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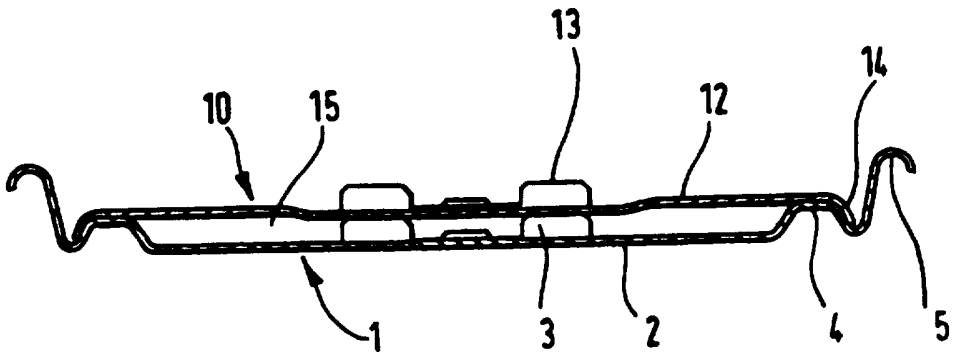
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(54) Title: PRIZE-HOLDING CONTAINER



(57) Abstract

A container is described comprising a body portion, a genuine lid (1) for the body portion, and a dummy lid (10), which, in a closed condition, conceals the existence of the genuine lid, but which, when opened, reveals the existence of the genuine lid. The lids define between them a region (15) which holds a prize. The prize may consist of one or more articles which might be desired as such by the winner, for example a quantity of money, or tokens or the like which a winner would be entitled to exchange for a desirable article or service. The container may be a can, and at least the dummy lid is preferably provided with a ring-pull (13).

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PRIZE-HOLDING CONTAINER

This invention relates to a prize-holding container. It is to be understood that where reference is made below to a prize, this includes not only articles which might be desired as such by the winner, for example a quantity of money, but also tokens or the like which a winner would be entitled to exchange for a desirable article or service.

According to the present invention there is provided a container comprising a body portion, and a lid assembly comprising a genuine lid for the body portion, and a dummy lid which is openable and not reclosable, the dummy lid being such that in a closed condition it conceals the existence of the genuine lid, but, when opened, it reveals the existence of the genuine lid, the lids defining between them a region which holds a prize.

Another possibility is for the interior of the body portion below the genuine lid to hold a first liquid, e.g. tonic water, and for the region between the lids to hold a second liquid, e.g. vodka, which is intended in use to be mixed with the first liquid.

In a preferred embodiment, the container is a can, and at least the dummy lid is preferably provided with a ring-pull. In one form of the invention the genuine lid is openable, for example by being provided with a ring-pull, and the body portion holds the same liquid or other substance which is normally held in containers which are of the same type as the prize-holding container but which lack

the prize. In another form of the invention the genuine lid is not openable, and the body portion may therefore contain something other than the liquid held in the normal containers, for example it may contain water. The ordinary containers may lack the dummy lid, so that the container manufacturer only needs to provide dummy lids for that proportion of containers, which may be very small, which hold a prize.

In the accompanying drawings:

Figure 1 is a view from above of a first embodiment of the invention;

Figure 2 is a vertical section through the pair of lids used in the embodiment of Figure 1;

Figure 3 is a view similar to Figure 2, but showing a second embodiment; and

Figure 4 is another view similar to Figure 2, but showing a third embodiment.

The embodiment illustrated in Figures 1 and 2 comprises a genuine lid 1 which is of conventional type. This has a central, substantially planar portion 2 on which is formed a ring-pull 3 by means of which the lid 1 can be opened. Surrounding the portion 2 is a downwardly facing annular channel 4, and surrounding that is an annular curl portion 5 which, in the complete can, is seamed to the can body.

A dummy lid 10 covers the major portion of the genuine lid, and the major portion of the dummy lid has an external appearance which is substantially identical to that of the

genuine lid. Thus, it comprises a substantially circular portion 12 provided with a ring-pull 13. At the perimeter, thereof, however, it lacks the channel 4 and curl 5, being provided instead with a short downwardly directed lip 14 which extends into a recess defined between the channel 4 and curl 5. The dummy lid 10 can be made from a genuine lid by severing the perimetral region therefrom and flattening the adjacent remaining portion. This can be done in a conventional single action blanking press.

The lids 1 and 10 define between them a compartment 15 in which is held a prize, for example one or more banknotes, a cheque, or a voucher exchangeable for money, goods or services.

The dummy lid is fixed to the genuine lid after the prize has been put in place, by suitable means, for example by means of an adhesive applied to the region where the dummy lid meets the upper portion of the channel 4 in the genuine lid. The adhesive may, for example, be a fast-acting glue such as a cyanoacrylate, a hot melt, moisture curable adhesive such as that available from National Starch Adhesives as PUR254, or a heat-curable adhesive. Alternatively, a double-sided adhesive tape may be used, for example that sold by 3M United Kingdom plc as type 4430 double-sided foam tape.

The adhesive will be chosen depending on the materials of which the lids are made and the contents of the can. The latter is of relevance, since if the can contains a product such as a food or drink, the adhesive must meet the

requirements of the relevant legislation. The adhesive may be applied as a continuous circular band running round the lower surface of the dummy lid and the upper surface of the genuine lid, or the adhesive may be applied at a number of discrete points. The area of the adhesive bond between the two lids is chosen, having regard to the strength of the adhesive, to enable the can to be opened in the manner which is described below.

Instead of using an adhesive, some alternative means might be used to secure the dummy lid 10 in place. For example a waxy weld might be used. Another possibility is for the dummy lid to be fixed to the genuine lid by pressing and crimping.

In use of the invention, a manufacturer would normally produce mainly cans which lacked the dummy lid, and a small proportion of cans having the dummy lid would be introduced randomly into the ordinary cans. This could be effected either by adding a dummy lid to the required proportion of conventional cans as an additional stage at the end of the filling line in which the cans are filled, or the cans with the two lids could be produced and filled separately and subsequently mixed with the ordinary cans.

When purchased by consumers, the cans which have the dummy lids and the cans which lack them appear identical to the purchaser, and the purchaser will therefore not know whether the purchased can has a dummy lid, and hence contains a prize. If the purchaser has in fact acquired a can with a dummy lid, when he seeks to open the ring-pull

13 the effect is to detach the dummy lid 10 completely from the genuine lid 1, rather than opening the ring-pull in the normal way. This is assisted by virtue of the fact that the act of attempting to open the ring pull 13 causes the underside thereof to exert a force against the adjacent part of the ring-pull 3 of the genuine lid, and this force is sufficient to overcome the adhesive bond between the two lids. The purchaser can then take the prize revealed by the removal of the dummy lid and, thereafter, can open the ring-pull 3 to gain access to the contents of the can.

In the foregoing description, the lid 1 has been described as providing access in the normal way to the contents of the container. However, it is alternatively possible for the lid 1 to be non-openable, being merely a closure for the upper end of the container body. This is shown in the embodiment of Figure 4. Here, the genuine lid is denoted by reference 31 and lacks any ring-pull. In this case, the container might still have a liquid or other contents therein, in order to avoid a purchaser being able readily to detect which were the prize-holding containers, though in that case the contents need not be the same as in ordinary cans which lacked the dummy lid. For example, in the case of a drinks container, the prize-holding containers might be filled with water rather than with the drink which the container was normally intended to hold. Indeed, the same could be true even where the lid 1 was openable, but in that case the container would need to bear a message instructing the purchaser not to consume the

contents.

Where the lid 1 is non-openable, and therefore does not have a ring-pull 3, it may be desirable, though not essential, that it should instead have an upwardly protruding central portion, for example in the form of a dome, to provide a surface against which the ring-pull 13 can exert a force when the user attempts to open the ring-pull 13, and thereby ensure that the dummy lid 10 is removed from the can. However, the dome may at least be omitted where the prize in compartment 15 is of sufficient thickness to provide something against which the ring-pull 13 can exert a force.

Figure 3 shows a further embodiment of the invention, in which the lid end of the can is formed of three components, rather than two as in Figure 2. These are a genuine lid 21, a dummy lid 22 and an annular support member 23. The genuine lid 21 is produced by taking a conventional can lid and reforming it so that it terminates in an outer annular flange 24 which extends upwards from the central planar portion 25 at an angle of 90°. The dummy lid is substantially identical to the dummy lid 10 used in the preceding embodiments. The annular support member 23 is formed from a conventional lid by blanking out the centre thereof and turning over the inner lip to avoid any possibility of the sharp edge formed by the blanking process coming into contact with the consumer. The turned over portion 26 acts as a support for the dummy lid 22, which is secured thereto by adhesive. The outer flange 27

of the support member rests against the flange 24 of the genuine lid 21 and is secured thereto by adhesive, the curl 28 thereof passing over the top of the flange 24. The action of securing the dummy lid to the genuine lid forces the flange outwards from its manufactured angle of 90° to something rather less (about 75° in the illustration).

If necessary, the upper end of the flange 26 may be recoated with lacquer after the genuine lid has been formed, in order to cover any aluminium that may be exposed either at the cut edge, or in the form of scratches that may be produced during the reforming of the end. This may be done either by a conventional spraying process or by electrocoating.

CLAIMS:

1. A container comprising a body portion, and a lid assembly comprising a genuine lid for the body portion and a dummy lid which is openable and not reclosable, the dummy lid being such that in a closed condition it conceals the existence of the genuine lid, but, when opened, it reveals the existence of the genuine lid, the lids defining between them a region which holds a prize.

2. A container according to claim 1, in the form of a can, the body portion being generally cylindrical with a closed first end, and the said lid assembly serving to close the opposite end thereof.

3. A container according to claim 2, wherein the lid assembly is seamed to the body portion.

4. A container according to claim 2 or 3, wherein the dummy lid is provided with a ring-pull.

5. A container according to any preceding claim, wherein the genuine lid is openable.

6. A container according to claim 5, as dependent on claim 2, wherein each lid is provided with a ring-pull.

7. A container according to any one of claims 1 to 4, wherein the genuine lid is non-openable.

8. A container according to claim 7, wherein the genuine lid has an upwardly protruding dome sufficient to ensure the presence of a surface against which the ring-pull of the dummy lid can exert a force during opening thereof.

9. A container according to claim 7, wherein the prize is of sufficient thickness to provide a surface against which the ring-pull of the dummy lid can exert a force during opening thereof.

10. A container according to any preceding claim, wherein the dummy lid is supported on the genuine lid by an annular support member.

11. A plurality of containers which are externally substantially identical to one another, of which at least one is a container according to any preceding claim.

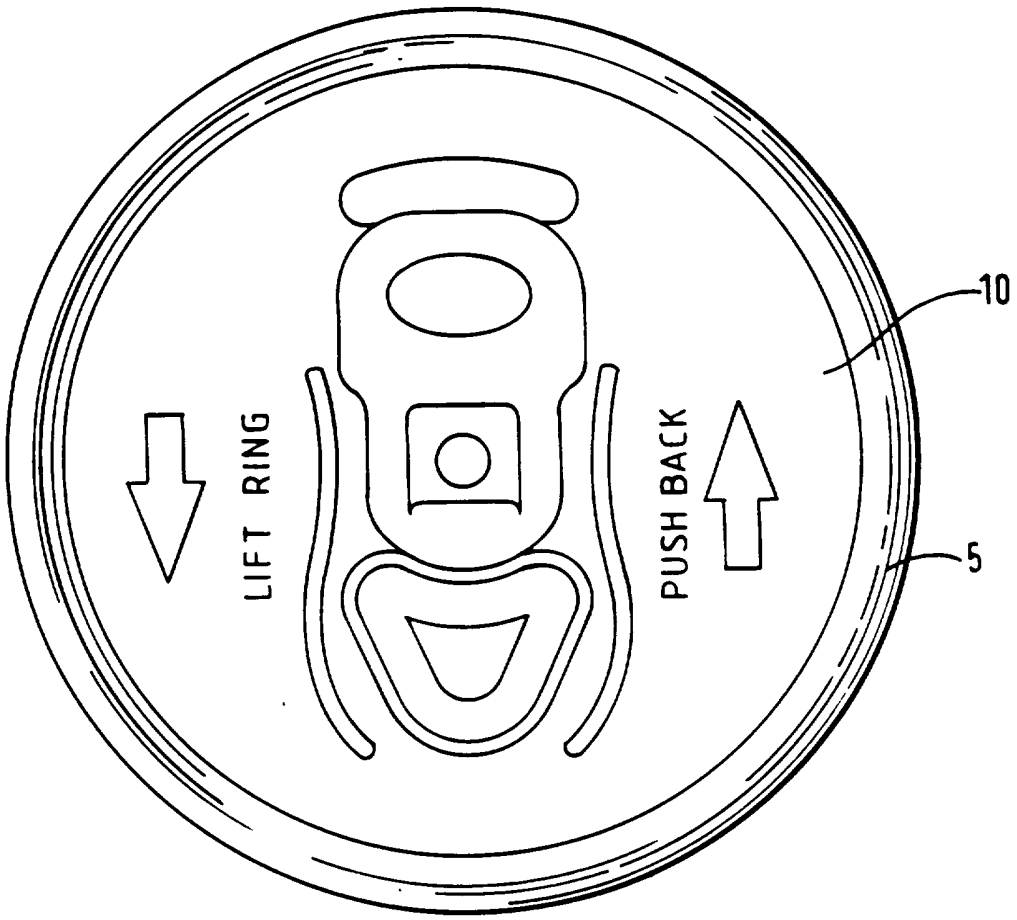


Fig.1.

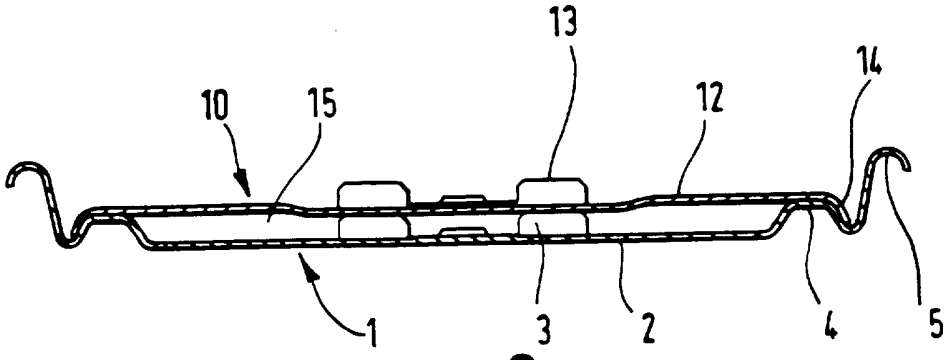


Fig.2.

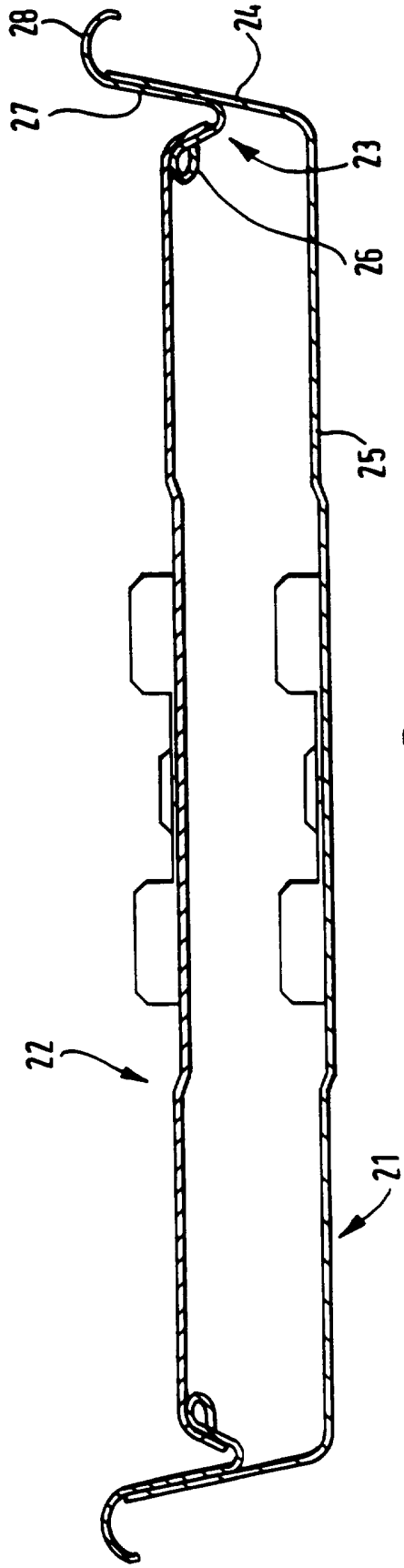


Fig.3.

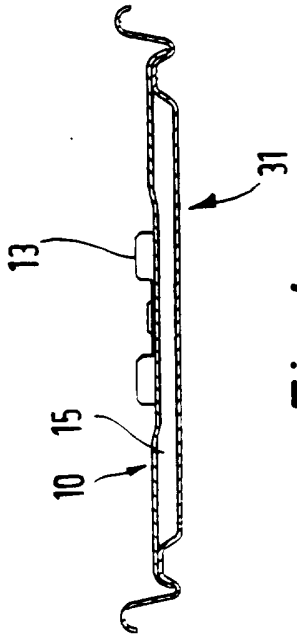


Fig.4.

INTERNATIONAL SEARCH REPORT

ational Application No
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A. CLASSIFICATION OF SUBJECT MATTER
IPC 6 B65D51/28 B65D77/24 B65D17/00

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
IPC 6 B65D

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practical, search terms used)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US,A,3 147 879 (SCHOLTZ) 8 September 1964 see the whole document ---	1-3,5, 10,11
A,P	EP,A,0 621 206 (COCA-COLA) 26 October 1994 see the whole document ---	1-5,7,8, 11
A	US,A,3 734 276 (BANK) 22 May 1973 see the whole document ---	1,2,5
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1

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20 November 1995	12.12.95
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Information on patent family members

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Patent document cited in search report	Publication date	Patent family member(s)		Publication date
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		AT-T-	115936	15-01-95
		AU-B-	638943	15-07-93
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