike depending downwardly therefrom. The invention further relates to a method of constructing a floral arrangement cardette and a method of advertising using the
10 floral arrangement cardette.

Background Art:

Floral arrangement cardettes, hereinafter referred to simply as “cardettes”, are commonly
15 provided on floral arrangements such as funeral wreaths. The cardette is used to hold a card that indicates the intended recipient of the floral arrangement and in some cases, an indication of the party that purchased the floral arrangement. In some cases, a message may be provided on the card and in other cases the cardette may be used to retain a mass card or the like.

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In a very competitive market space, it is imperative for florists to actively promote and advertise their wares. However, operators in the florist industry are limited and restricted particularly when it comes to advertising their funeral wreaths and funeral tributes. There are two main reasons for this limitation. First of all, the common and general designs of funeral
25 tributes do not have any obvious space to display any advertising. Secondly, large prominent advertisements on a funeral tribute may be deemed inappropriate. Accordingly, many florists rely on reputation and word of mouth as the main drivers of business development. This is not entirely satisfactory and there has been a long felt need to provide florists with the means to actively promote and advertise their wares, even on funeral
30 wreaths and funeral tributes.

Floral arrangements are to a degree, a matter of personal preference. If one sees a floral arrangement that catches the eye, whether due to the artistic arrangement or tastefulness of the arrangement or whether due to the quality of the blooms, it would be advantageous if the

admirer were able to easily identify the source of the floral arrangement and perhaps purchase from that supplier the next time they wished to purchase a floral arrangement.

It is an object of the present invention to provide a cardette that overcomes at least some of these problems. It is a further object of the invention to provide a method of advertising that overcomes at least some of the above-mentioned problems and in particular provides a discrete method for florists to advertise their wares.

Summary of Invention:

According to the invention there is provided a cardette comprising a card holding portion for retaining a card therein, a spike portion depending downwardly from the card holding portion to engage a floral arrangement such as a wreath, and an advertisement portion mounted on one of the card holding portion and the spike portion bearing indicia printed thereon.

This is a particularly useful way for florists to advertise their wares in a discrete manner. The cardette is an integral part of the floral arrangement and will typically always be present. The cardette is unlikely to be removed by the customer and therefore the present invention ensures that the advertisement is always provided. Furthermore, by providing the cardette with the advertisement portion, the advertisement portion can remain very discrete due to the fact that parties viewing the floral arrangement will often look at the cardette to see who bought the floral arrangement and in doing so they will inadvertently also see who supplied the floral arrangement. Therefore, the cardette is likely to have the maximum amount of impact while remaining discrete as a viewing party's eye will be automatically drawn towards the cardette. Preferably, the advertisement portion will be mounted on the spike portion.

In one embodiment of the invention the advertisement portion comprises a label at least portion of which is provided with an adhesive coating. In this way, the label may be wrapped around the spike portion and the label can be led back on itself with the portion of the label with the adhesive coating engaging another portion of the label.

In one embodiment of the invention, prior to being mounted on the spike, the label comprises a front side with the indicia printed thereon and a rear side with the adhesive coating.

In one embodiment of the invention the front side has an advertisement message printed in duplicate thereon, the pair of advertisement messages are separated by a common boundary portion located centrally along the length of the label, intermediate the pair of
5 messages.

In one embodiment of the invention, at least part of the advertisement portion is formed integrally with the spike portion.

10 In one embodiment of the invention, the spike portion tapers inwardly into and has a narrow neck portion formed along its length. The narrow neck portion is formed proximal to the card holding portion. Preferably, the narrow neck portion is formed in the upper third of the cardette adjacent to the card holding portion. The advantage of the narrow neck portion is that it will provide a useful guide for placement of the label. As an alternative to the narrow
15 neck portion, one or more markings could be provided along the length of the spike portion.

In one embodiment of the invention there is provided a method of constructing a floral arrangement cardette comprising the steps of: providing a cardette including a card holding portion and a spike portion depending downwardly from the card holding portion; and
20 providing an advertisement portion bearing indicia thereon; the method comprising the steps of attaching the advertisement portion bearing indicia thereon to the floral arrangement cardette. Preferably, the advertisement portion bearing indicia thereon is attached to the spike portion of the floral arrangement cardette.

25 In one embodiment of the invention, the method comprises the initial step of the florist printing the advertisement portion bearing indicia thereon onto a label and thereafter attaching the label to the cardette.

In one embodiment of the invention the advertisement portion comprises a label with a front
30 side bearing the indicia printed thereon and a rear side with an adhesive portion, and in which the method step of attaching the advertisement portion to the spike portion comprises looping the label around the spike portion back on itself and attaching the portion of the label with the adhesive coating to another portion of the label. Preferably, the other portion of the

label is also the rear side with the adhesive portion, so that the rear side with the adhesive portion is stuck back on itself.

In one embodiment of the invention, the method comprises the step of looping the label around a narrowed neck portion of the spike portion. Preferably, the method comprises the step of attaching the advertisement portion towards the upper end of the cardette adjacent the card holding portion. Ideally, the method comprises attaching the advertisement portion to the cardette in the upper third of the cardette.

In one embodiment of the invention there is provided a method of advertising on a floral arrangement comprising providing a cardette with an advertisement portion. In one embodiment, the method further comprises the step of inserting the floral arrangement cardette into an oasis base of the floral arrangement.

Brief Description of the Drawings:

The invention will now be more clearly understood from the following description of some embodiments thereof given by way of example only and as illustrated by the accompanying drawings, in which:-

Figure 1 is a front view of a floral arrangement cardette known in the art;

Figure 2 is a front view of an advertisement portion of a cardette;

Figure 3 is a front view of a cardette according to the invention with the advertisement portion mounted thereon;

Figure 4 is a front view of an alternative construction of a cardette according to the invention;

Figure 5 is a rear view of the cardette shown in Figure 4; and

Figure 6 is a front view of a further alternative construction of a cardette according to the invention.

Detailed Description of the Drawings:

Referring to Figure 1, there is shown a floral arrangement cardette known in the art, indicated generally by the reference numeral 1. The cardette 1 comprises a card holding portion 3 and a spike portion 5 depending downwardly therefrom. The card holding portion 3 comprises a pair of arms 7, 9 between which a card (not shown) may be retained. Preferably, at least one of the arms is resiliently deformable and moveable away from the other arm to permit a card to be inserted therebetween and once the card has been inserted between the arms 7, 9, the arm may be released thereby gripping the card. The spike 5 is dimensioned to be inserted into an arrangement such as, for example, in an oasis (not shown) forming part of the arrangement in which the blooms are secured in place.

Referring to Figure 2, there is shown an advertisement portion 11 comprising a front side 13 and a rear side (not shown). The advertisement portion is a label with a pair of advertisement messages 15, 17 printed thereon. The advertisement messages 15, 17 are separated by a common boundary portion 19 therebetween. The rear side (not shown) is covered at least in part by an adhesive covering. The label is flexible and preferably constructed from a paper based material.

Referring to Figure 3, there is shown a cardette according to the invention indicated generally by the reference numeral 21. The cardette 21 comprises a card holding portion 23, a spike portion 25 and an advertisement portion 27. The card holding portion 23 comprises a pair of arms 29, 31 similar to the known embodiments. The advertisement portion 27 comprises a label 29 with indicia printed thereon in a fashion similar to that shown in figure 2.

In use, a label 29 is printed with an appropriate advertisement and a backing strip (not shown) covering the adhesive portion on the rear of the label is removed. The label is then wrapped around the spike portion 25 back upon itself and stuck to itself, thereby securing it in place relative to the cardette spike portion 25. The adhesive coating may cover substantially the entire rear side of the label in which case the adhesive portion after being wrapped around the spike portion 25 back upon itself is stuck to another part of the adhesive portion. Alternatively, the adhesive portion may only be provided on part of the rear of the

label in which case the adhesive portion after being wrapped around the spike portion 25 back upon itself is stuck to another portion of the label without adhesive.

Referring to Figure 4, there is shown another embodiment of cardette according to the invention, indicated generally by the reference numeral 41, where like parts have been given the same reference number as before. The cardette 41 comprises an advertisement portion 43 that is formed integrally with the spike portion 25. The advertisement portion 43 has a label 45 with indicia printed thereon that has been printed on a front face thereof and the label is then applied to the advertisement portion 43. The label 45 has an adhesive coating on the rear face to attach the label to the advertisement portion 43.

Referring to Figure 5, there is shown a rear view of the cardette 41. It can be seen that the advertisement portion 43 of the cardette 41 has space on the rear surface thereof for reception of a second label 47 with indicia printed thereon that has been printed on a front face of the second label 47 and the label 47 has then been applied to the rear surface of the advertisement portion 43. In this way, there will be provided an advertisement portion 43 on both the front and rear sides of the cardette 41. In this instance, two separate labels 45, 47 are provided on the cardette however a single label, preferably with a common boundary portion similar to that described above with reference to Figure 2, could be provided and wrapped around the side edge 49 of the advertisement portion 43.

It is envisaged that the cardette as shown in Figures 4 and 5 may be provided with the labels 45, 47 already applied to the advertising portion when supplied to the florist. Alternatively, the florist may have a supply of labels and a suitable printer to allow them to print the labels and apply the labels prior to inserting the cardette into the floral arrangement. In this way, the florists could ensure that they most up-to-date details are provided on the labels applied to the cardette and will allow them to change the details on the labels to highlight promotions or a unique selling point of the florist. In such an instance, the method of constructing a cardette would comprise the steps of printing the label prior to attaching the label to the advertisement portion of the spike portion.

Referring to Figure 6, there is shown a further alternative embodiment of cardette according to the present invention, indicated generally by the reference numeral 51. The cardette 51 comprises a spike portion 55 with a narrow neck portion 57 formed along part of the length

of the spike portion. The narrow neck portion 57 is intended to provide a guide to the user for the placement of the label to ensure that the label is correctly positioned on the cardette. Instructions for placement could also be printed, embedded or moulded onto the neck portion or indeed onto the spike portion generally. As an alternative to a narrow neck portion
5 along the spike portion, the spike portion could be provided with one or more markings along the length of the spike portion to illustrate the correct position to locate the label.

Various modifications could be made to the foregoing examples without departing from the spirit of the invention or the scope of the claims. For example, the label 29, 45 and/or the
10 advertisement portion 27, 43 could be provided in a variety of different shapes and sizes. Preferably, the label and/or the advertisement portion will be provided towards the upper end of the cardette adjacent the card holding portion, for example in the upper third of the cardette ("upper" when in the normal orientation inserted into a floral arrangement) so that the advertisement portion is visible when the spike portion is inserted into the floral
15 arrangement. The advertisement portion could be provided on the card holding portion or indeed could be formed integrally as part of the advertisement portion. For example, one, or indeed both, of the arms 7, 9 could be the advertisement portion and dimensioned to receive a printed label thereon.

20 In this specification the terms "comprise, comprises, comprised and comprising" and the terms "include, includes, included and including" are deemed totally interchangeable and should be afforded the widest possible interpretation.

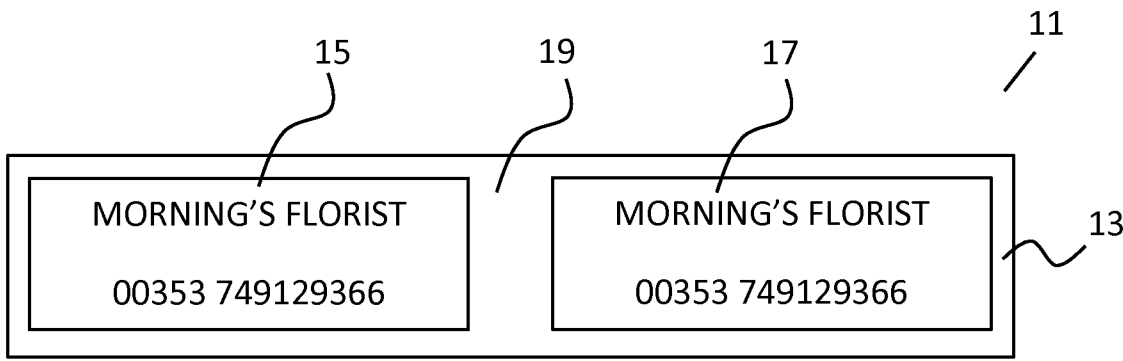
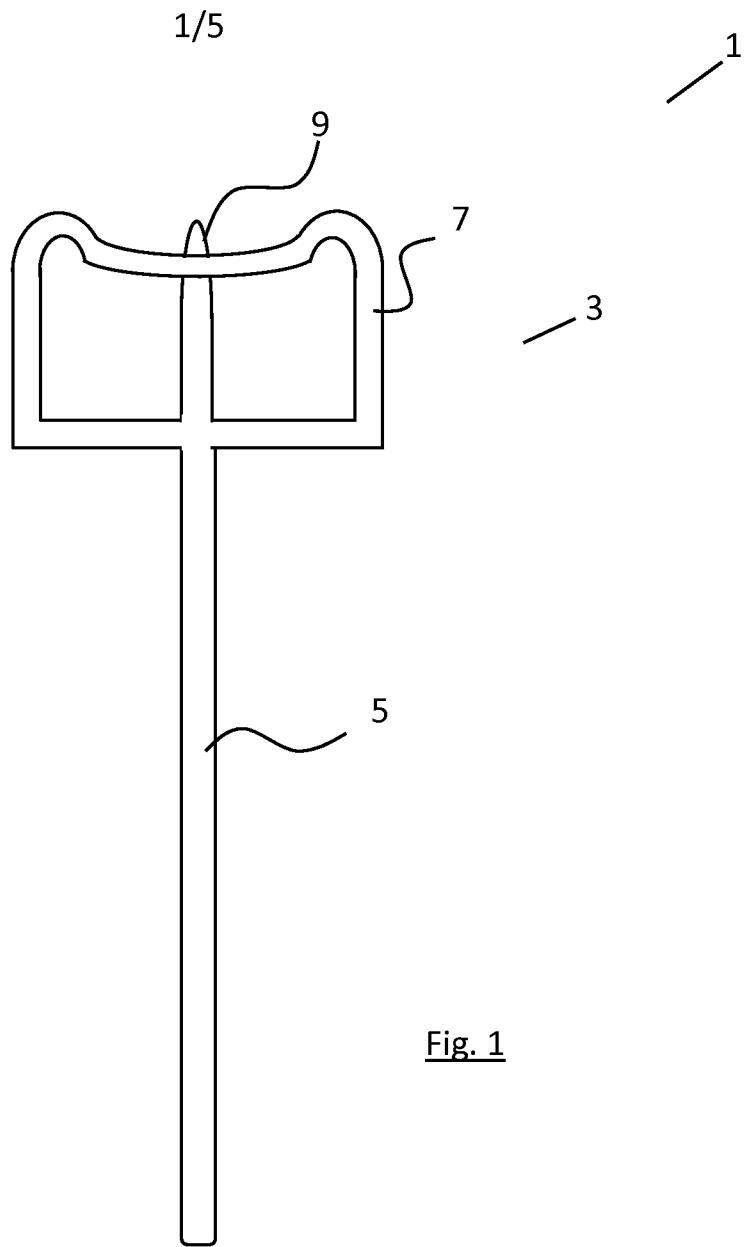
The invention is in no way limited to the embodiment hereinbefore described but may be
25 varied in both construction and detail within the scope of the appended claims.

Claims:

- 5 (1) A floral arrangement cardette (21, 41, 51) comprising a card holding portion (23) for retaining a card therein, a spike portion (25, 55) depending downwardly from the card holding portion to engage a floral arrangement such as a wreath, and an advertisement portion (27) mounted on one of the card holding portion (23) and the spike portion (25, 55) bearing indicia printed thereon.
- 10 (2) A floral arrangement cardette (21, 41, 51) as claimed in claim 1 in which the advertisement portion (27) bearing indicia printed thereon is mounted on the spike portion (25, 55).
- 15 (3) A floral arrangement cardette (21, 41, 51) as claimed in claim 1 or 2 in which the advertisement portion (27) comprises a label (29, 45) at least portion of which is provided with an adhesive coating.
- 20 (4) A floral arrangement cardette (21, 41, 51) as claimed in claim 3 in which the label (29, 45) comprises a front side with indicia printed thereon and a rear side with the adhesive coating.
- 25 (5) A floral arrangement cardette (21, 41, 51) as claimed in claim 4 in which the front side of the label (29, 45) has an advertisement message printed in duplicate thereon, the pair of advertisement messages are separated by a common boundary portion located centrally along the length of the label, intermediate the pair of messages.
- (6) A floral arrangement cardette (21, 41, 51) as claimed in any preceding claim in which at least part of the advertisement portion is formed integrally with the spike portion.
- 30 (7) A floral arrangement cardette (21, 41, 51) as claimed in claims 1 to 5 in which the spike portion (55) has a narrow neck portion (57) formed along its length.
- (8) A floral arrangement cardette (21, 41, 51) as claimed in claim 7 in which the narrow neck portion (57) is formed proximal to the card holding portion (23).

- (9) A floral arrangement cardette (21, 41, 51) as claimed in claim 8 in which the narrow neck portion (57) is formed in the upper third of the cardette adjacent to the card holding portion (23).
- 5 (10) A floral arrangement cardette (21, 41, 51) as claimed in claims 7 to 9 in which the narrow neck portion is replaced by one or more markings along the length of the spike portion.
- 10 (11) A method of constructing a floral arrangement cardette (21, 41, 51) comprising the steps of: providing a floral arrangement cardette including a card holding portion and a spike portion depending downwardly from the card holding portion; and providing an advertisement portion bearing indicia thereon; the method comprising the steps of attaching the advertisement portion bearing indicia thereon to the cardette.
- 15 (12) A method of constructing a floral arrangement cardette (21, 41, 51) as claimed in claim 11 in which the method comprises the step of attaching the advertisement portion bearing indicia thereon to the spike portion (25, 55) of the cardette.
- 20 (13) A method of constructing a floral arrangement cardette (21, 41, 51) as claimed in claim 11 or 12 in which the method comprises the step of a florist printing the advertisement portion bearing indicia thereon onto a label (29, 45, 47) and thereafter the florist attaching the label to the cardette.
- 25 (14) A method of constructing a floral arrangement cardette (21, 41, 51) as claimed in claims 11 to 13 in which the advertisement portion comprises a label (29) with a front side bearing the indicia printed thereon and a rear side with an adhesive portion, the method step of attaching the advertisement portion to the cardette comprising looping the label around the spike portion back on itself and attaching the portion of the label with the adhesive coating to another portion of the label.
- 30 (15) A method of constructing a floral arrangement cardette (21, 41, 51) as claimed in claim 14 in which the other portion of the label is also the rear side with an adhesive portion, so that the rear side with the adhesive portion is stuck back on itself.

- (16) A method of constructing a floral arrangement cardette (21, 41, 51) as claimed in claims 14 or 15 in which the method comprises looping the label around a narrowed neck portion (57) of the spike portion (55).
- 5 (17) A method of constructing a floral arrangement cardette (21, 41, 51) as claimed in claims 11 to 16 in which the method comprises attaching the advertisement portion towards the upper end of the cardette adjacent the card holding portion.
- 10 (18) A method of constructing a floral arrangement cardette (21, 41, 51) as claimed in claim 17 in which the advertisement portion is attached to the cardette in the upper third of the cardette.
- (19) A method of advertising on a floral arrangement comprising providing a floral arrangement cardette as claimed in any of claims 1 to 10 in the floral arrangement.
- 15 (20) A method of advertising on a floral arrangement comprising inserting the floral arrangement cardette into an oasis base of the floral arrangement.



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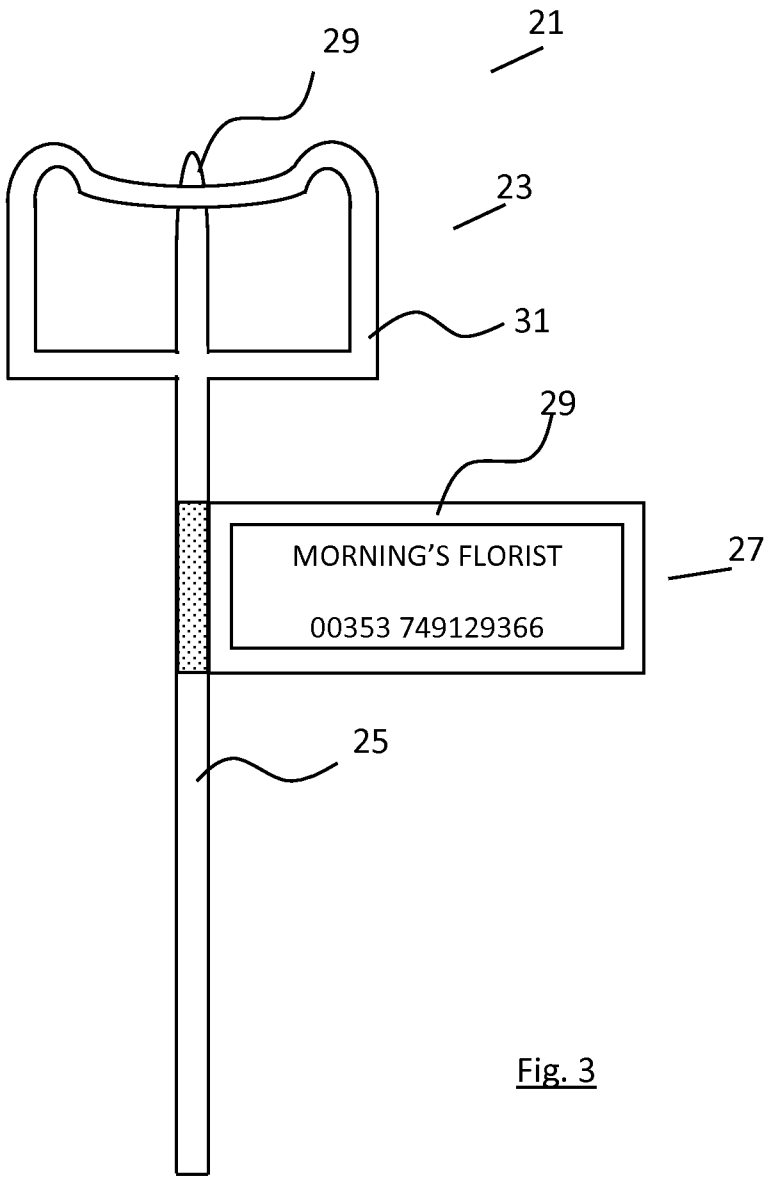


Fig. 3

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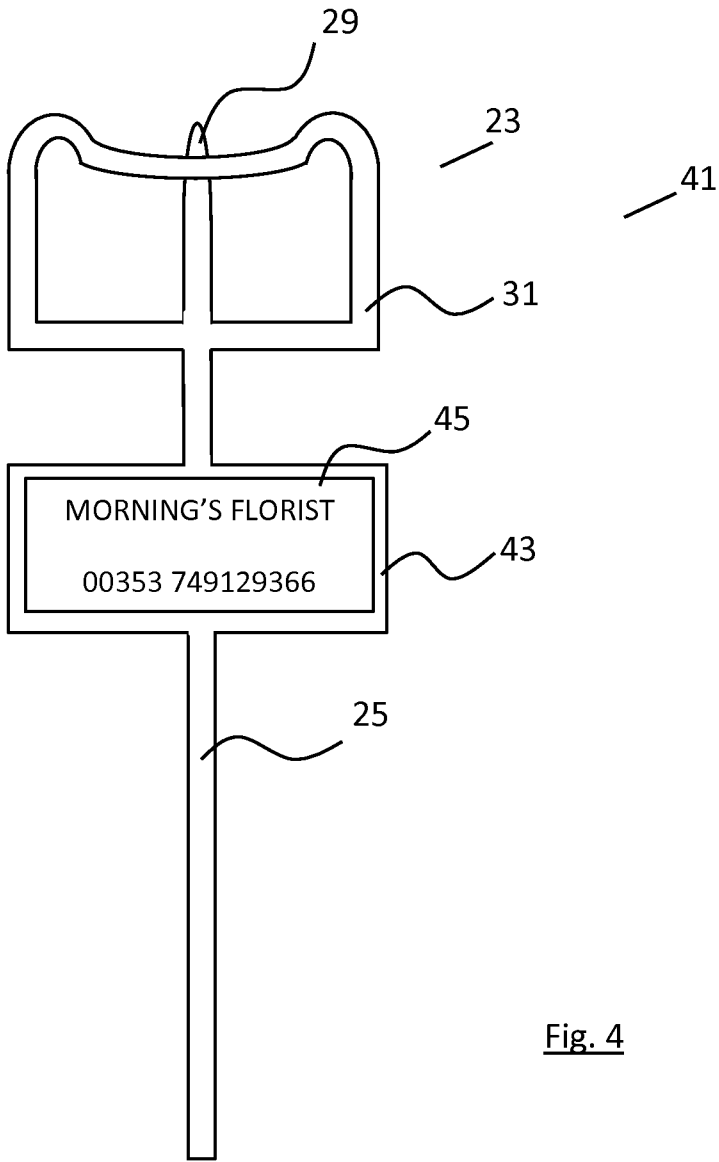


Fig. 4

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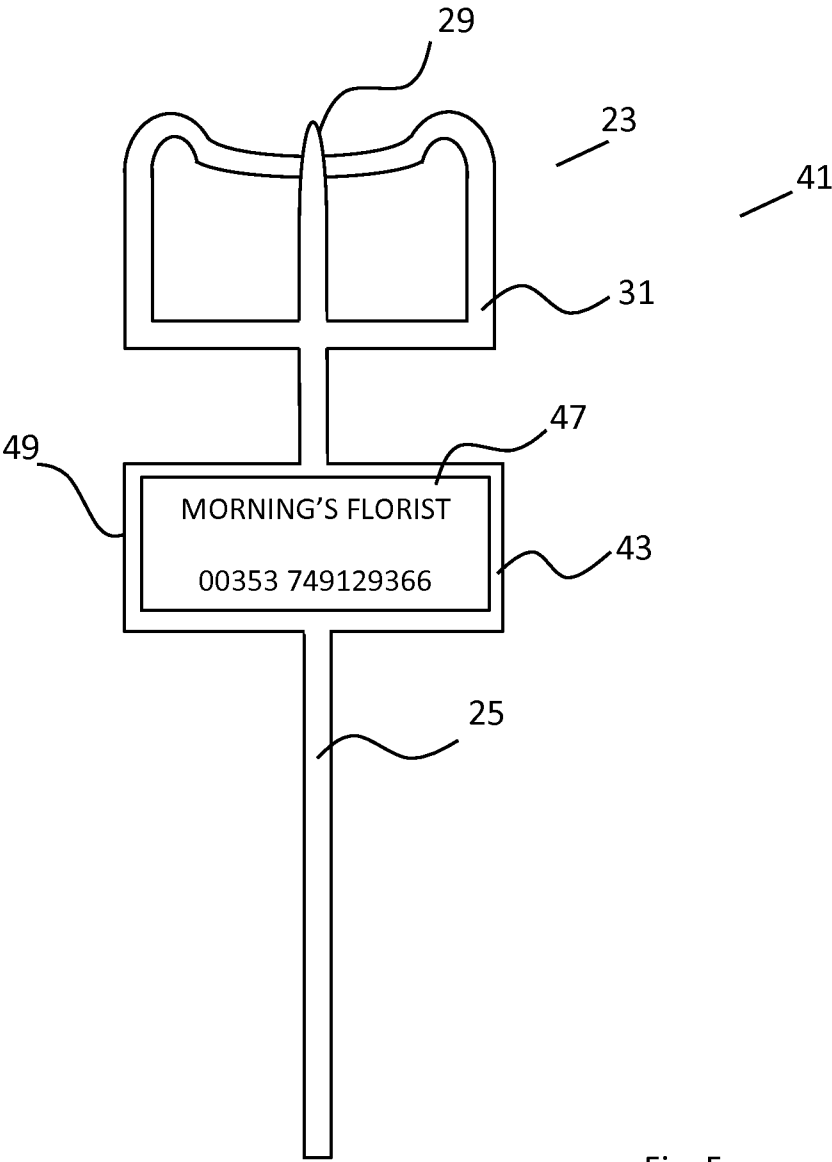


Fig. 5

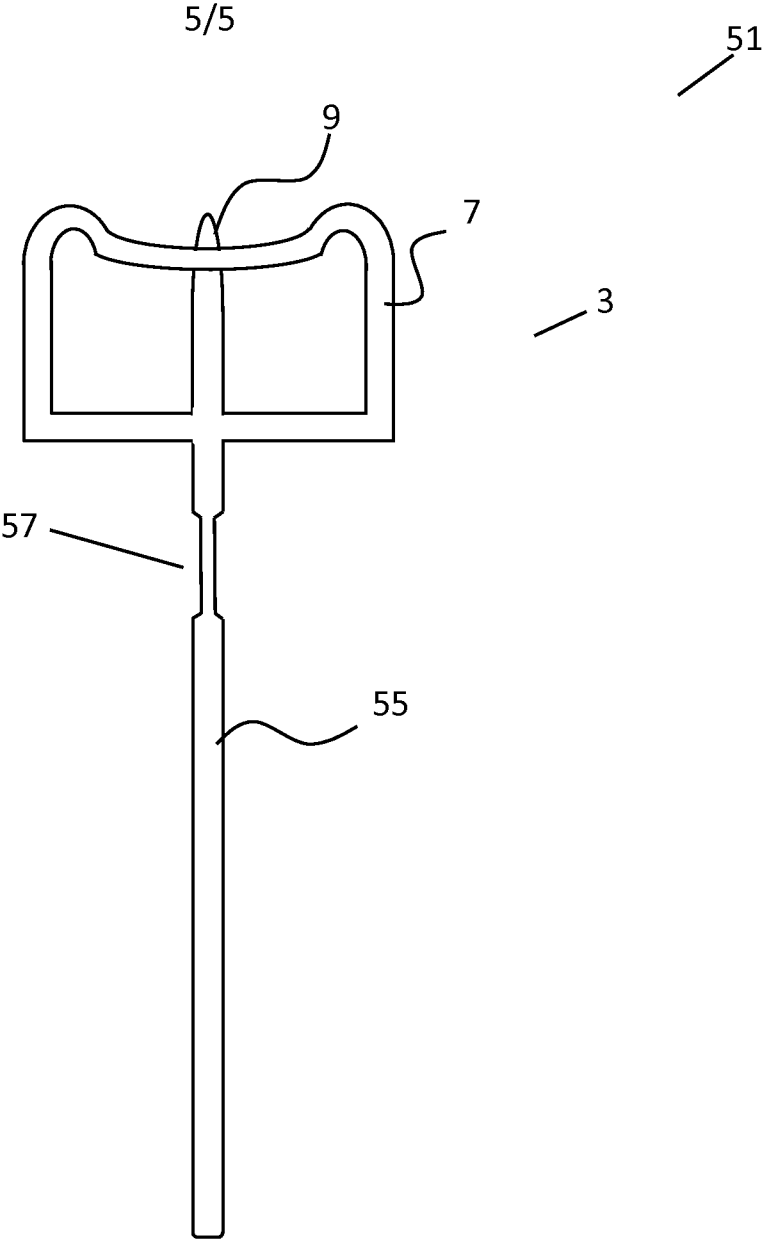


Fig. 6

INTERNATIONAL SEARCH REPORT

International application No
PCT/EP2013/052960

A. CLASSIFICATION OF SUBJECT MATTER

INV. G09F3/20 G09F3/00 G09F3/12
ADD.

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)

G09F A01G

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 practicable, search terms used)

EP0-Internal, WPI Data

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 1 808 292 A (COPPERSMITH DANIEL S) 2 June 1931 (1931-06-02)	1,2, 6-13, 17-20
Y	page 1, line 57 - page 2, line 55 figures 1,2	3-5, 14-16
Y	----- GB 933 282 A (HENRY FOX RAISBECK) 8 August 1963 (1963-08-08) page 1, line 80 - line 85 figure 1	3-5, 14-16
A	----- CA 2 405 228 A1 (TEREK ALLEN W [CA]) 4 April 2004 (2004-04-04) the whole document ----- -/--	3-5, 14-16



Further documents are listed in the continuation of Box C.



See patent family 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 application or patent but published on or after the international filing date

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"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

Date of the actual completion of the international search

18 April 2013

Date of mailing of the international search report

25/04/2013

Name and mailing address of the ISA/

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Pantoja Conde, Ana

INTERNATIONAL SEARCH REPORT

International application No
PCT/EP2013/052960

C(Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	WO 2008/097087 A1 (VAN DER STARRE HUIBERT [NL]) 14 August 2008 (2008-08-14) page 4, line 1 - line 20 figures 1-5	1-20
A	----- US 2009/308783 A1 (FANG JIANPING [US]) 17 December 2009 (2009-12-17) paragraph [0033] figures 1-9 -----	1-20

INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No

PCT/EP2013/052960

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
US 1808292	A	02-06-1931	NONE
GB 933282	A	08-08-1963	NONE
CA 2405228	A1	04-04-2004	NONE
WO 2008097087	A1	14-08-2008	CA 2677616 A1 14-08-2008 EP 2126880 A1 02-12-2009 EP 2211326 A1 28-07-2010 EP 2246834 A2 03-11-2010 JP 2010517886 A 27-05-2010 NL 2000474 C2 19-08-2008 US 2010319230 A1 23-12-2010 WO 2008097087 A1 14-08-2008
US 2009308783	A1	17-12-2009	NONE