May 6, 1969 E. G. MARBAN 3,442,438

ENVELOPE OPENER

Filed May 11, 1967 Sheet 1 of 2

FIG. 1

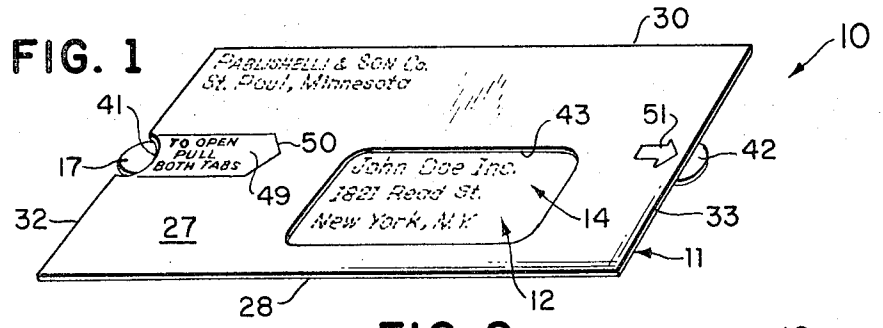


FIG. 2

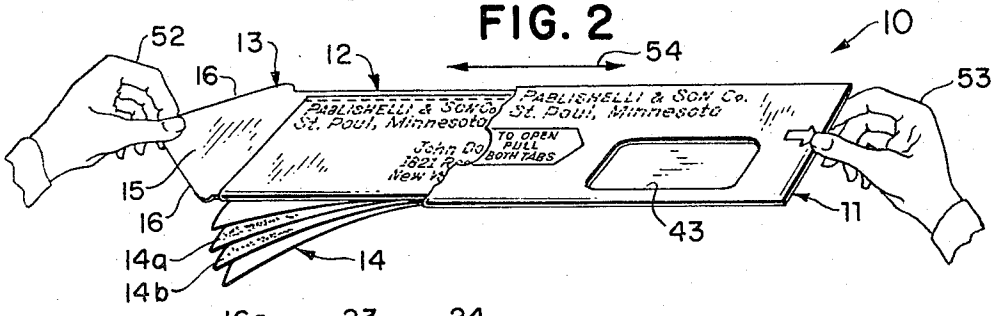


FIG. 3

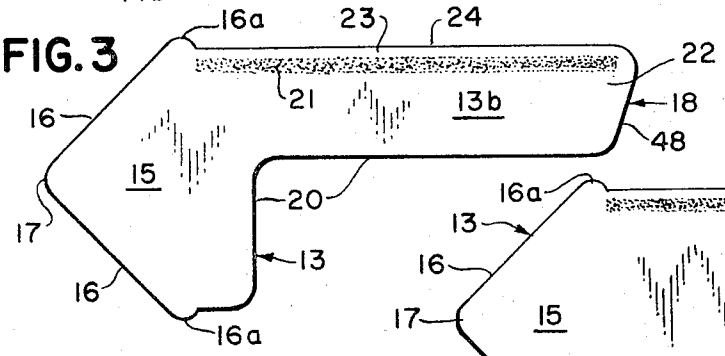


FIG. 4

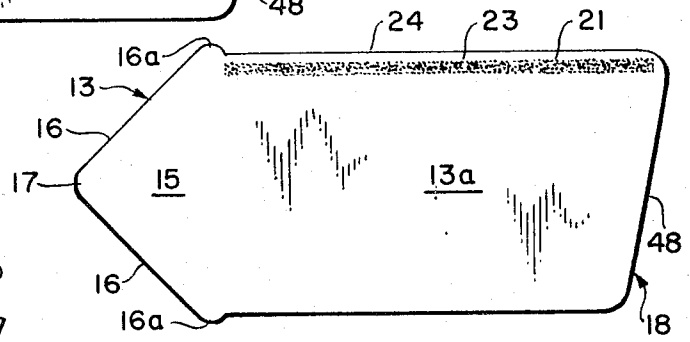
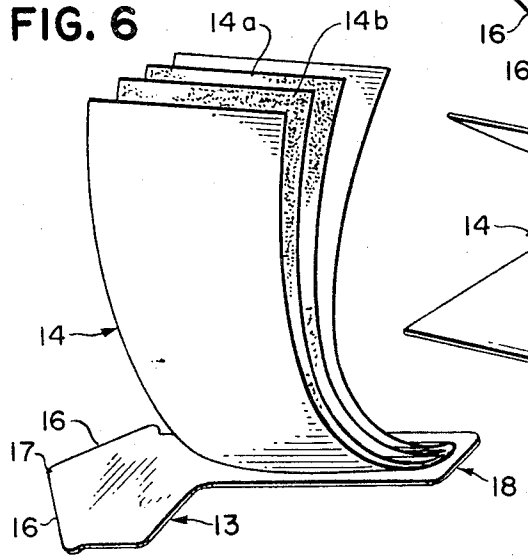


FIG. 6



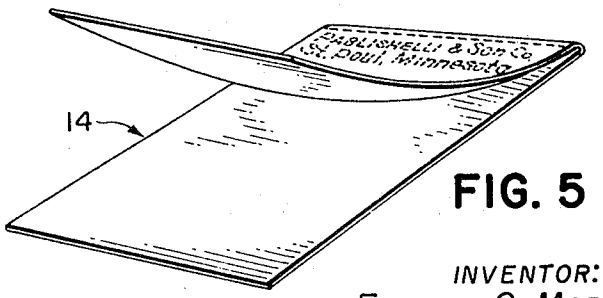


FIG. 5

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ENVELOPE OPENER

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FIG. 7

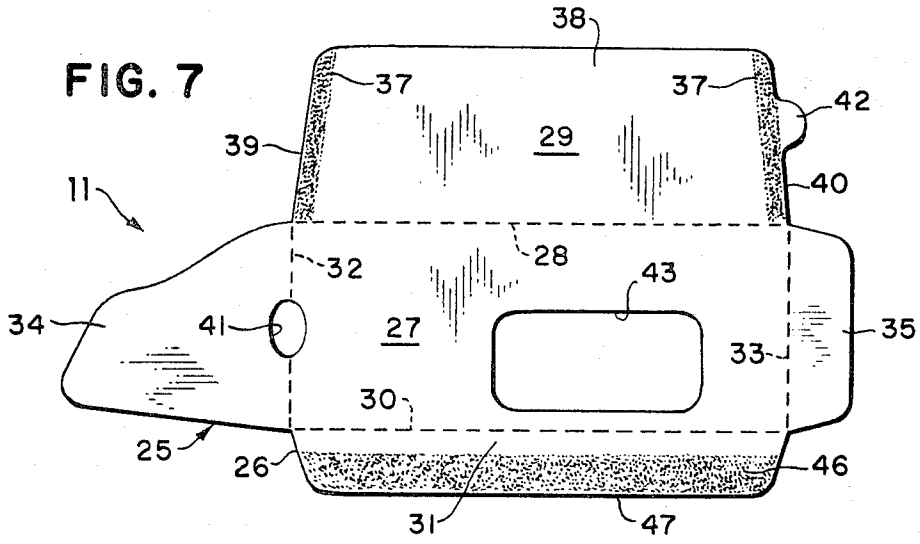
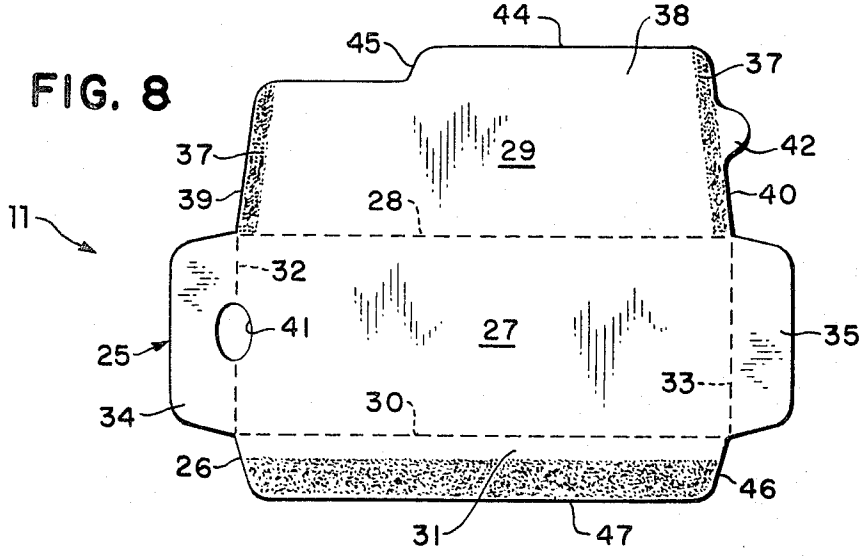


FIG. 8



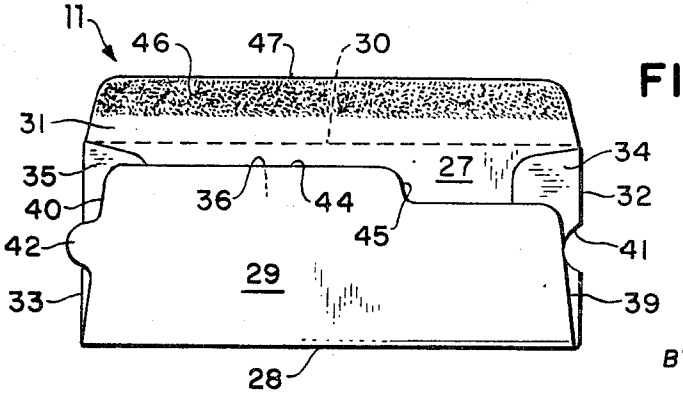


FIG. 9

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3,442,438

ENVELOPE OPENER

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Filed May 11, 1967, Ser. No. 702,147
Int. Cl. B65d 27/32, 27/00; B43n 5/00, 7/00
U.S. Cl. 229—85 1 Claim

ABSTRACT OF THE DISCLOSURE

A quick-opening envelope containing a stiff backing member which protrudes at one end from the envelope and serves as a means of tearing it open, the backing member having correspondence papers affixed thereto which are removed automatically from within the envelope when the backing member tears its way out upon being pulled at its exposed end.

This invention relates generally to mail envelopes and, more specifically, to quick-opening mail envelopes.

A principal object of the present invention is to provide a quick-opening mail envelope whereby being opened up, the contents include return papers already folded so as to influence an immediate re-insertion thereof into a return envelope, thus promoting a prompt response.

Another object is to provide a quick-opening envelope that does not require a letter opener or other accessory for being opened.

Another object is to provide a quick-opening envelope wherein the contents protrude from the envelope to form a manually operable member used to open the envelope.

Another object of the present invention is to provide a jet mailer comprised of an envelope in combination with its contents wherein all the said contents are removed automatically together from the envelope, thus eliminating the possibility of leaving behind any important papers to be unknowingly discarded with the envelope.

Yet another object is to provide a jet mailer that self addresses return cards.

Yet another object is to provide a jet mailer that must be torn to be opened, and accordingly cannot be secretly opened.

Yet another object is to provide a jet mailer wherein the tearing action is easy and clean-cut due to the diagonal position of the cutting edges relative to the edge being torn.

Other objects are to provide a jet mailer which is simple in design, inexpensive to manufacture, rugged in construction, easy to use and efficient in operation.

These and other objects will be readily evident upon a study of the following specification and the accompanying drawing wherein:

FIG. 1 is a perspective view of the present invention shown assembled;

FIG. 2 is a view similar to FIG. 1 showing the contents being removed from the envelope;

FIG. 3 is a plan view of a backing member that forms a part of the present invention;

FIG. 4 is a view similar to FIG. 3 showing a modified form of the present invention;

FIG. 5 is a perspective view of the letter or other correspondence forming a part of the present invention;

FIG. 6 is a perspective view of the letter or correspondence shown secured to the backing member;

FIG. 7 is a top pattern view of an envelope blank that forms a part of the present invention;

FIG. 8 is a view similar to FIG. 7 of a modified design and

FIG. 9 is a rear elevation view of the envelope blank

illustrated in FIGURE 8, and shown folded to form an envelope.

Referring now to the drawing in detail, the reference numeral **10** represents generally a jet mailer according to the present invention including an envelope member indicated generally at **11** and an insert member indicated generally at **12** that forms the contents of the envelope member.

The insert **12** includes a flat backing member indicated generally at **13** to which a letter or other correspondence indicated generally at **14** is affixed. The backing member **13** is die cut from a relatively stiff paper or cardboard, and is of elongated character, having a generally "arrow" configuration with an enlarged tapered portion **15** at one longitudinal end formed by converging edges **16** that meet at a rounded point **17**. The remaining contour **18** of the backing member may be variously configurated as desired for any pleasing appearance or specific purpose, as is illustrated in FIGURES 3 and 4, for example, the backing member **13***a* illustrated in FIGURE 4 is generally rectangular to include large surfaces which may be used for containing imprinted advertising or other visual material on one or both sides. The backing member **13***b* illustrated in FIGURE 3 has a rectangular cut out portion at one corner as indicated by edges **20**, to possibly save on stock material in production of the backing member or for decreasing the weight thereof so as to keep down postage costs. Adhesive **21**, such as glue or the like, is applied to one side **22** of the backing member for the purpose of affixing thereto the correspondence **14**, the adhesive being applied in the shape of a linear strip **23** along a longitudinal edge **24** of the backing member. Sidewardly protruding spurs **16***a* at the ends of the tapered edges are for a purpose to be later described in the operative use of the invention.

The correspondence **14** may include a letter, an order blank, coupon, contract or any other material, a portion of which is returnable to the sender and which, it will be noted, is already provided with fold lines so that it can be inserted with least attention and effort into a return envelope, thus promoting a prompt response.

The envelope member **11** is die cut from a sheet of paper stock to form an envelope blank indicated generally at **25** which is divided by means of fold lines into a central panel having foldable flaps therearound. Thus, as is illustrated in FIGURES 7 and 8, the blank **25** has an irregularly configurated edge **26** forming flaps around a substantially rectangular, central panel **27** which forms a front panel of the finally folded envelope, the panel **27** having a fold line **28** along one longitudinal edge to define a bottom flap **29**. Another fold line **30** along an opposite longitudinal edge of panel **27** defines a top or closure flap **31**. A fold line **32** along one side edge of the panel, and a fold line **33** along an opposite side edge define side flaps **34** and **35**, respectively. As is readily evident in FIGURES 7 and 8, either of the bottom or side flaps are provided with adhesive so that these three flaps may be joined together after being folded, so to form a pocket **36** into which the insert **12** may be received for mailing. Thus, as shown, the bottom flap **29** is provided with adhesive **37** along each side thereof adjacent to the side edges **39** and **40** for securement to both side flaps.

In the present invention, a slot or opening **41** is centrally die cut in a longitudinal midportion of the fold line **32** for the purpose of receiving therethrough the rounded tip or point **17** of the backing member. In the present invention, the envelope member also includes a finger tab **42** (FIGS. 1 and 9) formed along the edge **40** of the bottom flap **29**, which will remain exposed after the envelope is fully formed so that it may be held between the fingers when the envelope is later opened. It is to be noted that the finger tab **42** is located on an opposite longitudinal

end of the envelope relative to the end thereof having the slot **41**.

It is to be further noted that the envelope member **11** may be of any size or style and may be made plain as shown in FIG. 8, or with window **43** as shown in FIGURE 7 to expose the name and address on the letter salutation to the mailman. Likewise the side flap **34** may be relatively stubby as shown in FIGURE 8 or long as shown in FIG. 7. Additionally, the edge **44** of the bottom flap may include a notch **45** (as shown in FIG. 8) so as to expose a portion of the adhesive **46** applied along edge **47** of the flap **31** and so as to allow the adhesive in this exposed area to seal against a part of the correspondence that is intended to be retained within the envelope while the remainder thereof is withdrawn upon opening the envelope, for purposes of various advertising schemes or the like, whereby a person will look into the envelope for the missing portion, after being previously informed in the previously withdrawn portion of the correspondence.

In operative use, the correspondence is prepared and affixed to the backing member by means of the adhesive strip **23**. The correspondence is then folded over that it will fit into the envelope. The insert being thus assembled, is then inserted into the envelope with the rounded point **17** of the backing member protruding out of the slot **41**. It is to be noted that the backing member is of a length relative to the envelope pocket whereby it will not slide longitudinally therewithin, and the rounded point **17** will at all times remain extended out of the slot **41**. It is to be further noted that the edge **48** on the backing member, which is opposite the end having the rounded point, is slightly diagonal respective to the longitudinal edges, thus indicating that a corner has been cut off so as to allow pivotal movement of the backing member about the point **17** in slot **41** during insertion into the envelope. Thereatfer the closure flap **31** is sealed.

After the jet mailer is delivered it is then opened in the manner described below and following the instructions **49** imprinted on the outer side of the envelope, the operative parts being indicated by arrows **50** and **51**. As shown in FIG. 2, the protruding rounded point serves as a tab for the insert which is grasped between the fingers of a person's one hand **52** while the tab **42** of the envelope is grasped by the person's other hand **53**. The tabs are then pulled in opposite directions as indicated by double headed arrow **54**. This causes the diagonal edges **16** of the stiff backing to gradually tear open the sealed envelope along fold line **32** and at the same time withdraw the insert completely from the envelope through the torn opening. It will be noted that the spurs **16*a*** assure that the torn opening will be sufficiently large to allow easy removal of the remainder of the backing body together with any correspondence that may be wrapped therearound or folded adjacent thereto. The corresponding enclosure then may be read, and being already prefolded any part thereof may with no extra effort be easily slipped into a return envelope for return to the sender.

It is to be noted that while the letterhead is prefolded it will contain at least one carbonless copies **14*a***, **14*b***, etc., also prefolded like an accordion, and lying between the letterhead and the advertising backing. Furthermore, the copies are electrostatically held between the letterhead and the advertising backing and remain therein by the accordionlike folds and are released by pulling the bottom edges of the copies from the letterhead and the backing.

Furthermore, the letterhead and backing member **13** are held together to the backing member **13** by gluing along a perforated line at one edge of the backing member.

With regard to flap **34** in FIG. 7, it will be noted that the same is elongated in order to facilitate removal of the insert from the envelope and to prevent ripping of the flap.

I claim:

1. In a jet mailer, the combination of an envelope and an insert receivable within said envelope, said insert when

placed and sealed within said envelope having self-contained means for tearing open said envelope for withdrawal therefrom, said insert comprising an elongated, flat stiff backing member of substantially "arrow" shaped configuration, said backing member being tapered at one end by means of a pair of converging edges terminating in a substantially rounded point, the longitudinal side edges of said backing member being substantially parallel, the opposite end of said backing member having a straight end edge that is slightly diagonal from a perpendicular plane relative to said side edges, and said backing member having means for affixing one or several sheets of correspondence thereto, said affixing means comprising adhesive, and said correspondence being adapted to be folded selectively around said backing member or adjacent one side thereof, said backing member provided with a sidewardly extending spur at the opposite ends of each of said diagonal edges of said tapered end so as to insure the tearing open of said envelope sufficiently to permit withdrawal therefrom of said affixed correspondence folded around or adjacent to said backing member, an obtuse corner formed by said diagonal end edge and one of said side edges cut away forming a deep notch in the body of said backing member, the opposite sides of said backing member comprising surfaces for carrying imprinted advertising, said envelope being formed from a flat envelope blank having an irregular peripheral edge, said blank being divided by means of a plurality of fold lines into a central, substantially rectangular panel, a bottom flap, a pair of opposite side flaps and a top flap, adhesive carried on one side of and adjacent a pair of side edges of said bottom flap for securement to said side flaps when folded over, whereby to form a pocket of said envelope for receiving therewithin said insert, and said envelope having a short slot along a side fold line forming one side end of said envelope when folded, said slot receiving said rounded end of said backing member to protrude therethrough outward of said envelope for manual grasp thereof between the fingers of a person's one hand, said envelope being further provided with an endwardly extending tab at the end of said envelope remote from the end having said slot, said tab being formed along a side edge of said bottom flap, said tab providing a means for being grasped between the fingers of a person's other hand to pull apart said backing member from said envelope, thus causing the said diagonal edges at the tapered end of said backing member to tear open said envelope end having said slot so as to remove said insert from said envelope, said backing member being substantially equal in length to said envelope pocket whereby to prevent said rounded point from disengaging said slot, adhesive being applied on one side of said top flap, said adhesive extending the full length of said flap, for securement to said bottom flap when said envelope is sealed, and said bottom flap having a notch in the longitudinal edge thereof to avoid securement at said notch with said top flap adhesive, said adhesive of said top flap at said notch being secured to a part of said insert when said envelope is sealed to prevent withdrawal of said part when the remainder of said insert is pulled out upon opening said envelope.

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DAVID M. BOCKENEK, *Primary Examiner.*

U.S. Cl. X.R.

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