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(54) **MULTIPLE SAFETY LABEL**

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**Description**

## TECHNICAL FIELD OF THE INVENTION

**[0001]** The present invention concerns the field of the production of labels, and more particularly it concerns a multiple safety label that, for example, makes it possible to increase certainty in the identification of the origin of the product with which the label is associated and/or to ensure that the product has not been tampered with.

## STATE OF THE ART

**[0002]** As is known, in addition to other purposes, labels also serve the purpose to identify the origin of a product. For this reason, labels may contain names, logos and codes, in order to allow an observer to identify the product.

**[0003]** In some cases these labels are provided with writings or logos applied with invisible inks, for example of the Wood type, which become visible under a particular type of illumination, for example Wood light. An example of a label of this type is described in patent EP1235196. In this case, the observer must be in possession of a special lighting device in order to be able to read the label and therefore the origin of the product. Labels of this type make it possible to drastically reduce any counterfeiting action on the label and thus the product.

**[0004]** As already said, labels can also have the function of guaranteeing the inviolability of the product or of the package in which the product is contained, like seals. For example, labels are irreversibly glued across the opening tabs of a package, in such a way that the first time the package is opened the label is irreversibly torn, so that any undesired opening of the package is immediately evident.

**[0005]** Patent document US 2004/0020086 discloses a multiple label comprising a first and a second label. When the first and the second label are joined, a holographic image A is visible. When the first and the second label are separated, part of the metal which was in between the two labels remains attached to the first label and part to the second label, so that an image B is formed on both labels. In this manner it is possible for the user to know if the two labels have been separated. Patent document US 2004/0076310 discloses using two semi-transparent elements which, when combined, thanks to the Moire effect, allow an image to be seen, which would otherwise not be recognizable. Those two elements are positioned on different parts of the package.

**[0006]** Patent document WO 2004/043708 discloses a security element comprising a support layer 12, on both sides of which two tamper-evident layers 14 and 14' are positioned. Images 32 and 34 which are present on the tamper-evident layers 14 and 14' combine with each other so as to form a single image. When the top part of the security element is removed, the security coatings 26 present with layer 14 are removed with the layer and the

composed image is not visible anymore.

## SUMMARY OF THE PRESENT INVENTION

**[0007]** It is the object of the present invention to provide a labelling system that makes it possible to identify the origin of the product/package with which the label is associated in a simple and safe manner.

**[0008]** It is another important object of the present invention to provide a labelling system that reduces the risk of the product/package with which it is associated being counterfeited.

**[0009]** It is another but not less important object of the present invention to provide a system constituted by a package and by a label associated with it, which makes it possible to reduce the risk of the product associated with the package being counterfeited or tampered with.

**[0010]** These and other objects, which are described in greater detail below, are achieved by the teaching of independent claim 1.

**[0011]** A multiple safety label can comprise:

- a first base label with a first side suited to be fixed to the product/package and an opposite second side;
- a second label, removably fixed to the second side of the first label, provided with identification means for an observer, suited to be removed from the first label, preferably in an irreversible manner, and used, for example, as a check element by a user.

**[0012]** In the following description, the term "identification means" indicates any visual system suited to be identified by an observer, for example writings, drawings, colours, holograms, visible both directly to the naked eye and through the use of special visualization systems, for example the combination of invisible ink (for example of the Wood type, or its derivatives, or similar products), with which the identification means are made, with an illumination system intended to visualize said ink (for example of the Wood type).

**[0013]** The use of a double label, meaning two labels placed on top of each other, ensures high flexibility of use.

**[0014]** For example, the base label can serve as a seal for the package, while the second label can serve as a check element for a user.

**[0015]** Identification means can be provided also on the first label, for example a first graphic representation.

**[0016]** The identification means present on the second label are preferably of the "completion" or "combination" type, meaning means suited to be combined with other visual systems in such a way that their combination produces the predetermined representation of that which serves for the identification of the product/package.

**[0017]** For example, the second label is provided with a visual system, meaning a second graphic representation that, when superimposed to a further visual system, meaning a third graphic representation, provided for example on the surface of the package, generates or com-

pletes a fourth predetermined graphic representation.

**[0018]** The first label can comprise a graphic representation (fifth graphic representation), for example provided on the surface of the first label, which, when superimposed to a further visual system, meaning a further graphic representation (for example, that with which the second label is

provided) generates or completes another predetermined graphic representation. In other words, when the second label is removed and conveniently superimposed to the first label (for example, by superimposing the second label in a predetermined angular position with respect to the first label) a further predetermined graphic representation is generated, which is useful for the identification of the product/package to which the multiple label is applied.

**[0019]** The second label can be at least partially transparent or opaque.

**[0020]** Preferably, the two labels have the same shape and size in plan view.

**[0021]** Preferably, before being applied to a product/package, the multiple label is positioned on a support from which the unit formed by the first label together with the second label can be removed for application to the product/package. For example, the support is a film, preferably of the silicone-coated type, according to the known technique.

**[0022]** In this description the word "film" means a thin flexible element made of any useful material. For example, a film can be made of paper or a plastic material. Other types of material are also possible.

**[0023]** A first label may comprise a first film, for example made of paper or a plastic material, included between two layers of adhesive, a first layer of adhesive for adhesion to the lower support and/or to the product/package, and a second opposite layer of adhesive for fixing the second label.

**[0024]** The first film is preferably provided with at least one graphic representation, which can be visible to the naked eye or invisible (for example printed with invisible ink of the Wood type) and made visible only if illuminated with suitable light, for example a graphic representation made with an ink that is visible with the aid of Wood light. Preferably, the representation forms or is contained in a layer included between the first film and the second layer of adhesive. It is clear that there can be either a graphic representation visible to the naked eye or a graphic representation of the invisible type.

**[0025]** Preferably, on the second layer of adhesive there is a coating layer, for example of paint or primer, suited to allow a preset degree of adhesion to the second label, so that when the second label is removed from the first label the residual adhesive on both the first label and the second label is such that repeated adhesion is not guaranteed.

**[0026]** The first film can be transparent, partially transparent, opaque, white, coloured etc.

**[0027]** Preferably, the second label comprises a sec-

ond film, preferably made of a plastic material (other materials are however possible).

**[0028]** Preferably, said second film is suited to be placed in direct contact with the first label.

5 **[0029]** The second film is preferably at least partially transparent, but it can be completely transparent, opaque, white, coloured etc.

**[0030]** On the side of the second film opposite the side facing the first label, there is at least one said graphic representation of the type visible to the naked eye or invisible (for example, printed with invisible ink of the Wood type) and made visible only if illuminated with a suitable light, for example a graphic representation made with ink that is visible with the aid of Wood light. It is clear that there can be either a graphic representation visible to the naked eye or a graphic representation of the invisible type.

**[0031]** On the side of the second film opposite the side facing the first label, over the at least one graphic representation, there is an external protective coat.

10 **[0032]** An example of multiple label may comprise the following layers in sequence, one on top of the other:

- a silicone-coated support in the form of a film (paper, plastic or another material) of the standard type;
- the first label, made up of:
  - adhesive;
  - a film made of white or coloured paper, type and basic weight according to the use, customized with print made with an invisible pigment and/or its derivatives, detectable only under Wood light or a similar light, or with a visible print obtained with any of the existing technologies; or a film made of a transparent or opaque, white or coloured plastic material, type and thickness according to the use, customized with a print made with an invisible pigment and/or its derivatives, detectable only under Wood light, or with a visible print obtained with any of the existing technologies;
  - adhesive;
  - coat/primer/paint allowing the second label to adhere with a preset degree of adhesion;
- the second label, made up of:
  - a transparent or opaque film, which also can be customized with a print made with an invisible pigment and/or its derivatives, detectable only under Wood light, or with a visible print obtained with any of the existing technologies;
  - specific coat for the print.

15 **[0033]** The multiple label can be applied to any type of surface, plane, angular, curved, thus becoming an integral part of the product/package.

**[0034]** The multiple label, meaning the assembly of the

first and the second label, is constituted by two materials, a base material and an upper material, coupled together with a special printing and adhesion process, which appear as a common label when they need to be processed and used.

**[0035]** The base, meaning the first label, is customized for example with invisible print that is visible only under Wood light, or with a visible print so that the origin of the product can be immediately identified.

**[0036]** An adhesive and a primer are applied to the front side of the first label and said adhesive and primer allow the film of the second label to adhere and form a single material.

**[0037]** On the front side of the second label, the printer proceeds to the preparation of the label, including a specific graphic element for the check, invisible print, cryptography, thermochromic print etc.

**[0038]** After application of the multiple label to the package, the second label can be removed and remain without adhesive, so that it cannot be put back; the invisible or partial print present on the label is superimposed to another printed area of the product/package in order to make print and hidden texts (messages) visible, change their colour etc., then the purchaser has the possibility to check the identification data and the authenticity of the product with no need to use specific equipment.

**[0039]** The first label, meaning the base, remains applied to the product/package in a permanent manner, even after the removal of the second label, and the authenticity of the product can be read under Wood light in the case of invisible print or directly in the case of visible print. If used as a seal, the label must be broken in order to open the package. In this case it is preferable for the film used for the first label to be made of paper.

**[0040]** The first label may comprise identification means for an observer, preferably of the "completion" or "combination" type (as described above), meaning means suited to be combined with other visual means, in such a way that their combination produces a predetermined graphic representation. More particularly, the first label comprises a graphic representation (fifth graphic representation), for example provided on the surface of the first label, which, when superimposed to the visual system, meaning a further graphic representation, provided for example on the second label, generates or completes another predetermined graphic representation. In particular, this can be made, for example, after removing the second label, proceeding to superimpose it to the first label once again, taking care to arrange it in a predetermined angular position with respect to the first label. Said predetermined graphic representation will be useful for the identification of the product/package to which the multiple label is applied. This solution advantageously makes it also possible to avoid the need to provide the package with said graphic representation, in any case allowing the product to be checked for possible counterfeiting.

**[0041]** The invention concerns a labelling system according to claim 1. In this way, if by combining the two

graphic representations no predetermined combination is obtained, this means that the package or the label are not original; preferably, said system includes the use of a package with said multiple label applied across the opening edge of the package, so that to open the package it is necessary to break the multiple label or to remove the second label and break the first label. A package can be provided with a multiple label according to one or more of the preceding configurations; said package is preferably provided with at least one graphic representation suited to be combined with the graphic representation present on the second label of the multiple label.

**[0042]** An identification label can comprise a first side suited to be fixed to a product/package, and a second opposite side, said label being suited to be removed from said product/package, preferably in an irreversible manner, and being provided with identification means for an observer, said identification means being of the "completion" or "combination" type, meaning means suited to be combined with other visual means, in such a way that their combination produces a predetermined graphic representation.

**[0043]** Said identification means can be arranged on said second side.

**[0044]** The label can be provided with a visual system, meaning a graphic representation that, when superimposed to a further visual system, meaning a further graphic representation, for example made on the surface of the product/package/information slip, generates or completes a predetermined graphic representation.

**[0045]** The identification means can include any visual system, or graphic representation, for an observer, for example writings, drawings, colours, holograms, either directly visible to the naked eye or invisible, in the latter case thus suited to be observed using special visualization systems; the invisible systems preferably include the use of invisible ink, for example of the Wood type or its derivatives or similar products.

**[0046]** The label can be suited to be connected to said product/package through adhesive means that are such that it can be removed from said product/package in an irreversible manner.

**[0047]** The label can be at least partially transparent or opaque.

**[0048]** The label, before being applied to a product/package, can be positioned on a support, from which it can be removed in order to be applied to the product/package.

**[0049]** The label can comprise a first film on which there is an adhesive layer suited to fix said label to said product/package.

**[0050]** The label can comprises a film on which there is at least one graphic representation, which can be visible to the naked eye or invisible and made visible only if illuminated with suitable light; preferably, the representation forms or is contained in a layer included between said film and said layer of adhesive. On said layer of adhesive suited to fix said label to said product/package

there can be a coating layer that covers the adhesive, suited to allow a preset degree of adhesion to said second label.

**[0051]** On the side of the film opposite the side suited to face the product/package, over the at least one graphic representation, there can be an external protective coat.

#### DESCRIPTION OF THE DRAWINGS

**[0052]** Further characteristics and advantages of the invention will be easier to understand in the light of the description of some preferred but not exclusive embodiments, represented by way of example without limitation in the attached drawings, wherein:

- Figure 1 shows a schematic axonometric view of a package with a multiple label applied thereto;
- Figure 2 shows a schematic axonometric view of the package of Figure 1 during the removal of the second label of the multiple label shown in Figure 1;
- Figure 3 shows a schematic side view of the package shown in the previous figures, wherein the second label of the multiple label of Figure 1 is superimposed to a graphic representation present on said package;
- Figure 4 shows a schematic view of the layers (whose thickness is increased in the figure for the sake of clarity) that make up the multiple layer of the preceding figures;
- Figure 5 shows a schematic view of the layers (whose thickness is increased in the figure for the sake of clarity) that make up a label;
- Figure 6 shows a schematic view of the layers (whose thickness is increased in the figure for the sake of clarity) that make up a label.

#### DETAILED DESCRIPTION OF THE PRESENT INVENTION

**[0053]** With reference to the figures mentioned above, a multiple label is indicated as a whole by 1, while the package to which the multiple label 1 is attached is indicated as a whole by the letter C.

**[0054]** The multiple label comprises a first base label 10, with a first side 10A suited to be fixed to the package C, and a second opposite side to which a second label 20 is removably fixed.

**[0055]** The multiple label, before being applied to a product/package, is positioned on a support 30 from which the unit formed by the first label 10 with the second label 20 attached thereto is removed for application to the package C. Said support 30, for example, is a silicone-coated film (paper, plastic or another material) of the standard type.

**[0056]** The first label 10 comprises a layer constituted by a first film 11, for example a paper film, included between two layers of adhesive, respectively a first adhesive layer 12, known per se, for adhesion to the silicone-coated support 30, and a second adhesive layer 13 for

the adhesion of the second label 20, also known per se. **[0057]** Between the first film 11 and the second adhesive layer 13 there is a layer 14 related to a first graphic representation 15 (for example, a logo printed with invisible ink of the Wood type and therefore indicated by a broken line in the figures, as it is visible only when illuminated with light of the Wood type).

**[0058]** On the second adhesive layer 13 there is a coat 16, for example of primer, varnish or paint, which allows a preset degree of adhesion of the second label 20, in such a way that when the second label 20 is removed from the first label 10 the second adhesive 13 remaining on both the first label 10 and the second label 20 is such that the repeated adhesion of the second label to the first label cannot be guaranteed, thus increasing the level of protection of the package against tampering.

**[0059]** The second label 20 comprises a transparent film 21, made of a plastic material (for example polypropylene), on which a second graphic representation 22, of the visible type, is printed according to a method that is known per se.

**[0060]** Said graphic representation is constituted by "identification means" of the "completion" or "combination" type, meaning means suited to be combined with other visual means, in such a way that their combination produces the predetermined representation of that which serves for the identification.

**[0061]** In this example, the second label 20 is provided with said visual system, meaning the second graphic representation 22 that, when superimposed to a second visual system, meaning a third graphic representation C1 made on the surface of the package C, generates or completes a fourth predetermined graphic representation, as described here below.

**[0062]** On the second transparent film 21 there is a coating layer 23 which is preferably transparent, too, and is specific for the printing of the graphic representation 22 and/or of other graphic representations.

**[0063]** The unit constituted by the first label 10 with the second label 20 adhering to it is detached from the silicone-coated support 30 and fixed to the package C, making the first side 10A with the adhesive adhere to the surface of the package.

**[0064]** In this example, said unit 10-20 is fixed across the opening edge C2 of the package, meaning astride of the corner defining an edge of the opening, so that to open the package it is necessary to remove the second label 20 and break the first label 10, which therefore serves as a seal. It is clear that the multiple label can be fixed to other parts of the package, where no breakage is needed.

**[0065]** If the user wishes to verify the correct origin of the multiple label, it is also possible to illuminate it with Wood light in order to visualize the first graphic representation 15 on the first label 10.

**[0066]** In order to make sure that the multiple label and the package have been correctly associated with each other, it is possible to detach (as in Figure 2) the second

label 20 and position it (as in Figure 3) on the third graphic representation C1 provided on the package C. If the superimposition of the second graphic representation 22 to the third graphic representation C2 gives origin to a predetermined fourth graphic representation C3, this means that the label and the package correspond to each other and therefore that product has not been counterfeited.

**[0067]** The second label 20 cannot be fixed on top of the first label 10 any more, as the action of the coat 16 does not allow this, thus advantageously ensuring further protection against tampering.

**[0068]** The first label 10 comprises identification means of the "completion" or "combination" type (as described above), meaning means suited to be combined with other visual means, in such a way that their combination produces a predetermined graphic representation.

**[0069]** More particularly, the first label 10 comprises a graphic representation (fifth graphic representation), for example provided on the surface of the first label, which, when superimposed to the visual system, meaning a further graphic representation, with which the second label 20 is provided, generates or completes another predetermined graphic representation. In particular, this takes place after the removal of the second label 20 which is then superimposed again to the first label 10, taking care to arrange it in a predetermined angular position with respect to the first label 10. Said predetermined graphic representation will be useful for the identification of the product/package to which the multiple label is applied. Said solution furthermore advantageously makes it possible to avoid the need to provide the package C with said graphic representation C1, thus making it possible, in any case, to check whether the product has been counterfeited. An identification label indicated as a whole by 100 is illustrated in Figure 5.

**[0070]** It preferably has the characteristics described above with reference to the second label 20.

**[0071]** More particularly, the identification label 100 has a first side 101 suited to be fixed to a product/package, and an opposite second side 102.

**[0072]** Also the label 100 is suited to be removed from said product/package, preferably in an irreversible manner.

**[0073]** The label 100 can be provided, on one of said sides 101, 102, with an adhesive suited to allow it to be applied to the product/package and in such a way that it is preferably removable from the same product/package, more preferably in an irreversible manner.

**[0074]** The label 100 comprises a film 121 on which there is a layer of adhesive 113 for fixing said label 100 to said product/package C. In label 100, on said adhesive layer 113 for fixing said label 100 to said product/package C there is a coating layer 116 that covers the adhesive 113, suited to allow a preset degree of adhesion to the product/package.

**[0075]** It is also clear that in alternative solutions the adhesive substance can be applied to the portion of the

package and/or product intended to receive said label 100. In this case the adhesive used will be such that the label can be applied to the same product and/or package in such a way that it can be removed, preferably in an irreversible manner. The adhesive substance can advantageously be the substance described above with reference to the solution of the multiple label to apply the first label 10 to the second label 20 (that is, an adhesive layer and a coat).

**[0076]** Said identification means can be arranged on said second side 102.

**[0077]** According to the illustrated label 100, this is provided with a visual system, that is, a graphic representation. More particularly, a second graphic representation 122, of the visible type, is printed in a manner known per se on the transparent film 121 (at least partially transparent, that is, in some of its parts) made of a plastic material (for example, polypropylene). Said graphic representation 122 is constituted by identification means of the "completion" or "combination" type, meaning means suited to be combined with other visual systems, in such a way that their combination produces the predetermined graphic representation of that which serves for the identification.

**[0078]** In other words, the label 100 is provided with a visual system that, when superimposed to a further visual system, meaning a further graphic representation, for example made on the surface of the product/package/information slip, generates or completes a predetermined graphic representation.

**[0079]** Said identification means include any visual system, or graphic representation, for an observer, such as writings, drawings, colours, holograms, preferably directly visible to the naked eye.

**[0080]** Said identification means can also be of the invisible type, meaning means that can be observed with the aid of special visualization systems; preferably, said invisible systems include the use of invisible ink, for example of the Wood type or its derivatives or similar products.

**[0081]** Label 200 shown in Figure 6, before being applied to a product/package, is positioned on a support 230, and can be removed from said support 230 in order to be applied to the product/package C, for example to an area where an adhesive layer has been spread. In this case the label 200 comprises an at least partially transparent film 212, on which the completing graphic representation 222 is provided. The support 230 comprises a film, for example made of paper, to which a layer of adhesive 213 is applied.

**[0082]** It is also clear that in each one of the aspects represented in Figures 5 and 6 the label 100, 200 may comprise a film provided with at least one graphic representation that can be visible to the naked eye or invisible and made visible only if illuminated with suitable light; preferably, the representation forms or is contained in a layer included between said transparent film and said adhesive layer.

**[0083]** It is also clear that in each one of the aspects illustrated in Figures 5 and 6 the label 100, 200 may comprise an external protective coat on the film side opposite the side suited to face the product/package, over the at least one graphic representation.

**[0084]** A package can be provided with a label according to one or more of the configurations described above and represented in Figures 5 and 6, said package being preferably provided with at least one graphic representation to be combined with the graphic representation present on said label in order to generate a further predetermined graphic representation.

**[0085]** It should finally be noted that a graphic representation to be combined with the graphic representation present on one of said labels 100, 200 or with said first label 20 to generate a further predetermined graphic representation can be kept by the manufacturer of the product in order to be able to verify its authenticity.

**[0086]** It should also be noted that said labels 20, 100 and 200 can be provided with several distinct graphic representations superimposed to one another and suited to generate a corresponding number of further predetermined graphic representations when superimposed to/combined with further corresponding graphic representations. Said solution, therefore, advantageously allows more than one check to be made with the same label, for example a check of the origin and/or the authenticity of the product/package.. The presence of reference numbers in the attached claims has the only purpose of making them easier to understand in the light of the preceding description and of the drawings attached hereto and does not limit the scope of protection in any way.

## Claims

1. Labelling system including a multiple label (1) and a product/package (C) to which said multiple label (1) can be applied, said multiple label (1) comprising:

a first base label (10) with a first side (10A) suited to be fixed to the product/package (C), and an opposite second side, and comprising a first graphic representation (15) of the "completion" or "combination" type suited to be combined with other graphic representations, in such a way that their combination produces a predetermined graphic representation,  
a second label (20), removably fixed to the second side of said first label (10), provided with a second graphic representation (22), suited to be removed from said first label (10), preferably in an irreversible manner, **wherein** said second graphic representation (22) is of the "completion" or "combination" type suited to be combined with the first graphic representation (15) in such a way that their combination produces

a first predetermined graphic representation, **characterized in that** said product/package (C) comprises a third graphic representation (C1), **and in that** when the second graphic representation (22) is superimposed to said third graphic representation (C1), it generates or completes a second predetermined graphic representation (C4).

2. Labelling system according to claim 1, **wherein** said first (15) and/or second (22) graphic representation include any visual system for an observer, like for example writings, drawings, colours, holograms, both directly visible to the naked eye and invisible and therefore observable with the aid of special visualization systems; the invisible systems preferably including the use of invisible ink, for example Wood ink, or its derivatives, or similar products.
3. Labelling system according to one or more of the preceding claims, **wherein** said second label (20) is connected to said first label (10) through adhesive means (13) that are such that said second label (20) is suited to be removed from said first label (10) in an irreversible manner.
4. Labelling system according to one or more of the preceding claims, **wherein** said second label (20) is at least partially transparent.
5. Labelling system according to one or more of the preceding claims, **wherein** before being applied to the product/package (C) said multiple label (1) is positioned on a support (30) from which the unit formed by said first label (10) with said second label (20) fixed thereto can be removed for application to the product/package (C).
6. Labelling system according to one or more of the preceding claims, **wherein** said first label (10) comprises a first film (11) on which there is a layer of adhesive (13) for fixing said second label (20).
7. Labelling system according to claim 6, **wherein** said first film (11) is included between two layers of adhesive (12, 13), a first layer of adhesive (12) suited to ensure adhesion to a lower support (30) and/or to the product/package (C), and an opposite second layer of adhesive (13) for fixing said second label (20).
8. Labelling system according to claim 6 or 7, **wherein** the first graphic representation (15) preferably forms or is contained in a layer (14) included between the first film (11) and the second layer of adhesive (13).
9. Labelling system according to one or more of claims 6, 7 or 8, **wherein** on said layer of adhesive (13) for

fixing said second label (20) there is a layer (16) suited to cover the adhesive (13) and to allow a preset degree of adhesion to said second label (20).

10. Labelling system according to one or more of the preceding claims, **wherein** said second label (20) comprises a second film (21), preferably in a plastic material, preferably at least partially transparent.
11. Labelling system according to claim 10, **wherein** said second film (21) is suited to be placed directly in contact with said first label (10).
12. Labelling system according to claim 10 or 11, **wherein** on the side of the second film (21) opposite the side facing the first label (10) there is the second graphic representation (22).
13. Labelling system according to claim 12, **wherein** on the side of the second film (21) opposite the side facing said first label (10), on the second graphic representation (22), there is an external protective coat (23).

#### Patentansprüche

1. Etikettiersystem, ein Mehrfachetikett (1) umfassend sowie ein Produkt/Paket (C), an dem das besagte Mehrfachetikett (1) angebracht werden kann, wobei das besagte Mehrfachetikett (1) Folgendes umfasst:

ein erstes Basisetikett (10) mit einer ersten Seite (10A), die dazu geeignet ist, an dem Produkt/Paket (C) befestigt zu werden, und mit einer entgegengesetzten zweiten Seite, sowie eine erste grafische Darstellung (15) vom "Ergänzungs-" oder "Kombinations"-Typ umfassend, die geeignet ist, mit anderen grafischen Darstellungen kombiniert zu werden, derart, dass ihre Kombination eine vorbestimmte grafische Darstellung erzeugt,

ein zweites, abnehmbar an der zweiten Seite des besagten ersten Etiketts (10) befestigtes Etikett (20), das eine zweite grafische Darstellung (22) aufweist und dazu geeignet ist, von dem besagten ersten Etikett (10) abgenommen zu werden, vorzugsweise in einer irreversiblen Weise, **wobei** die besagte zweite grafische Darstellung (22) vom "Ergänzungs-" oder "Kombinations"-Typ und dazu geeignet ist, derart mit der ersten grafischen Darstellung (15) kombiniert zu werden, dass ihre Kombination eine erste, vorbestimmte grafische Darstellung erzeugt, **dadurch gekennzeichnet, dass** das besagte Produkt/Paket (C) eine dritte grafische Darstellung (C1) umfasst, und dadurch, dass, wenn die zweite grafische Darstellung (22) der besagten

dritten grafischen Darstellung (C1) überlagert wird, sie eine zweite vorbestimmte grafische Darstellung (C4) erzeugt oder vervollständigt.

2. Etikettiersystem nach Patentanspruch 1, **wobei** die besagte erste (15) und/oder zweite (22) grafische Darstellung jegliches visuelle System für einen Betrachter einschließt, wie beispielsweise Aufschriften, Zeichnungen, Farben, Hologramme, die sowohl direkt für das bloße Auge sichtbar als auch unsichtbar und entsprechend mit Hilfe besonderer Visualisierungssysteme erkennbar sind; **wobei** die unsichtbaren Systeme vorzugsweise den Gebrauch unsichtbarer Tinte, beispielsweise Wood-Tinte oder deren Derivate oder ähnliche Produkte einschließen.
3. Etikettiersystem nach einem oder mehreren der vorstehenden Patentansprüche, **wobei** das besagte zweite Etikett (20) mit dem besagten ersten Etikett (10) durch Klebemittel (13) verbunden ist, die so beschaffen sind, dass das besagte zweite Etikett (20) dazu geeignet ist, in irreversibler Weise von dem besagten ersten Etikett (10) abgenommen zu werden.
4. Etikettiersystem nach einem oder mehreren der vorstehenden Patentansprüche, **wobei** das besagte zweite Etikett (20) wenigstens teilweise transparent ist.
5. Etikettiersystem nach einem oder mehreren der vorstehenden Patentansprüche, **wobei** das besagte Mehrfachetikett (1) vor seiner Anbringung am Produkt/Paket (C) auf einer Unterlage (30) positioniert wird, von der die aus dem besagten ersten Etikett (10) und dem darauf befestigten, besagten zweiten Etikett (20) gebildete Einheit zur Anbringung an dem Produkt/Paket (C) abgenommen werden kann.
6. Etikettiersystem nach einem oder mehreren der vorstehenden Patentansprüche, **wobei** das besagte erste Etikett (10) einen ersten Film (11) umfasst, auf dem sich eine Kleberschicht (13) zur Befestigung des besagten zweiten Etiketts (20) befindet.
7. Etikettiersystem nach Patentanspruch 6, **wobei** der besagte erste Film (11) zwischen zwei Kleberschichten (12, 13) eingeschlossen ist, **wobei** eine erste Kleberschicht (12) dazu geeignet ist, das Anhaften an einer unteren Unterlage (30) und/oder an dem Produkt/Paket (C) sicherzustellen, und eine entgegengesetzte, zweite Kleberschicht (13) zur Befestigung des besagten zweiten Etiketts (20) dient.
8. Etikettiersystem nach Patentanspruch 6 oder 7, **wobei** die erste grafische Darstellung (15) vorzugsweise eine Schicht (14) formt oder in einer Schicht enthalten ist, die zwischen dem ersten Film (11) und der zweiten Kleberschicht (13) eingeschlossen ist.

9. Etikettiersystem nach einem oder mehreren der Patentansprüche 6, 7 oder 8, **wobei** sich auf der besagten Kleberschicht (13) zur Befestigung des besagten zweiten Etiketts (20) eine Schicht (16) befindet, die dazu geeignet ist, den Kleber (13) abzudecken und einen vorbestimmten Grad des Anhaftens an dem besagten zweiten Etikett (20) zu erlauben.
10. Etikettiersystem nach einem oder mehreren der vorstehenden Patentansprüche, **wobei** das besagte zweite Etikett (20) einen zweiten Film (21) umfasst, der vorzugsweise aus einem Kunststoff besteht und vorzugsweise wenigstens teilweise transparent ist.
11. Etikettiersystem nach Patentanspruch 10, **wobei** der besagte zweite Film (21) dazu geeignet ist, direkt in Kontakt mit dem besagten ersten Etikett (10) positioniert zu werden.
12. Etikettiersystem nach Patentanspruch 10 oder 11, **wobei** sich an der Seite des zweiten Films (21), die der zum ersten Etikett (10) gerichteten Seite entgegengesetzt ist, die zweite grafische Darstellung (22) befindet.
13. Etikettiersystem nach Patentanspruch 12, **wobei** sich an der Seite des zweiten Films (21), die der zum besagten ersten Etikett (10) gerichteten Seite entgegengesetzt ist, auf der zweiten grafischen Darstellung (22) eine externe Schutzbeschichtung (23) befindet.

## Revendications

1. Système d'étiquetage comprenant une multi-étiquette (1) et un produit/emballage (C) sur lequel ladite multi-étiquette (1) peut être appliquée, ladite multi-étiquette (1) comprenant :
- une première étiquette de base (10) avec une première face (10A) indiquée pour être fixée au produit/emballage (C) et une deuxième face opposée, et comprenant une première représentation graphique (15) du type à "achèvement" ou à "combinaison" indiquée pour être combinée avec d'autres représentations graphiques, de manière à ce que leur combinaison génère une représentation graphique prédéterminée, une deuxième étiquette (20), fixée de manière amovible à la deuxième face de ladite première étiquette (10), dotée d'une deuxième représentation graphique (22) indiquée pour être enlevée, préférentiellement de manière irréversible, de ladite première étiquette (10), **où** ladite deuxième représentation graphique (22) est du type à "achèvement" ou à "combinaison" indiquée pour être combinée avec la première représentation

graphique (15) de manière à ce que leur combinaison génère une première représentation graphique prédéterminée, **caractérisé en ce que** ledit produit/emballage (C) comprend une troisième représentation graphique (C1), **et en ce que** quand la deuxième représentation graphique (22) est superposée à ladite troisième représentation graphique (C1) elle génère ou achève une deuxième représentation graphique prédéterminée (C4).

2. Système d'étiquetage selon la revendication 1, **où** ladite première (15) et/ou ladite deuxième (22) représentation graphique comprennent un système visuel quelconque pour un observateur, par exemple écritures, dessins, couleurs, hologrammes, soit visible directement à l'oeil nu, soit invisible et donc observable à l'aide de systèmes de visualisation spéciaux ; les systèmes invisibles préférentiellement comprenant l'utilisation d'encre invisible, par exemple du type Wood, ou ses dérivés, ou des produits similaires.
3. Système d'étiquetage selon l'une ou plusieurs des revendications précédentes, **où** ladite deuxième étiquette (20) est reliée à ladite première étiquette (10) par des moyens d'adhésion (13) de manière à ce qu'ils sont aptes à ce que ladite deuxième étiquette (20) est indiquée pour être enlevée de ladite première étiquette (10) de manière irréversible.
4. Système d'étiquetage selon l'une ou plusieurs des revendications précédentes, **où** ladite deuxième étiquette (20) est au moins partiellement transparente.
5. Système d'étiquetage selon l'une ou plusieurs des revendications précédentes, **où** avant son application sur le produit/emballage (C) ladite multi-étiquette (1) est positionnée sur un support (30) duquel le groupe formé par ladite première étiquette (10) avec ladite deuxième étiquette (20) fixée sur celle-ci peut être enlevé pour son application au produit/emballage (C).
6. Système d'étiquetage selon l'une ou plusieurs des revendications précédentes, **où** ladite première étiquette (10) comprend une première pellicule (11) sur laquelle se trouve une couche d'adhésif (13) pour la fixation de ladite deuxième étiquette (20).
7. Système d'étiquetage selon la revendication 6, **où** ladite première pellicule (11) est comprise entre deux couches d'adhésif (12, 13), une première couche d'adhésif (12) apte à assurer l'adhésion à un support inférieur (30) et/ou au produit/emballage (C), et une deuxième couche d'adhésif opposée (13) pour la fixation de ladite deuxième étiquette (20).

8. Système d'étiquetage selon la revendication 6 ou 7, où la première représentation graphique (15) préférentiellement forme ou est contenue dans une couche (14) comprise entre la première pellicule (11) et la deuxième couche d'adhésif (13). 5
9. Système d'étiquetage selon l'une ou plusieurs des revendications 6, 7 ou 8, où sur ladite couche d'adhésif (13) pour la fixation de ladite deuxième étiquette (20) se trouve une couche (16) apte à recouvrir l'adhésif (13) et à consentir un degré d'adhésion prédéterminé à ladite deuxième étiquette (20). 10
10. Système d'étiquetage selon l'une ou plusieurs des revendications précédentes, où ladite deuxième étiquette (20) comprend une deuxième pellicule (21), préférentiellement en matière plastique, préférentiellement au moins partiellement transparente. 15
11. Système d'étiquetage selon la revendication 10, où ladite deuxième pellicule (21) est indiquée pour être mise directement au contact avec ladite première étiquette (10). 20
12. Système d'étiquetage selon la revendication 10 ou 11, où sur la face de la deuxième pellicule (21) opposée à la face tournée vers ladite première étiquette (10) se trouve la deuxième représentation graphique (22). 25
13. Système d'étiquetage selon la revendication 12, où sur la face de la deuxième pellicule (21) opposée à la face tournée vers ladite première étiquette (10), sur la deuxième représentation graphique (22), se trouve un revêtement extérieur de protection (23). 35

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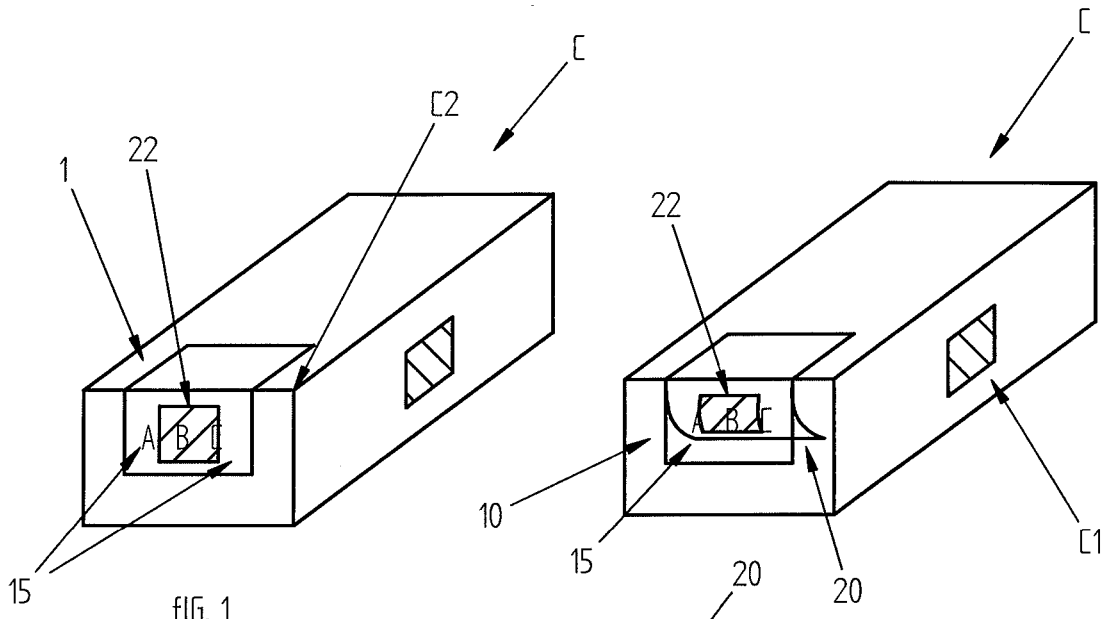


FIG. 1

FIG. 2

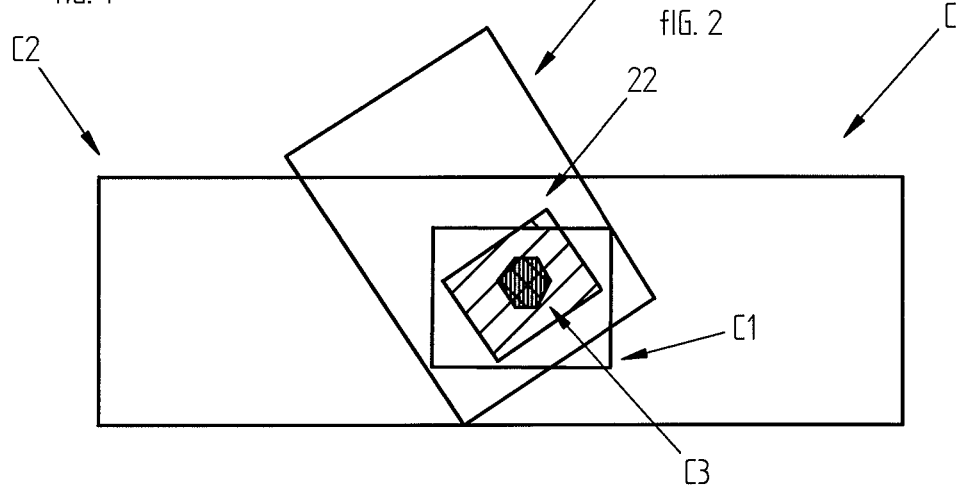


FIG. 3

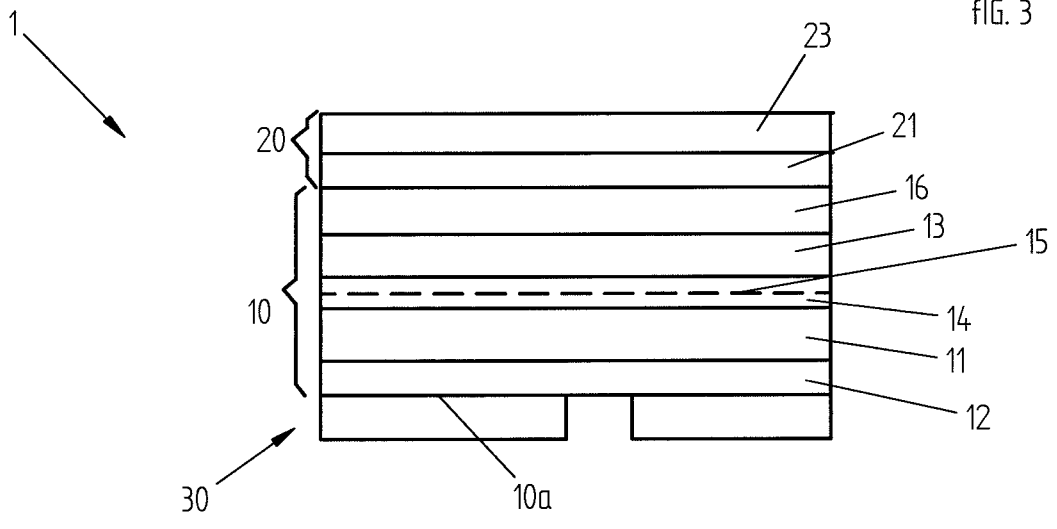


FIG. 4

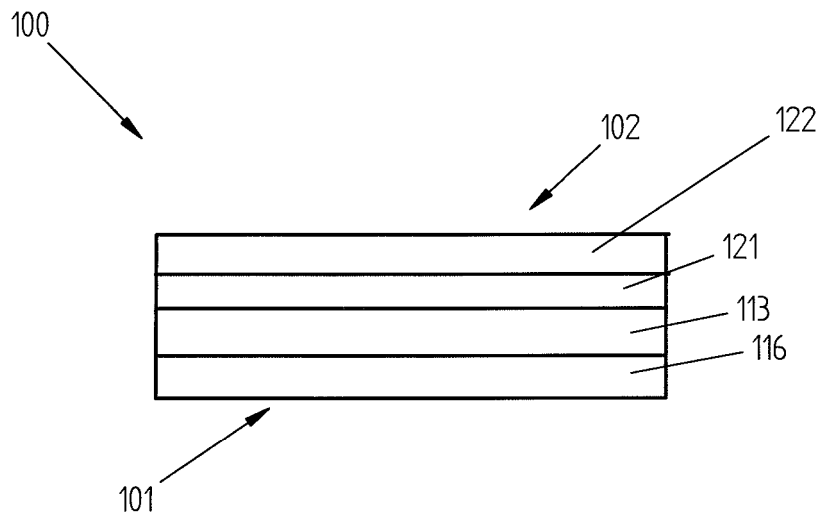


FIG. 5

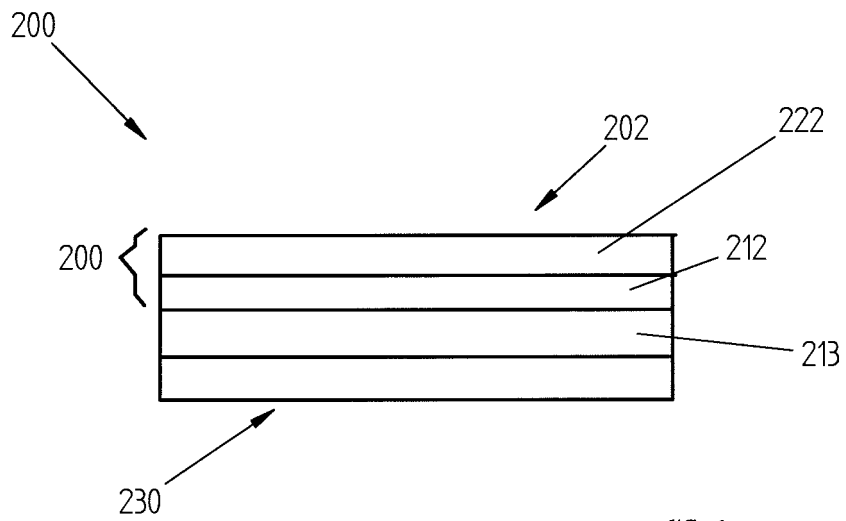


FIG. 6

**REFERENCES CITED IN THE DESCRIPTION**

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