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GRAMOPHONE RECORD SLEEVE

Filed Jan. 12, 1960

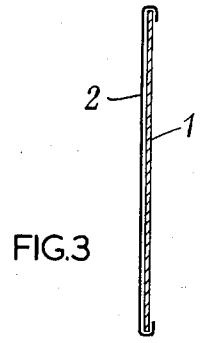


FIG.3

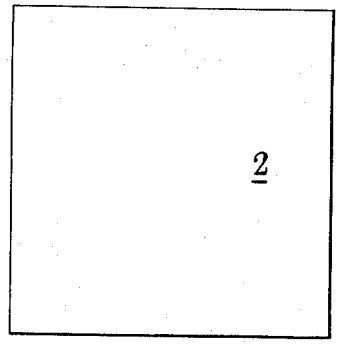


FIG.1

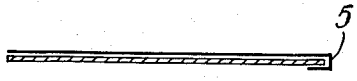


FIG.4

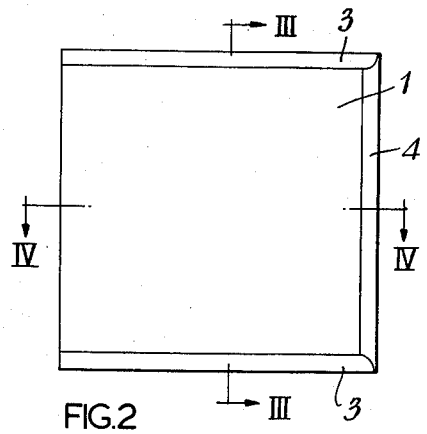


FIG.2

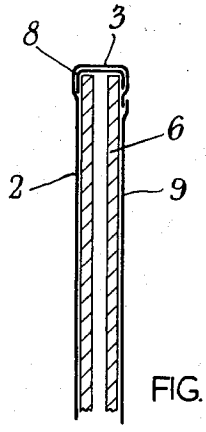


FIG.6

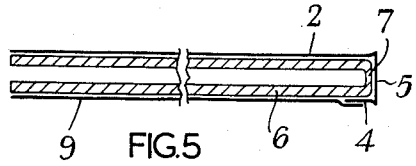


FIG.5

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GRAMOPHONE RECORD SLEEVE

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The present invention relates to the envelopes which are specially made for receiving gramophone records and are normally referred to as record sleeves which expression will be used hereafter in this specification.

Heretofore record sleeves have been made by folding a single sheet of material usually thin board so as to form the front and back of the sleeve and then securing the edges adjacent the fold usually by means of flaps provided on the front portion which are folded over the top and bottom edges and glued onto the back.

It is the custom on such sleeves to provides illustrated matter and furthermore in order to enhance the appearance and thus promote sales the sleeve is given a glossy finish normally by laminating with a film or foil of cellulose acetate or other sheet plastic. This is an expensive operation and necessitates the back as well as the front of the sleeve being laminated. Furthermore the strength of the sleeve is not very great since the quality board used for the sleeve is relatively thin and becomes easily creased. This is undesirable particularly if a spine is provided on the fold. The spine in a record sleeve consists of a flattened portion on the fold so as to provide depth to the fold to accommodate the thickness of the record, to take printing for the title of the record, and to relieve pressure on the segment of record at that end of the sleeve.

Furthermore it is common if not general practice to provide upon the front of the sleeve a pictorial presentation which is related to the recording and of course carries the title and upon the back of the sleeve to carry informative matter which whilst relating generally to the recording is not necessarily specifically directed to the particular recording. With the known construction of sleeves it is necessary to print the front and back simultaneously upon the blank which when folded is to form the sleeve. Thus once printed the material both on the front and back commits the use of the sleeve to one particular record. Should the number of printed sleeves which necessarily are printed prior to accurate knowledge as to the demand for the particular recording exceed the ultimate demand then the sleeves are wasted. On the other hand if the demand for a recording exceeds the number of sleeves printed then the printing has once more to be set up to print further sleeves.

An object of the present invention is to provide a record sleeve which is cheaper to produce, which provides facilities for a stronger sleeve to be made giving greater protection to the record, and which enables a sleeve to be made up having any desired front illustration and letterpress, and any desired back printing.

Broadly a record sleeve, according to the present invention, comprises a front portion having on its outer face pictorial or other matter, said face comprising a separate sheet which is attached to the back of the sleeve by at least one flap glued over the join or seam.

Conveniently the sleeve may be formed from a folded sheet of board over the front fold of which is secured on a separate specially printed sheet the front of the sleeve which front is secured to the folded sheet by flaps preferably over three edges of the folded board to close the edges adjacent the fold and over the fold to form a spine leaving the other edge open to receive the record. The back of the sleeve as formed may be printed upon directly or there may be printed upon a separate sheet informative matter relating to the recording which can be secured onto the back either underneath or over the flaps. The front sheet carrying the pictorial matter may be varnished or laminated with a cellulose acetate or other plastic film to give the high finish required on record sleeves. The back on the other hand may be plainly printed and carry no varnish or laminated plastic film.

The invention will now be described with reference to the accompanying drawings in which:

FIGURE 1 shows a front elevation of a record sleeve in accordance with the present invention;

FIGURE 2 shows a rear elevation of the same sleeve;

FIGURE 3 is a section on the line III—III of FIGURE 2;

FIGURE 4 is a section on the line IV—IV of FIGURE 2;

FIGURE 5 is a section of a record sleeve on the same section as IV—IV of FIGURE 2 showing a different form of construction; and

FIGURE 6 is a fragmentary section on an enlarged scale on the same section as III—III of FIGURE 2 of yet an alternative construction of record sleeve in accordance with the present invention.

Referring to FIGURES 1, 2 and 3 the record sleeve shown comprises a back sheet **1** of thick stiff cardboard which may, if desired, be white lined on the exterior face. This sheet is cut to the desired size of the sleeve. The front **2** comprises a relatively expensive cardboard which is printed to carry a pictorial representation relating to the recording, the title and such other letterpress as is desired. This sheet is laminated with a cellulose acetate film or other plastic film to give a high gloss finish. The sheet is provided with flaps **3**, **3**, on its upper and lower edges which are creased during manufacture so that they fold over correctly on to the back **1**. The third flap **4** is provided with a spine **5** which carries letterpress indicating the subject matter of the recording. The three flaps **3**, **3** and **4** are folded over onto the back **1** and glued down to form the sleeve. This back **1** may have printed on it further letterpress descriptive of the recording or of matter relating generally to the subject matter of the recording but not necessarily relating specifically to that recording.

For example the back **1** may carry printing which consists of information relating to the composer of the music of the recording. Thus the back may be printed in large numbers and be used on all sleeves containing a record of that composer's music and can be assembled with any of a large number of fronts **2**, each of which relates to a specific piece of music by that composer. Alternatively the back **1** may be of unlined cardboard or chipboard and there may be pasted or glued onto the back **1** a sheet of paper already printed with the necessary informative matter. In this event the sleeve will comprise three components namely a front **2**, which is an expensive pictorial sheet, the back **1** which is a cheap thick board, and the printed matter which is on ordinary thin paper which may be glued onto the back either under or over the flaps **3**, **3** and **4**.

FIGURE 5 shows an alternative form of construction. In this construction the sleeve comprises a piece of pasteboard or chipboard **6** which is creased down the middle or half cut down the middle so that when folded along this line each half forms respectively a front and back to the sleeve. To this base there is applied a printed front **2** prepared in exactly the same way as is described with respect to FIGURES 1 to 3. The front **2** is secured to one side of the folded pasteboard either by gluing all over or by gluing over selected areas, for example marginal areas or at selected areas over the surface of the front, and the flaps **3**, **3**, and **4** turned over and glued

to the reverse side as described with reference to FIGURES 1 to 3. The double thickness of board 6 at the crease 7 forms sufficient depth for the spine 5, the flap 4 being folded so as to accommodate this double thickness of card. To the reverse side of the sleeve there may be applied printing directly on to the chipboard in the event of this being a lined board, or a separate paper sheet suitably printed may be secured as by gluing over the rear face.

In the detail shown in FIGURE 6 which shows a fragmentary section of a construction of sleeve similar to FIGURE 5, an additional strengthening is given to the top and bottom edges of the sleeve where the two edges of the board 6 are covered by the flap 3, by means of a reinforcing strip 8 which is applied over the join before the flap 3 is glued over. In this construction it is possible to employ a thinner quality paper for the front since the flaps 3, 3 and 4 are not wholly responsible for maintaining the top and bottom edges of the front and back together.

Where the printed front is applied to a pasteboard base it is preferred not to glue the front over the whole surface of the pasteboard since the glossy finished formed by the cellulose acetate or other film is marked and warping occurs, and in some cases it is preferred to secure a separate printed front to the pasteboard base solely by the three flaps and by a glued marginal portion extending along the edge of the pasteboard adjacent the opening of the sleeve.

By assembling a record sleeve in accordance with the present invention an advantage is gained peculiar to the gramophone record industry since it is possible to carry what might be termed blank sleeves in large stock with only the general informative printing on the back and these may remain in stock to have the front applied at any subsequent time as and when desired. This enables a stock of blank sleeves to be carried and any one of a number of fronts to be applied as the demand requires. It is not necessary to estimate the future demand of any particular recording and to build up a stock of suitable sleeves beforehand as was necessary with the known type of sleeves.

When the sleeve is formed using a folded chipboard as a base a preferred sequence of operations in the manufacture of the sleeve is as follows:

(1) The separate fronts are printed, laminated or varnished and cut with flaps which are then creased to provide the correct fold lines;

(2) Either white lined chipboard is printed to provide the informative matter which will constitute the back of the sleeve or the back paper to be glued thereon is printed.

(3) The chipboard is half cut and/or creased.

(4) The back paper if provided is glued onto the half of the folded chipboard that constitutes the back.

(5) The front printed card is attached to the chipboard and the flaps folded over the adjacent edges of the folded chipboard and glued down.

(6) The open edge forming the opening to the sleeve is trimmed.

Whilst in the embodiments described the front and back of the sleeve are formed from one piece of pasteboard half cut down the fold and folded over the sleeve may if desired be made from two separate pieces of pasteboard or the like and conveniently an insert may be placed between these boards along the edge destined to be the spine so as to give a thickness at that end. The other edges can be joined as described above and the front applied and glued to the base sleeve along the flaps and the front edge only or if desired over the whole or selected areas of its remaining surface.

The front may in addition to the three flaps serving to close the seams carry a fourth flap which is not glued but which serves to tuck into the opening over the record to retain the record in the sleeve and also to act as a dust flap. This is a further advantage of providing a separate front since it can be cut with this separate flap whereas with the old type of sleeve this was not economic so to cut it.

If desired spines may be provided or built in on the remaining edges of the sleeve to give a depth to the sleeve on all its edges and so to provide greater protection to the record. Furthermore one or more of the flaps can be cut to shape for example by cutting out segments at their mid portions to prevent undue pressure being placed upon the record when stacked in a pile of similar sleeves.

Whilst the invention has been described with particular reference to record sleeves manufactured from cardboard and paper it will be realised that other sheet material may be employed. For example the present invention allows for a back portion or under front portion or both to be manufactured from metal, plastic or other material and to have applied thereto a printed front and back.

Furthermore whilst it is normally preferred to fold the chipboard so that the fold forms the edge opposite the opening to the sleeve this need not be so and the fold may form an edge adjacent the opening to the sleeve.

What we claim is:

1. A gramophone record sleeve comprising a rectangular envelope closed along two sides and one end thereof and having the other end open adapted for the insertion of a record disc into the envelope, the said envelope including a back sheet of relatively stiff board, a relatively thin front sheet having a high gloss finish and carrying printed and pictorial matter, flaps on opposed side edges of said front sheet also having a high gloss finish and engaging over corresponding side edges of the back sheet and adhered to the rear face thereof to close the said two sides of the envelope, and a flap on one end edge of the said front sheet also having a high gloss finish and engaging over the corresponding end edge of the back sheet and adhered to the rear face thereof to close said one end of the envelope, the said end flap providing a spine at said one end of the envelope and carrying printed matter adapted to relate to the record disc for which the sleeve is to be used.

2. A gramophone record sleeve comprising a rectangular envelope closed along two sides and one end thereof and having the other end open adapted for the insertion of a record disc into the envelope, the said envelope including a sheet of stiff material folded upon itself to provide front and back sheets joined together along the fold of the material to provide said closed end of the envelope, an additional relatively thin front sheet having a high gloss finish and carrying printed and pictorial matter and adhered to the front sheet of stiff material, flaps on opposed side edges of the additional front sheet also having a high gloss finish and engaging over corresponding side edges of the front and back sheets and adhered to the rear face of the back sheet to close the said two sides of the envelope, a flap on one end edge of said additional front sheet also having a high gloss finish and engaging over the said fold and adhered to the rear face of the back sheet, the said end flap providing a spine at said one end of the envelope and carrying printed matter adapted to relate to the record disc for which the sleeve is to be used.

3. A gramophone record sleeve as claimed in claim 2 and including reinforcing strips engaging over said side edges of the front and back sheets underneath the said side flaps of the additional front sheet and adhered to the front and the back sheets respectively.

4. A gramophone record sleeve comprising a rectangular envelope closed along two sides and one end thereof and having the other end open adapted for the insertion of a record disc into the envelope, the said envelope including a front and a back sheet of stiff material, an additional relatively thin front sheet having a high gloss finish and carrying printed and pictorial matter and adhered to the front sheet of stiff material, flaps on opposed side edges of the additional front sheet engaging over corresponding side edges of the front and back sheets and adhered to

the rear face of the back sheet to close the said two sides of the envelope, a spacing strip interposed between said front and back sheets along one end edge thereof to provide a spine at said one end of the envelope, and a flap on one end edge of the additional front sheet engaging over said one end edge of the front and back sheets and the spacing strip interposed therebetween, and adhered to the rear face of the back sheet to close said one end of the envelope, and carrying printed matter adapted to relate to the record disc for which the sleeve is to be used.

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