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(54) **PACKAGING FOR A PRODUCT**

(57) The present invention relates to a packaging (1; 6) for a product (4), for example a cosmetic product, which comprises a casing (3) for the product (4) comprising a casing body internally defining a product housing (31) and an access opening (32) to access (32) said housing (31), and an outer cover (2) in turn comprising a hollow box-like body (22) configured to house the casing (3) and a slide (21) to which the casing (3) is constrained. The slide (21) is housed in a sliding manner inside the box-like body (22) between a position of complete insertion of the slide (21) inside the box-like body

(22) and a position of at least partial extraction of the slide (21) from the box-like body (22). Furthermore, a guiding and spacing element (228; 215,216) is comprised being configured to guide the sliding of the slide (21) inside the box-like body and keep the opening (32) of the casing (3) spaced apart from a first outer wall (223) of the box-like body (22) facing the opening (32) of the casing (3), the guiding and spacing element (228; 215,216) defining an air chamber (221B) positioned between the opening (32) of the casing (3) and the first outer wall (223) of the box-like body (22).

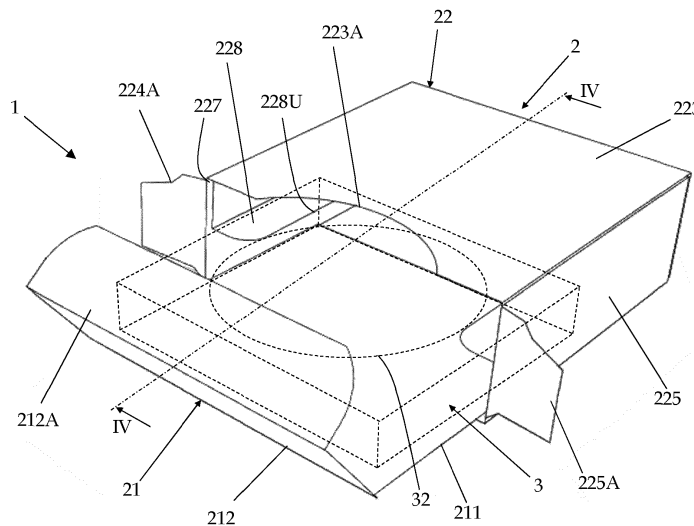


Fig.3

Description

TECHNICAL FIELD

[0001] The present invention refers to the field of packagings. In detail, the present invention refers to a packaging comprising an outer cover housing an extractable casing for a product, for example a cosmetic product.

BACKGROUND

[0002] In the packaging sector, various solutions are known for containing products of various kinds. In particular, various solutions have been developed to keep the product inside the packaging intact and unaltered during handling and storage of the packagings.

[0003] For example, packaging material is known to be added to protect products from shocks and vibrations during storage and transport. In addition, shaped packagings suitable for housing by interlocking a rigid body or comprising a compartment for collecting a loose product are known.

[0004] However, the use of packages is not practical if the packaging must give frequent access to the product, such as in the case of a packaging for cosmetic products (e.g. eye shadows, lip gloss, etc.) or for food products (e.g. chocolates).

[0005] In addition, if the product is housed in an open casing and the casing and product together are placed in a flexible outer cover, any deformations of the outer cover surrounding the casing may result in damage to the product. Therefore, in the art it is known to use packagings comprising rigid covering elements, typically made of plastic, to be superimposed on the casing so as to form a real protective shell with the latter.

[0006] However, the Applicant has found that this solution is impractical and unattractive to users if frequent access to the product inside the packaging is required and, in addition, involves considerable complexity in the production and assembly of the packaging as well as in the packaging operation of the products - with a consequent increase in production and sales costs.

OBJECTS AND SUMMARY OF THE INVENTION

[0007] An object of the present invention is to overcome the drawbacks of the prior art.

[0008] In particular, it is an object of the present invention to provide a packaging for a product, for example a cosmetic product or a food product, capable of ensuring the integrity of the product during handling, from packaging operations to the use by a user.

[0009] A further object of the present invention is to provide a packaging for a product which allows an easy and convenient insertion and reinsertion of the product into or from the packaging.

[0010] A further object of the present invention is to propose a packaging for a product suitable to ensure

that, during normal use, the outer cover does not come into contact with the product housed therein, thus preserving its integrity.

[0011] These and other objects of the present invention are achieved by a packaging for a product incorporating the features of the annexed claims, which form an integral part of the present description.

[0012] According to a first aspect, the present invention is directed to a packaging for a product, for example a cosmetic or food product in powder, paste, or granular form. The packaging comprises:

- a casing for a product comprising a casing body internally defining a product housing and an access opening to access the housing, and
- an outer cover comprising

a hollow box-like body configured to house the casing and

a slide to which the casing is constrained.

[0013] The slide is housed in a sliding manner inside the box-like body between a position of complete insertion of the slide inside the box-like body and a position of at least partial extraction of the slide from the box-like body.

[0014] There is also provided at least one guiding and spacing element configured to guide the sliding of the slide inside the box-like body and keep the opening of the casing spaced apart from a first outer wall of the box-like body facing the opening of the casing, the guiding and spacing element defining an air chamber positioned between the opening of the casing and the first outer wall of the box-like body.

[0015] In the context of the present description and of the subsequent claims, the expression "air chamber" is intended to mean an empty portion, internal to the box-like body, having a thickness sufficient to compensate for the deformability of the first outer wall towards the inside of the box-like body, permitted by the elasticity of the material in which the box-like body is made.

[0016] The packaging structured in this way makes it possible to prevent the first outer wall - i.e. the outer wall facing the opening of the casing - from coming into contact with the product in the casing in the event of compression of the box-like body during a manipulation of the packaging, for example when a user grabs the box-like body in order to extract the casing constrained to the slide.

[0017] The presence of an air chamber prevents the first outer wall from reaching the product in the casing regardless of the point where the deforming force is applied. Furthermore, the air present in the air chamber at least partially dampens the deformation force, reducing its effects on the box-like body.

[0018] At the same time, the extraction movement takes place in a controlled manner, preventing the slide from deviating from the optimal extraction direction

and/or the product in the casing from coming into contact with the box-like body.

[0019] Finally, the packaging structured in this way is particularly simple to make and compact.

[0020] The present invention may have at least one of the preferred following features; the latter may in particular be combined with one another as desired in order to meet specific application needs.

[0021] In a variant of the invention, the air chamber has a thickness, measured along a direction normal to the first outer wall sufficient to compensate for the elastic deformability of the first outer wall towards the inside of the box-like body.

[0022] In a variant of the invention, the inner chamber has a thickness, measured along a direction normal to the first outer wall, equal to at least 5 mm, preferably equal to at least 7 mm, more preferably equal to at least 10 mm.

[0023] In one embodiment, the guiding and spacing element comprises an intermediate wall which extends within the box-like body parallel to the first outer wall of the box-like body facing the opening of the casing.

[0024] The intermediate wall allows the air chamber above to be easily and effectively defined. In addition, the intermediate wall allows the box-like body to be divided into two distinct chambers, one dedicated to housing the casing and one that can be used to house an element for further protection of the product stored in the casing.

[0025] In one embodiment, the intermediate wall comprises a shaped recess. Advantageously, the recess is shaped to correspond, in plan, to a path followed by the opening of the casing during the sliding of the slide between the position of complete insertion of the slide inside the box-like body and the position of at least partial extraction of the slide from the box-like body, and vice versa.

[0026] Thanks to the recess shaped in this way, it is possible to house inside the casing even products that protrude from the thickness of the casing, preventing the part of the product that protrudes beyond the opening of the casing from coming into contact with the intermediate wall, altering and/or dispersing during the extraction/insertion of the slide into the box-like body, at the same time ensuring an adequate protection of the product from deformations of the box-like body and a correct guide during the extraction and the insertion of the slide into the box-like body.

[0027] In one embodiment, the intermediate wall is placed at a distance from the first outer wall of the box-like element measured along a direction normal to the first outer wall equal to at least 5 mm, preferably equal to at least 7 mm, more preferably equal to at least 10 mm.

[0028] In addition or alternatively, the intermediate wall is arranged at a distance from a second outer wall, opposite to the first outer wall, substantially corresponding to a dimension of the casing, measured along the direction normal to the first or the second outer wall, so as to define a housing tailored on the dimension of the casing

bound to the slide.

[0029] The Applicant has determined that these specific minimum dimensions are the ones that guarantee optimal protection and guiding results.

5 **[0030]** In one embodiment, the box-like body is formed by punching a single sheet of pliable material. Advantageously, along a main direction of the punched sheet obtained from the punching process, the following are formed adjacent in sequence: a first side wall, the second outer wall (opposite the first outer wall when the box-like body is mounted), a second side wall (opposite the first side wall when the box-like body is mounted), the first outer wall, a first intermediate tab, the intermediate wall and a second intermediate tab. In this way, the box-like body can be assembled by fixing the first intermediate tab to the second side wall and the second intermediate tab to the first side wall.

10 **[0031]** This construction of the box-like body is particularly simple, efficient and economical. In addition, the Applicant has observed that the intermediate tabs arranged between the first outer wall and the intermediate wall give a greater strength to the structure of the box-like body, containing an effect of the deformation forces on the same, in particular in the case of deformation forces applied to the first outer wall or the second outer wall opposite the same.

15 **[0032]** In one embodiment, the slide comprises a base portion to which the casing is constrained. In addition, the guiding and spacing element comprises a pair of shoulders extending from two opposite flanks of the base portion and normal to the base portion. Advantageously, each shoulder has a dimension in the direction normal to the base portion substantially corresponding to a total distance between the first outer wall and the second outer wall, opposite the first outer wall, of the box-like body measured along a direction normal to the first or to the second outer wall.

20 **[0033]** The shoulders allow the first outer wall to be kept spaced apart from the product in the casing even in the event of deformations of the first outer wall and, at the same time, allow to guide the extraction and the insertion of the slide from or into the box-like body in an adequate manner. In particular, the Applicant has determined that the use of the shoulders is particularly advantageous in the case of packagings of limited size, e.g. with a dimension of (at least one) flank equal to or less than 16 mm.

25 **[0034]** In one embodiment, the slide and the box-like body comprise stop elements suitable for mutually engaging during the extraction movement of the slide from the box-like body, so as to prevent a complete extraction of the slide from the box-like body.

30 **[0035]** For example, if the slide slides on the second outer wall, opposite the first outer wall, and through an opening of the box-like body, the stop elements comprise a first stop element made on the second outer wall, near the opening of the box-like body and protruding towards the first outer wall; and a second stop element made on

a base portion of the slide to which the casing is constrained, the second stop element protruding from the base portion in the opposite direction with respect to the casing constrained to the base portion. In particular, the first stop element and the second stop element are configured to mutually engage when brought into contact during a movement from the position of complete insertion of the slide inside the box-like body to the position of at least partial extraction of the slide, in so as to prevent a complete extraction of the slide from the box-like body.

[0036] Thanks to this simple structure, it is possible to prevent a complete extraction of the slide, which would lead to an inconvenient process of re-inserting the slide by the user. Furthermore, the Applicant has found that this arrangement of the stop elements is particularly effective and completely prevents the stop element of the box-like element from coming into contact with the product in the casing, in addition to completely concealing the stop elements from view, thereby achieving a more aesthetically pleasing effect.

[0037] In general, the box-like body and the slide are formed by punching a respective sheet of pliable material selected from:

- paper,
- paperboard,
- cardboard, and
- paper coupled with a plastic and/or metallic material.

[0038] In particular, the construction of the box-like body and the slide in a material derived from cellulose, such as paper, paperboard and cardboard, makes it possible to create a completely biodegradable product with obvious advantages in terms of environmental sustainability.

[0039] A variant of the present invention is directed to a packaging for a product, for example a cosmetic or food product in powder, paste, or granular form, comprising:

- a casing for a product comprising a casing body internally defining a product housing and an access opening to access the housing, and
- an outer cover comprising

a hollow box-like body configured to house the casing and
a slide to which the casing is constrained.

[0040] The slide is housed in a sliding manner inside the box-like body between a position of complete insertion of the slide inside the box-like body and a position of at least partial extraction of the slide from the box-like body.

[0041] According to the invention, the slide and the box-like body comprise stop elements suitable for mutually engaging during the extraction movement of the slide from the box-like body, so as to prevent a complete extraction of the slide from the box-like body.

[0042] In addition, the casing is made of a material chosen by the group consisting of:

- a plastic material (e.g. polystyrene);
- a synthetic resin;
- a metallic material (e.g. aluminium);
- glass,
- wood,
- stone,
- paper,
- paperboard,
- cardboard and
- paper coupled with a plastic material (e.g. polyethylene), a resin or a metallic material.

[0043] A variant of the present invention is directed to a packaging for a product, for example a cosmetic or food product in powder, paste, or granular form, comprising:

- a casing for a product comprising a casing body internally defining a product housing and an access opening to access the housing, and
- an outer cover comprising

a hollow box-like body configured to house the casing comprising a first outer wall facing the access opening to access the housing of the casing and a second outer wall opposite the first, and

a slide to which the casing is constrained.

[0044] The slide is housed in a sliding manner inside the box-like body between a position of complete insertion of the slide inside the box-like body and a position of at least partial extraction of the slide from the box-like body.

[0045] The slide slides on the second outer wall, opposite the first outer wall, and through an opening in the box-like body.

[0046] The slide and the box-like body comprise stop elements suitable for mutually engaging during the extraction movement of the slide from the box-like body, so as to prevent a complete extraction of the slide from the box-like body.

[0047] According to the invention, the stop elements comprise a first stop element made on the second external wall, near the opening of the box-like body and protruding towards the first outer wall; and a second stop element made on a base portion of the slide to which the casing is constrained, the second stop element protruding from the base portion in the opposite direction with respect to the casing constrained to the base portion.

[0048] In particular, the first stop element and the second stop element are configured to mutually engage when brought into contact during a movement from the position of complete insertion of the slide inside the box-like body to the position of at least partial extraction of the slide, in so as to prevent a complete extraction of the

slide from the box-like body.

[0049] Further features and advantages of the present invention will be more evident from the description which follows.

BRIEF DESCRIPTION OF THE DRAWINGS

[0050] The invention will be described below with reference to some examples, provided by way of non-limiting example, and illustrated in the appended claims. These drawings illustrate different aspects and embodiments of the present invention and reference numerals illustrating structures, components, materials and/or similar elements in different drawings are indicated by similar reference numerals, where appropriate.

Figure 1 is a perspective view of a packaging according to a first embodiment of the present invention;

Figure 2 is a cross-sectional view along the axis II-II of the packaging of Figure 1;

Figure 3 is a perspective view of the packaging of Figure 1 in a partially open configuration;

Figure 4 is a side sectional view along the axis IV-IV of the packaging of Figure 3;

Figure 5 is a plan view of a punched sheet for making a box-like body of an outer cover of the packaging of Figure 1;

Figure 6 is a plan view of a punched sheet for making a slide of an outer cover of the packaging of Figure 1;

Figure 7 is a perspective view of a packaging according to a first embodiment of the present invention;

Figure 8 is a cross-sectional view along the axis VIII-VIII of the packaging of Figure 7;

Figure 9 is a perspective view of the packaging of Figure 7 in a partially open configuration;

Figure 10 is a side sectional view along the axis X-X of the packaging of Figure 3;

Figure 11 is a plan view of a punched sheet for making a box-like body of an outer cover of the packaging of Figure 7, and

Figure 12 is a plan view of a punched sheet for making a slide of an outer cover of the packaging of Figure 7.

DETAILED DESCRIPTION OF THE INVENTION

[0051] While the invention is susceptible to various modifications and alternative constructions, certain preferred embodiments are shown in the drawings and are described hereinbelow in detail. It must in any case be understood that there is no intention to limit the invention to the specific embodiment illustrated, but, on the contrary, the invention intends covering all the modifications, alternative and equivalent constructions that fall within the scope of the invention as defined in the claims.

[0052] The use of "for example", "etc.", "or" indicates non-exclusive alternatives without limitation unless otherwise indicated. The use of "includes" means "includes, but not limited to" unless otherwise indicated.

[0053] With reference to Figures 1 - 4, a packaging 1 according to a first embodiment of the present invention comprises an outer cover 2 and a casing 3. In the example considered, the casing 3 is a casing for a cosmetic product 4, preferably in powder or paste form.

[0054] As can be better appreciated in the sectional view in Figure 2 and in broken line in Figure 3, the casing 3 comprises a tank 31 in which the cosmetic product 4 is arranged. The cosmetic product 4 is accessible by a user through an access opening 32 to access the tank 31. As appreciable in the sectional view of Figure 2, a portion 41 of the cosmetic product 4 protrudes beyond the opening 32 of the casing 3, for example forming a dome.

[0055] In the example considered, the casing 3 has a prismatic structure, in particular a parallelepiped, with two opposite main faces separated by a thickness with a dimension smaller than the dimensions of the main faces. The tank 31 is substantially defined by a hollow which extends from a first main face 33 towards a second main face 34 opposite to the first main face 33. In other words, the access opening 32 to access the tank 31 for the cosmetic product 4 is formed at the first main face 33 of the casing 3. In contrast, the second main face 34 of the casing 3 is used to couple the casing 3 to a slide 21 of the outer cover 2.

[0056] The casing 3 is made of a material suitable for containing the cosmetic product 4 and storing it without altering its characteristics and/or dispersing it. Preferably, the casing is made of a material selected from:

- a plastic material (e.g. polystyrene);
- a synthetic resin;
- a metallic material (e.g. aluminium);
- glass;
- wood,
- stone,

- paper,
- paperboard,
- cardboard and
- paper coupled with a plastic material (e.g. polyethylene), a resin or a metallic material.

[0057] It is also possible to make the casing 3 from terracotta.

[0058] The outer cover 2 comprises a hollow box-like body 22 and the slide 21, already mentioned.

[0059] In particular, the box-like body 22 defines a cavity 221 suitable to completely contain the casing 3 coupled to the slide 21. In the example considered, the box-like body 22 comprises a first main wall, or upper wall 223, a second main wall, or bottom wall 222, and three side walls 224, 225 and 226 separating the two main walls 222 and 223. The box-like body 22 has a prismatic structure, in particular a parallelepiped structure, with the walls 222, 223 224 and 225 delimiting an opening 227 opposite the remaining wall 226, to access the cavity 221.

[0060] According to the invention, there is also provided a guiding and spacing element configured to guide the sliding of the slide 21 inside the box-like body 22 and keep the opening 32 of the casing 3 spaced apart from the upper wall 223 of the box-like body 22, facing the opening 32 of the casing 3. In particular, the guiding and spacing element defines an air chamber 221B positioned between the opening 32 of the casing 3 and the upper wall 223 of the box-like body 22.

[0061] In the embodiment considered, the guiding and spacing element consists of an intermediate wall 228 provided inside the box-like body 22. The intermediate wall 228 is substantially parallel to and spaced apart from the bottom wall 222 and from the upper wall 223 and with the same dimensions. In other words, the intermediate wall 228 subdivides the box-like body 22, in particular the cavity 221, into two chambers: a first chamber 221A, comprised between the bottom wall 222 and the intermediate wall 228, and a second chamber 221B, comprised between the intermediate wall 228 and the upper wall 223, the second chamber 221B being the air chamber described above.

[0062] Preferably, the intermediate wall 228 is spaced apart from the upper wall 223 by a distance $h1$ equal to at least 5 mm, preferably equal to at least 7 mm, more preferably equal to at least 10 mm, measured along a direction normal to both walls 222 and 223, wherein the distance $h1$ corresponds to the thickness of the second chamber 221B.

[0063] Advantageously, the first chamber 221A is sized to house the casing 3 coupled to the slide 21, preferably in a manner tailored on the dimension. In particular, a distance $h2$ between the bottom wall 222 and the intermediate wall 228 substantially corresponds to the dimension of the casing 3 along the direction normal to

the upper 223 and bottom 222 walls.

[0064] In the embodiment considered in Figures 1 - 4, the intermediate wall 228 is shaped to define a recess 228U, which is U-shaped in plan. In detail, the recess 228U extends from the access opening 227 to access the box-like body 22 towards the wall 226 opposite the access opening 227. Preferably, the recess 228U has a dimension wx in the direction normal to the side walls 224 and 225, which are opposite to each other, substantially corresponding to a dimension d in the same direction as the access opening 32 to access the tank 31 of the casing - for example, the diameter in the case of a circular opening 32.

[0065] Finally, the box-like body 22 comprises a first stop element 229 - for example, a folded tab - which protrudes from the bottom wall 222 at the access opening 227 to access the box-like body 22 as can be better appreciated in the side sectional view of Figure 4.

[0066] The slide 21 comprises a base portion 211, a closing portion 212 and a second stop element 213.

[0067] The base portion 211 has a plate-like structure, which has a surface greater than or equal to the surface of the second main face 34 of the casing 3. For example, the surface of the second main face 34 of the casing 3 is glued to the base portion 211 of the slide 21. Preferably, the base portion 211 of the slide 21 and, possibly, the second main face 34 of the casing have plan dimensions substantially corresponding to the bottom wall 221 of the box-like body 22.

[0068] The closing portion 212 protrudes from an edge of the base portion 211 and is shaped to completely close the access opening 227 to access the box-like body 22, when the slide 21 is completely inserted into the box-like body 22. Preferably, the closing portion 212 comprises a tab 212A which can be inserted into the cavity 221 of the box-like body 22 at the upper wall 223. Preferably, the tab 212A is sized and shaped to engage with corresponding fixing tabs 224A and 225A protruding from the two side walls 224 and 225 that are opposite each other, respectively, in a manner known and not described herein for brevity's sake.

[0069] Even more preferably, the upper wall 223 comprises a recess 223A near the access opening 227 in order to facilitate an engagement/disengagement of the tab 212A to/from the side walls 224 and 225.

[0070] The second stop element 213 protrudes at an edge of the base portion 211 opposite the edge thereof from which the closing portion 212 protrudes. The second stop element 213 - for example, a folded tab - protrudes from a surface of the base portion 212 opposite the surface to which the casing 3 is coupled, as described above and as can be better appreciated in the side sectional view of Figure 4.

[0071] The packaging 1 securely houses the product 4, e.g. a cosmetic product, when in a closed configuration, while allowing an easy and effective use of the cosmetic product 4 when in an open configuration. In detail, in the closed configuration the slide 21 is completely in-

serted in the box-like body 22, in particular in the first chamber 221A of the cavity 221, substantially with the second stop element 213 adjacent to the side wall 226 of the box-like body 22 and the closing portion 212 closing the access opening 227 to access the box-like body 22. In this configuration, the dome 41 of the cosmetic product 4 protruding from the opening 32 of the casing 3 passes through the recess 228U of the intermediate wall 228, advantageously without coming into contact with it. At the same time, the intermediate wall 228 blocks casing 3 in place in the first chamber. In particular, the intermediate wall 228 keeps the opening 32 of the casing 3 and, therefore, the cosmetic product 4 substantially at the distance hx from the upper wall 223.

[0072] In the open position, the slide 21 is extracted from the box-like body 22 and the second stop element 213 of the slide 21 engages with the first stop element of the box-like body 229. Consequently, the casing 3 is arranged at least partially outside the box-like body 22, preferably so that the entire opening 32 of the casing is exposed to the environment outside the box-like body 22, so as to allow a practical collection of a quantity of product 4 by means of a finger or a tool - for example, a brush or a sponge.

[0073] During an insertion/extraction movement, the slide 21 slides between the position of complete insertion of the slide 21 inside the box-like body 22 and the position of at least partial extraction of the slide 21 from the box-like body 22 just described, with the intermediate wall 228 acting as a sliding guide for the slide 21 and the casing 3 coupled thereto, so as to allow a substantially linear insertion/extraction movement while preventing the slide 21 from getting stuck or the cosmetic product 4 from coming into contact with the box-like body 22 due to deviations from a linear path.

[0074] In particular, the dimension lx of the recess 228U along a movement direction lm of the slide 21 is such as to ensure that the opening 32, and thus the dome 41 of cosmetic product 4, comes into contact with the intermediate wall 228 during the extraction/insertion movement.

[0075] As illustrated in Figures 5 and 6, both the box-like body 22 and the slide 21 are obtained by punching and folding a single sheet, or other plate-like element.

[0076] In particular, the box-like body 22 is made in a simple way and with a minimum amount of material. In particular, the box-like body 22 is made with a first side wall 224 adjacent - along a direction X shown in Figure 5 - to the bottom wall 222, a second side wall 225 adjacent to both the bottom side wall 222 and the upper wall 223, a first intermediate tab 228A adjacent to the upper wall 223 (in a manner analogous to a classical box with a parallelepiped structure) and the intermediate wall 228 adjacent to both the first intermediate tab 228A and a second intermediate tab 228B. Finally, the side wall 226 is adjacent to the upper wall 223 - along a direction Y normal to the direction X - and the first fixing tabs 224A, 225A as well as the second fixing tabs 224B and 225B

are adjacent to opposite edges of the side walls 224 and 225, respectively.

[0077] In this way, it is possible to compose the box-like body 22 by simply closing the walls 222 - 225 on themselves, with the first intermediate tab 228A being fixed - for example, glued or welded - to the second side wall 225 and the second intermediate tab 228B being fixed - for example, glued or welded - to the first side wall 224 opposite the second side wall 225. In particular, the dimensions of the intermediate tabs 228A and 228B allow the distance $h1$ of the intermediate wall 228 from the upper wall 223 and the distance $h2$ of the intermediate wall 228 from the bottom wall 222 to be simply and precisely defined.

[0078] Preferably, the box-like body 22 and the slide 21 are made of a pliable material selected from:

- paper,
- paperboard,
- cardboard, and
- paper coupled with a plastic and/or metallic material.

[0079] Turning now to Figures 7 - 10, a packaging 6 is described according to a different embodiment. In particular, components similar to what has been described above are indicated by the same references and their description is not repeated here for the sake of brevity.

[0080] In the embodiment considered, the guiding and spacing element comprises a pair of spacing shoulders 215 and 216 provided on the slide 21. In particular, the spacing shoulders 215 and 216 are formed at opposite flanks of the base portion 211 of the slide 21, transverse to the flanks from which the closing portion 212 and the second stop element 213 protrude.

[0081] As can be better appreciated in the sectional views of Figures 8 and 10, the spacing shoulders 215 and 216 extend in a direction normal to the major surfaces of the base portion with an extension $h3$ along the direction normal to the bottom wall 222 and to the upper wall 223 of the box-like body 22 substantially equal to the total distance ht between the two walls 222 and 223. Preferably, spacing shoulders 215 and 216 are formed at the end of the base portion 211 from which the second stop element 213 protrudes and extend towards the opposite end of the base portion 211 by a dimension equal to at least 33% of the length of the base portion 211.

[0082] In this case, one free end of the spacing shoulders 215 and 216 is in contact with the upper wall 223 of the box-like body 22. This gives a greater strength to the slide 21 and the box-like body 22 together, when the slide 21 is completely inserted into the box-like body 22 - and the casing 3 is completely housed in the cavity 221, in particular with respect to forces applied on the bottom wall 222 and/or on the upper wall 223 along the direction normal to said walls.

[0083] Furthermore, the spacing shoulders 215 and 216 keep the casing 3, in particular the opening 32 - and, also, the cosmetic product 4 - at a distance $h3$ from the upper wall 223 of the box-like body 22 along the direction normal to the bottom wall 222 and to the upper wall 223. The air chamber described above and having a thickness corresponding to the distance $h3$ is therefore created between the casing 3, in particular the opening 32, and the upper wall of the box-like body 22. Preferably, the distance $h3$ is equal to at least 5 mm, preferably equal to at least 7 mm, more preferably equal to at least 10 mm.

[0084] The spacing shoulders 215 and 216 guide the slide 21 during its movement of extraction/insertion from/into the box-like body 22. In particular, the spacing shoulders 215 and 216, during the extraction/insertion movement, slide in the cavity 221 of the box body 22 substantially in contact with the side walls 224 and 225, respectively, and the upper wall 223. In this way, a substantially linear insertion/extraction movement is achieved, preventing the slide 21 from getting stuck or the cosmetic product 4 from coming into contact with the box-like body 22 due to deviations from a linear path.

[0085] As can be immediately appreciated by a person skilled in the art, in Figures 11 and 12 both the box-like body 22 and the slide 21 of the outer cover 2 of the packaging 6 are obtained by punching and folding a single sheet, or other plate-like element.

[0086] The packaging for a product thus conceived is subject to numerous modifications and variations, all of which fall within the scope of the attached claims. Indeed, it is clear that the above examples should not be interpreted in a limiting sense.

[0087] For example, the casing can be hollow instead of solid in order to make it lighter.

[0088] In an alternative embodiment (not shown), the intermediate wall is solid, i.e. without the U-shaped recess, so that the two chambers of the cavity are completely isolated. This solution makes it possible to use the two chambers for housing two different casings - each coupled to a respective slide possibly without a closing portion - or a casing and a tool for applying the cosmetic product such as a sponge.

[0089] Naturally, all the details can be replaced with other technically-equivalent elements.

[0090] For example, the outer cover and in particular the box-like body may have a shape other than parallelepiped. In embodiments not shown, the box-like body is made with a prism structure with a base other than square or rectangular, for example hexagonal. Furthermore, nothing prevents the box-like body from being made with a non-prismatic structure, such as pyramidal, truncated-pyramidal, conical, truncated-conical, etc.

[0091] In conclusion, the materials used, as well as the contingent shapes and dimensions of the aforementioned devices, apparatuses and terminals, may be any according to the specific implementation requirements without thereby abandoning the scope of protection of the following claims.

Claims

1. Packaging (1; 6) for a product (4) comprising:

- 5 - a casing (3) for a product (4) comprising a casing body internally defining a product housing (31) and an access opening (32) to access the housing (31), and
- 10 - an outer cover (2) comprising

a hollow box-like body (22) configured to house the casing (3) and

a slide (21) to which the casing (3) is constrained, the slide (21) being housed in a sliding manner inside the box-like body (22) between a position of complete insertion of the slide (21) inside the box-like body (22) and a position of at least partial extraction of the slide (21) from the box-like body (22); and

a guiding and spacing element (228; 215,216) configured to guide the sliding of the slide (21) inside the box-like body and keep the opening (32) of the casing (3) spaced apart from a first outer wall (223) of the box-like body (22) facing the opening (32) of the casing (3), the guiding and spacing element (228; 215,216) defining an air chamber (221B) positioned between the opening (32) of the casing (3) and the first outer wall (223) of the box-like body (22).

2. Packaging (1) according to claim 1, wherein the air chamber (221B) has a thickness, measured along a direction normal to the first outer wall (223) sufficient to compensate for the elastic deformability of the first outer wall (223) towards the inside of the box-like body (22).

3. Packaging (1) according to claim 1 or 2, wherein the air chamber (221B) has a thickness ($h1, h3$), measured along a direction normal to the first outer wall (223) equal to at least 5 mm, preferably equal to at least 7 mm, more preferably equal to at least 10 mm.

4. Packaging (1) according to any one of claims from 1 to 3, wherein the guiding and spacing element (228) comprises an intermediate wall (228) which extends within the box-like body (22) parallel to the first outer wall (223) of the box-like body (22) facing the opening (32) of the casing (3).

5. Packaging (1) according to claim 4, wherein the intermediate wall (228) comprises a shaped recess (228U), said recess (228U) being shaped to correspond, in plan view, to a path followed by the opening (32) of the casing (3) during the sliding of the slide (21) between the position of complete insertion of

the slide (21) inside the box-like body (22) and the position of at least partial extraction of the slide (21) from the box-like body (22), and vice versa.

6. Packaging (1) according to claim 3 or 4, wherein the intermediate wall (228) is placed at a distance from the first outer wall (223) measured along a direction normal to the first outer wall (223) equal to the thickness of the air chamber ($h1, h3$). 5
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7. Packaging (1) according to any one of the preceding claims 4 to 6, wherein said intermediate wall (228) is arranged at a distance from a second outer wall (222), opposite to the first outer wall (223), of the box-like body (22) substantially corresponding to a dimension of the casing (3) measured along a direction normal to the first outer wall (223) and the second outer wall (222), so as to define a housing (221A) tailored on the dimension of the casing (3) bound to the slide (21) . 15
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8. Packaging (1) according to any one of the preceding claims 4 to 7, wherein the box-like body (22) is made by punching a single sheet of pliable material, wherein a first side wall (224), a second outer wall (222) opposite the first outer wall (223) when the box-like body (22) is mounted, a second side wall (225), the first outer wall (223), a first intermediate tab (228A), the intermediate wall (228) and a second intermediate tab (228B) are formed adjacent to each other in sequence along a main direction (X) of the punched sheet, so that the box-like body (22) can be assembled by fixing the first intermediate tab (228A) to the second side wall (225) and the second intermediate tab (228B) to the first side wall (224). 25
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9. Packaging (6) according to any one of claims from 1 to 3, wherein the slide comprises a base portion (211) to which the casing (3) is constrained, and wherein the guiding and spacing element (228) comprises a pair of shoulders (215,216) extending from two opposite flanks of the base portion (211) and normal to the base portion (211), each shoulder (215,216) having a dimension in the direction normal to the base portion (211) substantially corresponding to a total distance between the first outer wall (223) and a second outer wall (222), opposite the first outer wall (223) of the box-like body (22), measured along a normal direction to the first (223) and to the second (222) outer wall. 40
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10. Packaging (1; 6) according to any one of the preceding claims, wherein the slide (21) and the box-like body (22) comprise stop elements (213,229) configured to mutually engage during an extraction movement of the slide (21) from the body box-like (22), so as to prevent a complete extraction of the slide (21) from the box-like body (22). 55

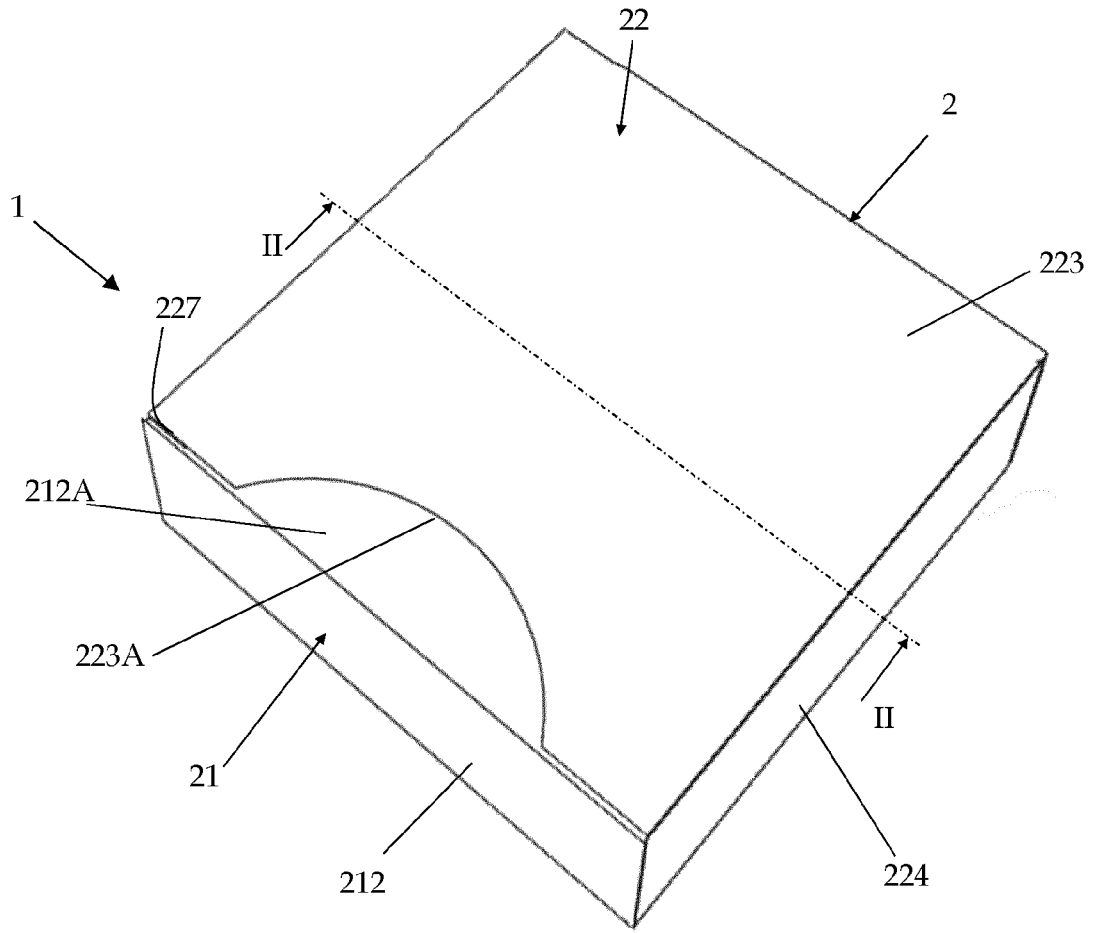


Fig.1

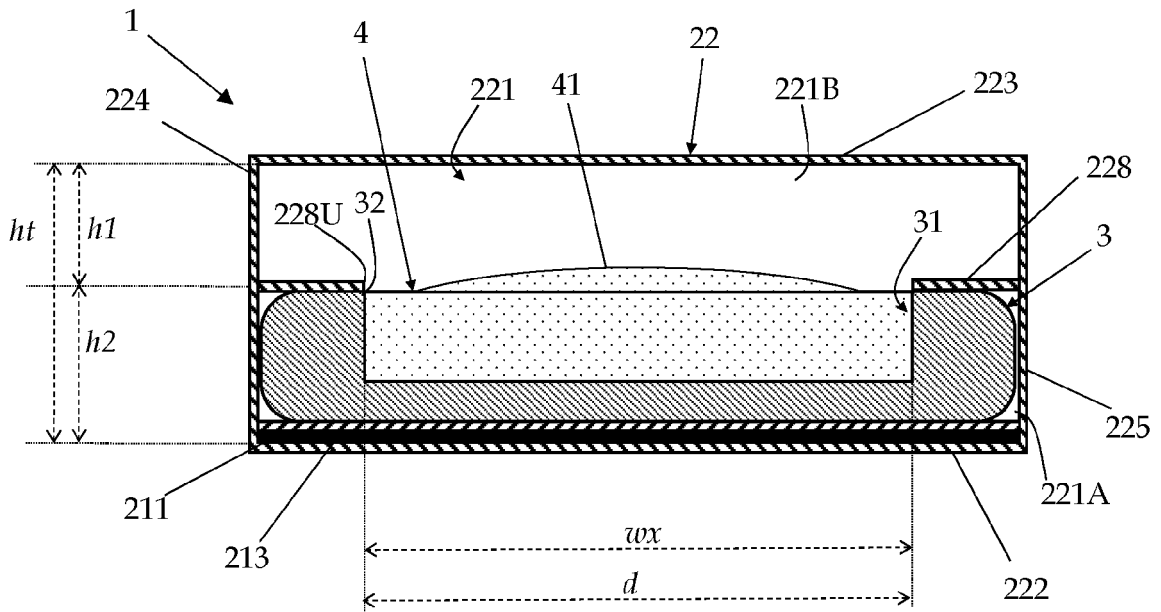


Fig.2

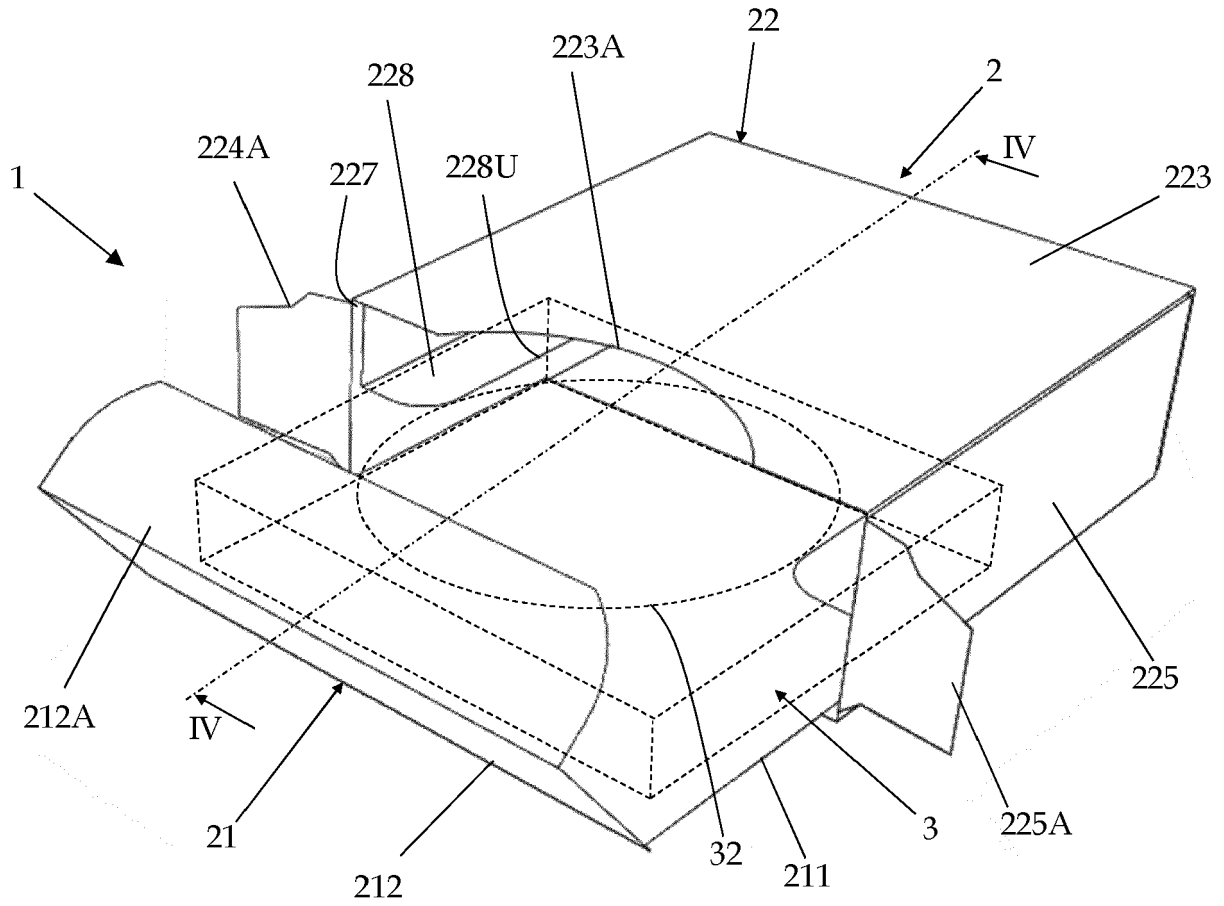


Fig.3

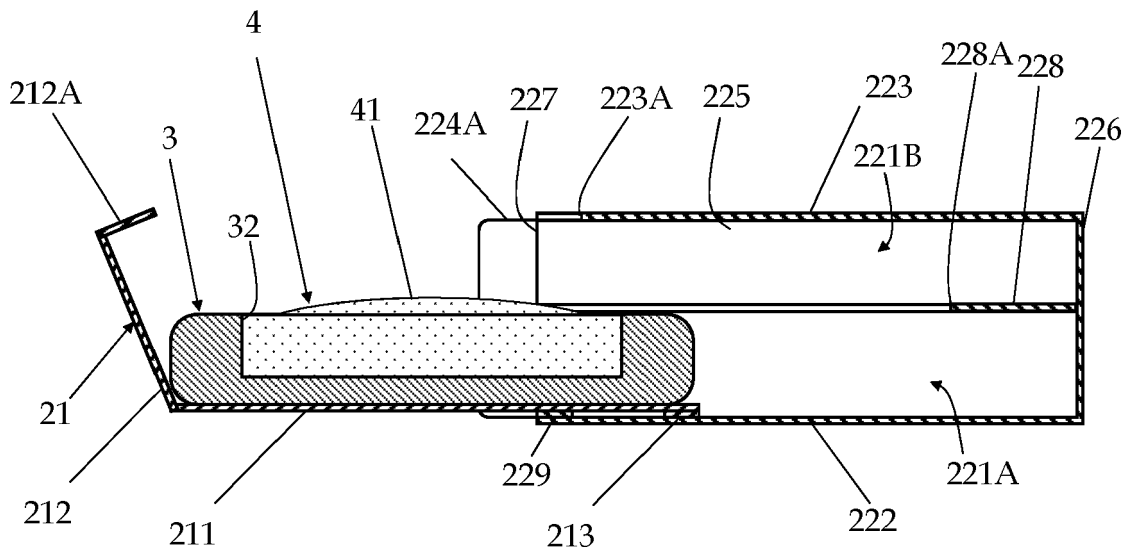


Fig.4

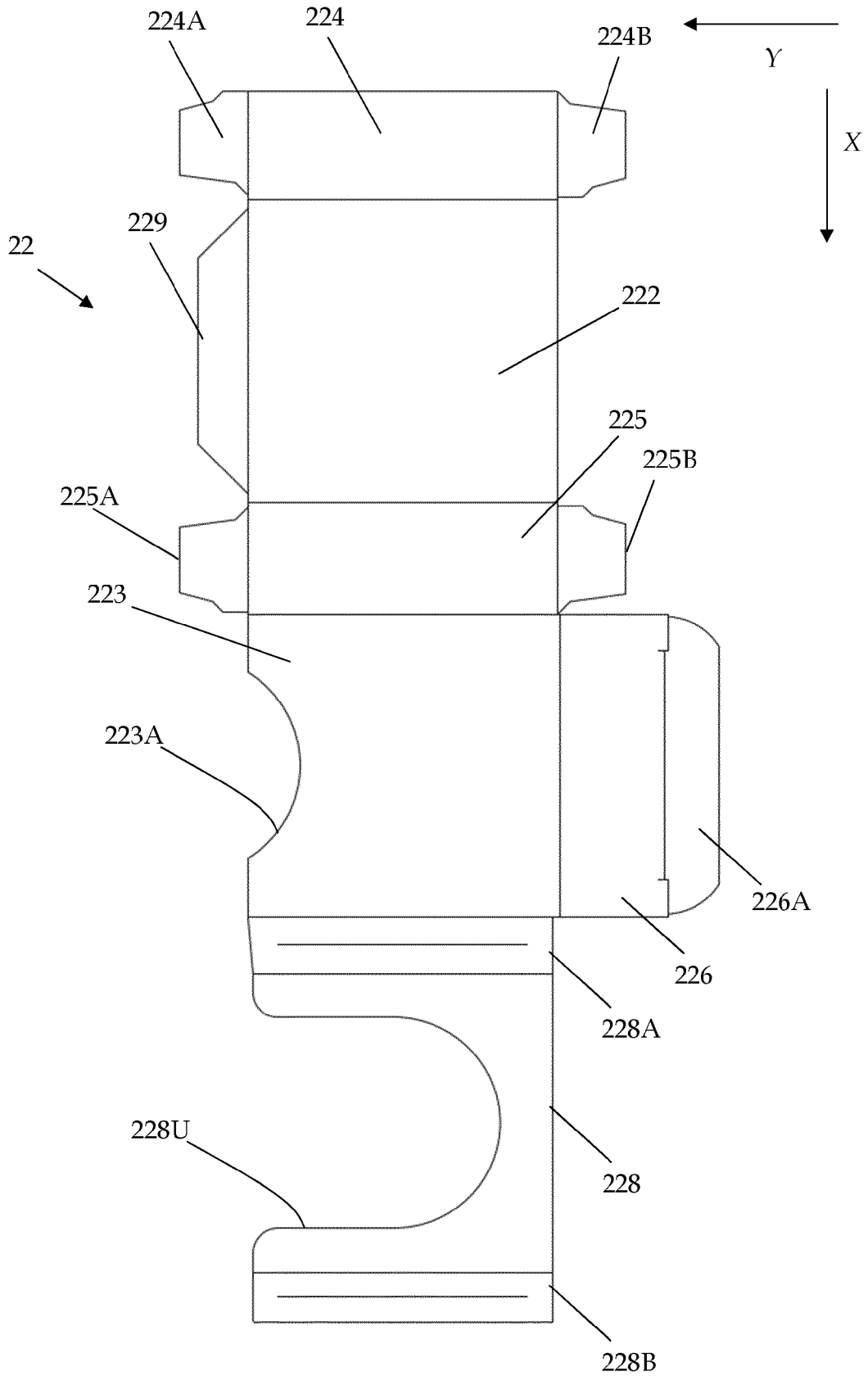


Fig.5

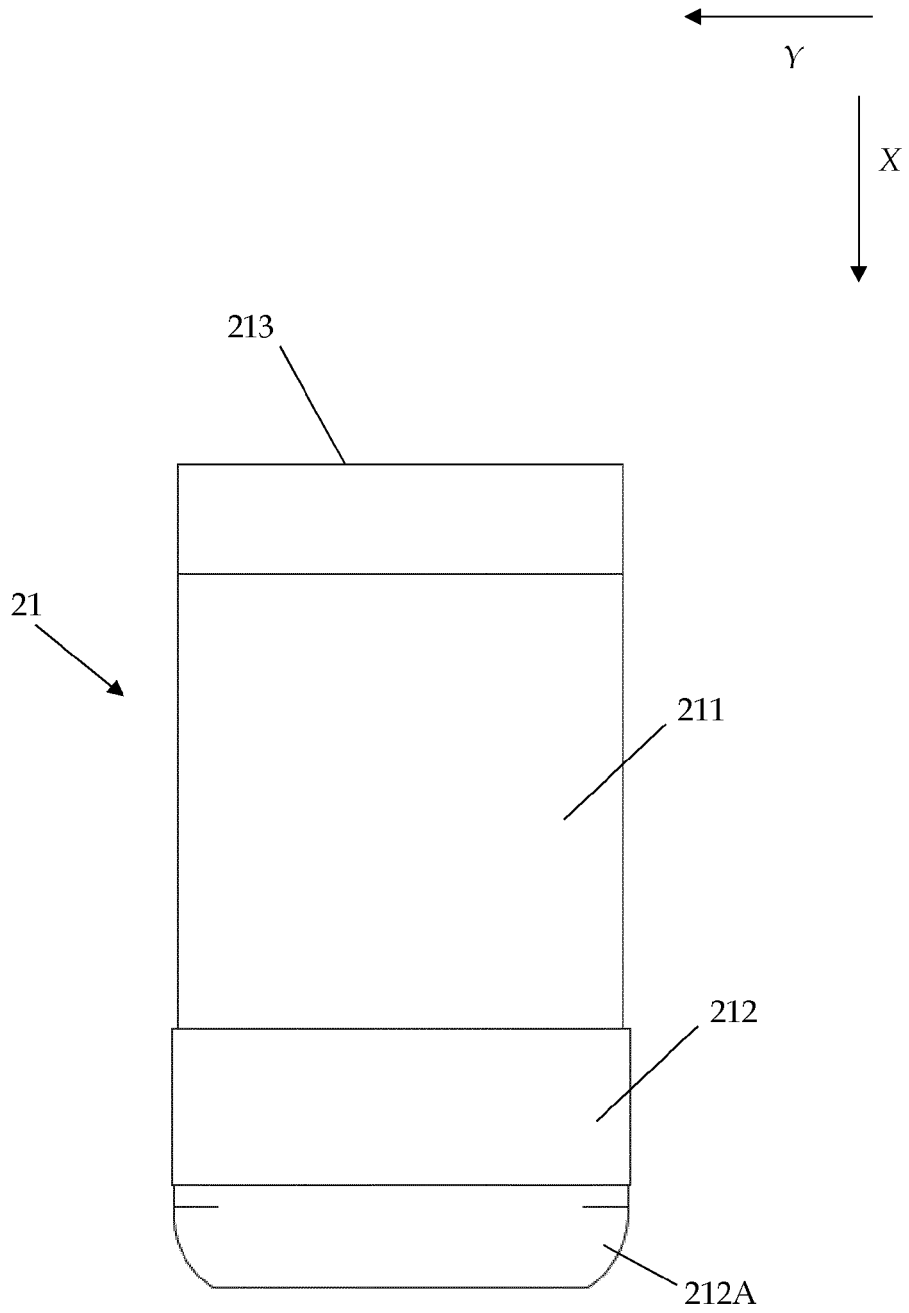
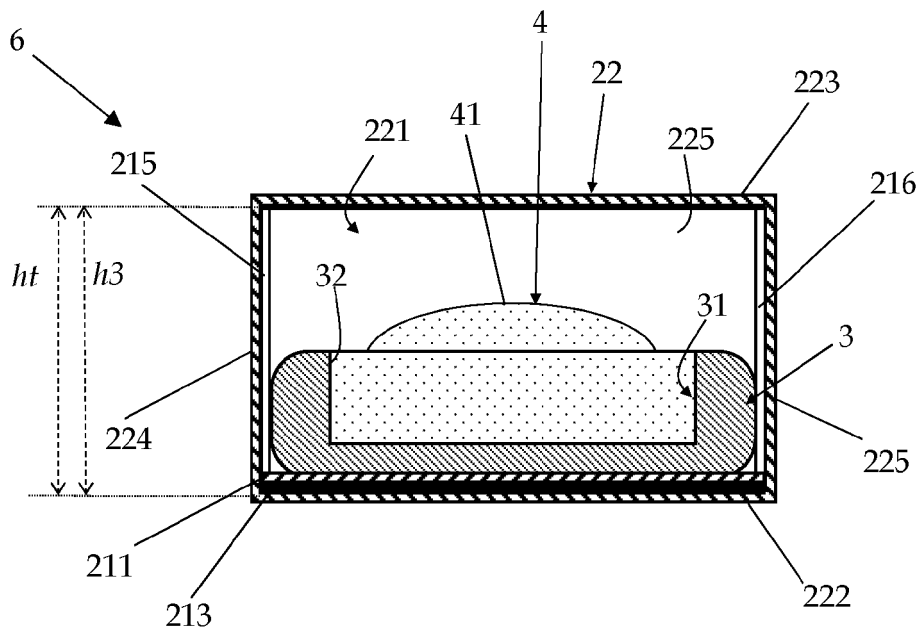
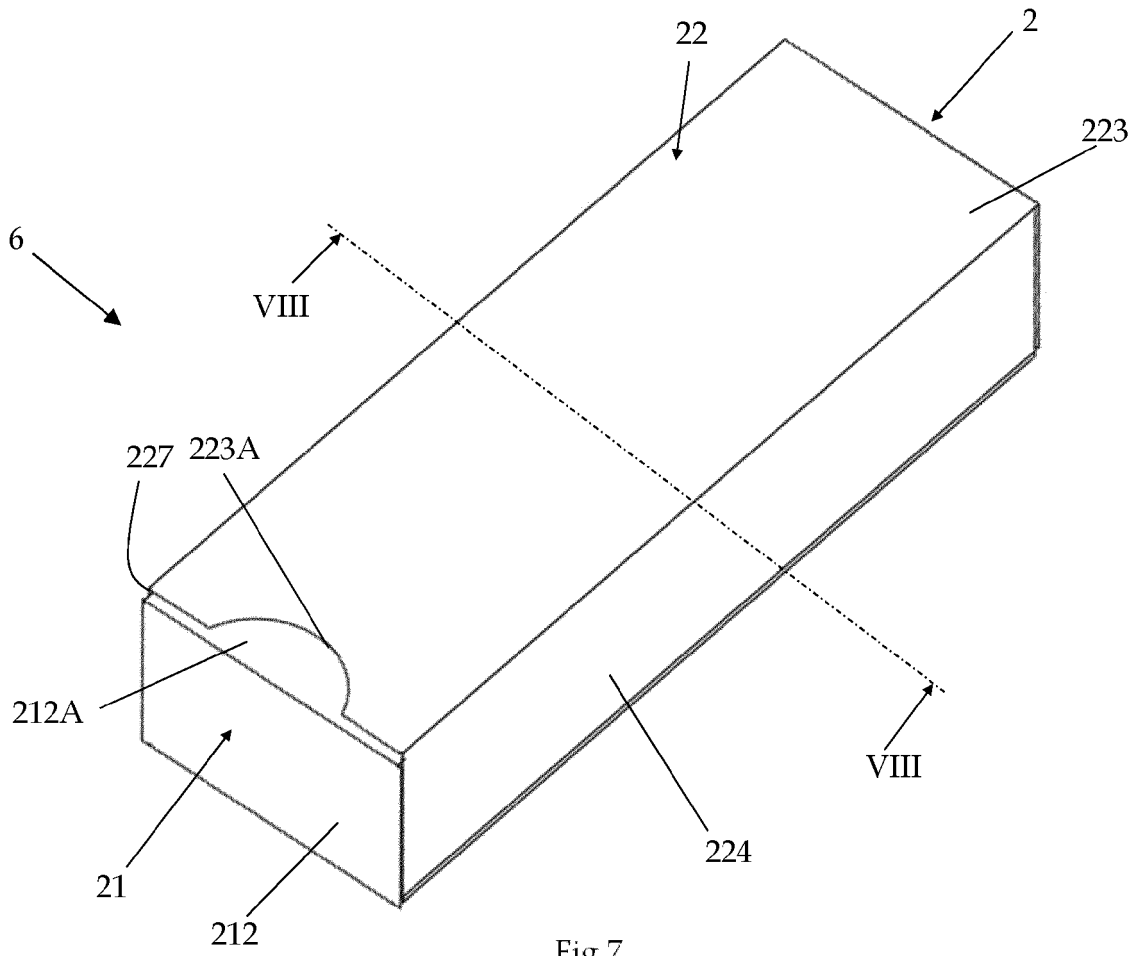


Fig.6



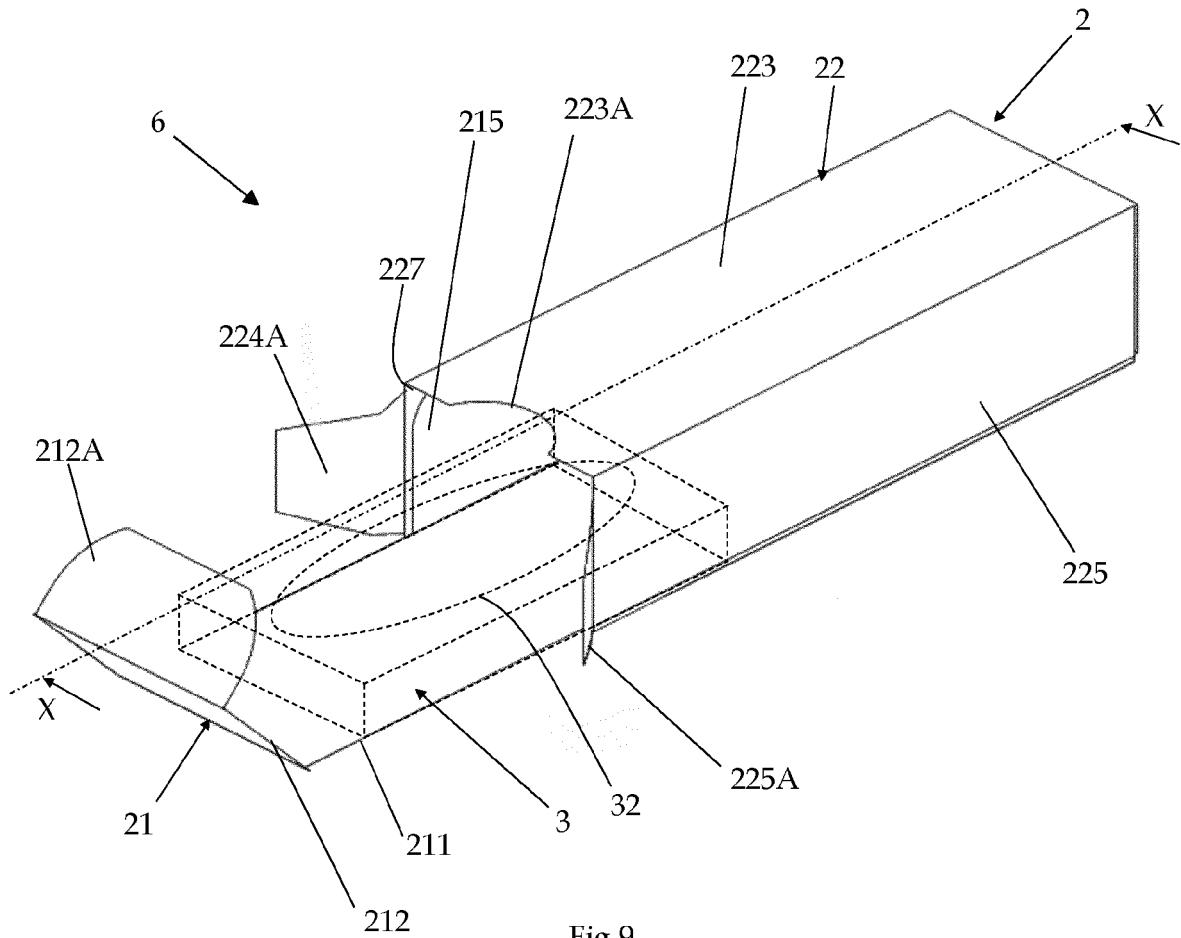


Fig.9

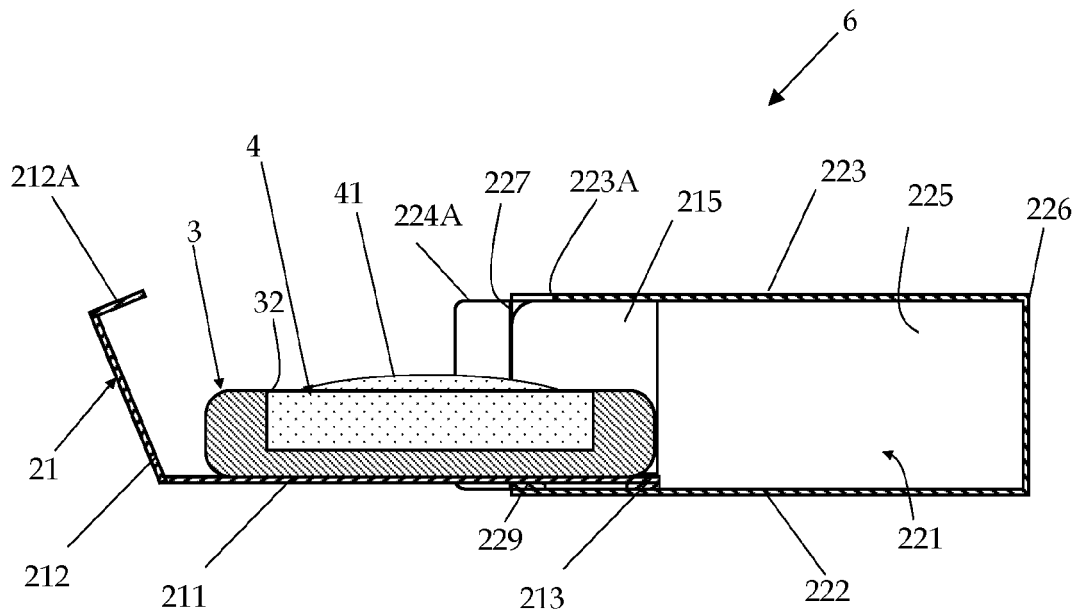


Fig.10

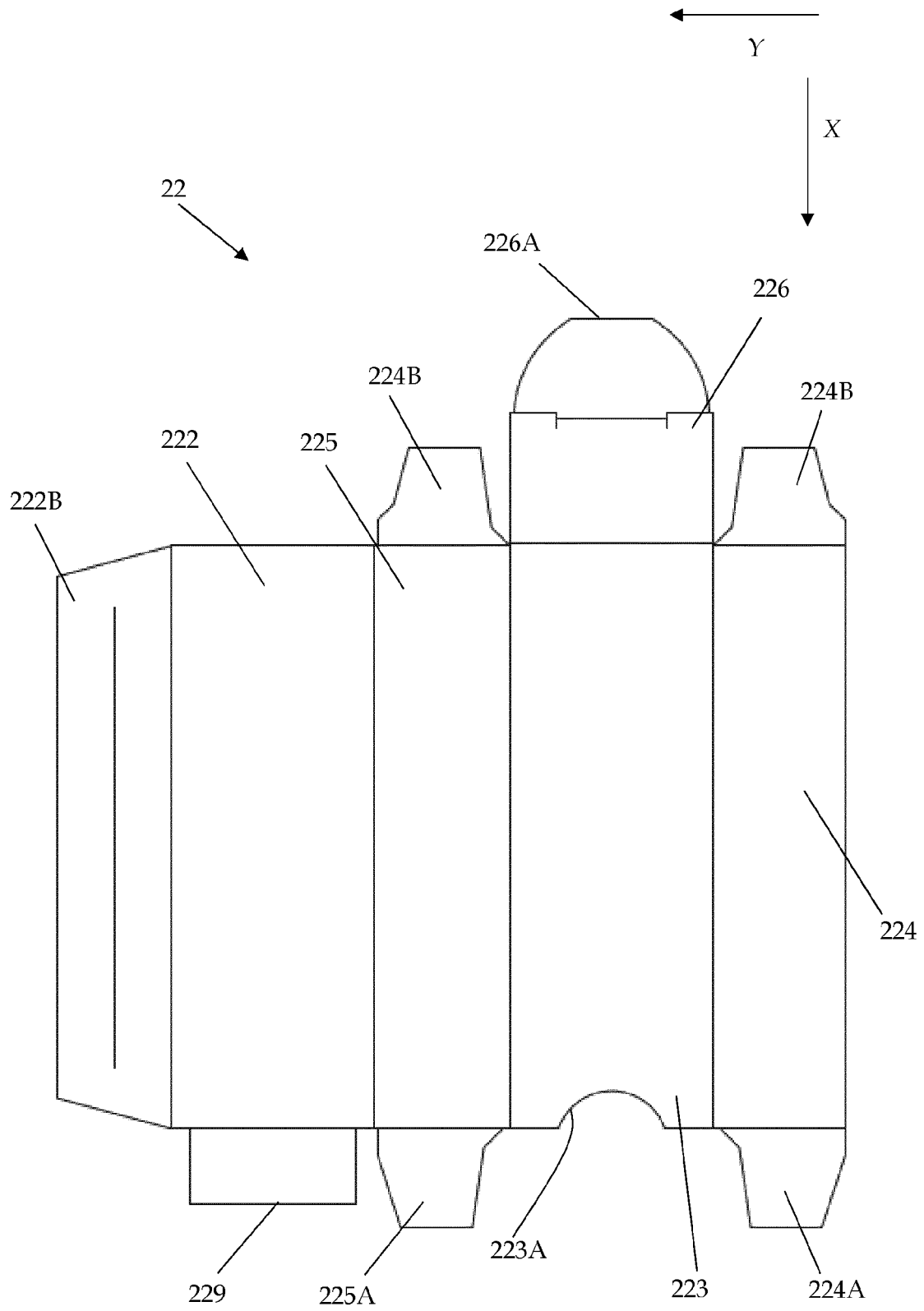


Fig.11

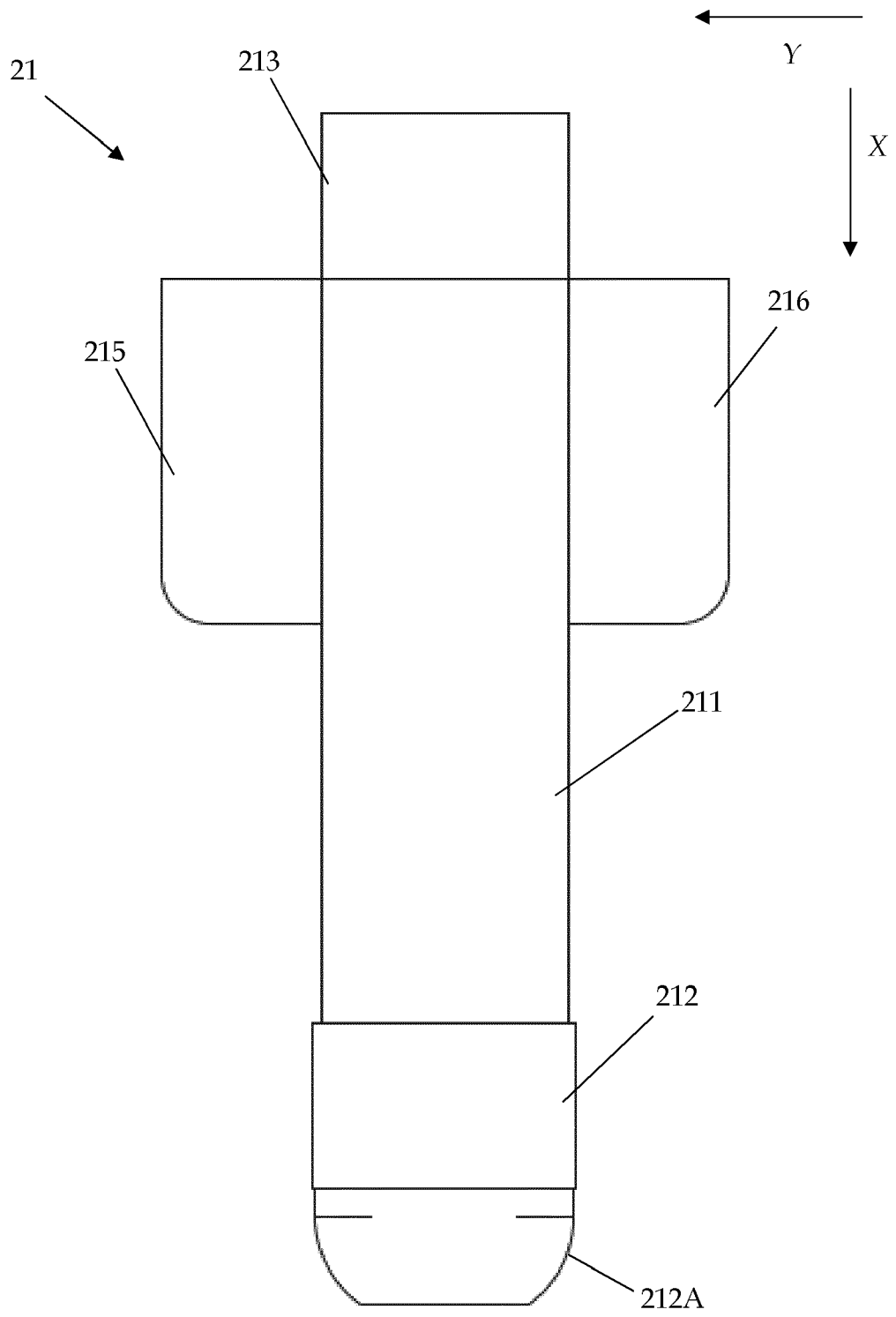


Fig.12



EUROPEAN SEARCH REPORT

Application Number
EP 21 20 7911

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Category	Citation of document with indication, where appropriate, of relevant passages	Relevant to claim	CLASSIFICATION OF THE APPLICATION (IPC)
Y	WO 2006/015117 A1 (MEADWESTVACO CORP [US]; WESTON MICHAEL [US]; FREEZE TIMOTHY [US]) 9 February 2006 (2006-02-09) * paragraph [00030] - paragraph [00040]; claim 1; figures 3-5 *	1-10	INV. B65D5/38
Y	DE 20 30 830 A1 (FIRMA A. LANDERER [DE]) 30 December 1971 (1971-12-30) * page 5, last paragraph - page 6, paragraph 1; figures 5,6 *	1-10	
			TECHNICAL FIELDS SEARCHED (IPC)
			B65D
1	The present search report has been drawn up for all claims		
Place of search Munich		Date of completion of the search 4 March 2022	Examiner Segerer, Heiko
CATEGORY OF CITED DOCUMENTS X : particularly relevant if taken alone Y : particularly relevant if combined with another document of the same category A : technological background O : non-written disclosure P : intermediate document		T : theory or principle underlying the invention E : earlier patent document, but published on, or after the filing date D : document cited in the application L : document cited for other reasons & : member of the same patent family, corresponding document	

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5 This annex lists the patent family members relating to the patent documents cited in the above-mentioned European search report.
The members are as contained in the European Patent Office EDP file on
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04-03-2022

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