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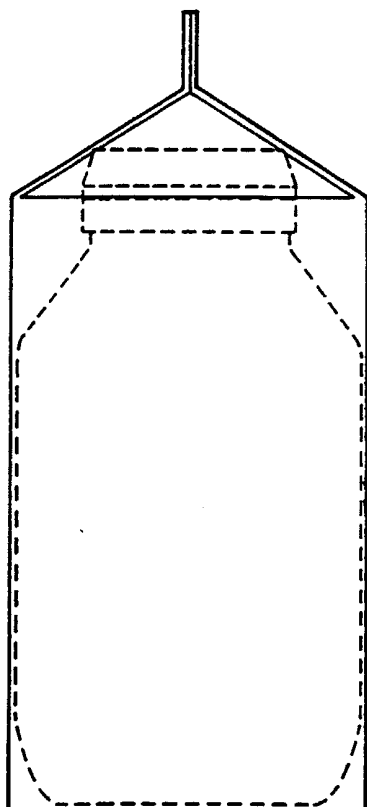
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(54) Title: PACKAGING



(57) Abstract: This invention relates to improvements in packaging. More particularly, it relates to a combination pack for solid dosage form confectionery, dietary supplements or nutraceuticals which, at the point of sale, provides an indication of source of the ingredients contained in the solid dosage forms.



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*For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.*

## PACKAGING

This invention relates to improvements in packaging. More particularly, it relates to a combination pack for solid dosage form confectionery, dietary supplements or nutraceuticals which, at the point of sale, provides an indication of source of the ingredients contained in the solid dosage forms.

## BACKGROUND

One of the primary functions of packaging is to attract attention of the consumer at the point of sale. A package which presents the article in an attractive fashion and which provides the consumer with a clear message is therefore desirable in that it maximises the potential for sale of the article.

It is broadly towards packaging to achieve this, particularly in respect of confectionery, dietary supplements and/or nutraceuticals in solid dosage forms, that the present invention is directed.

There are many forms of packaging for confectionery, dietary supplements and nutraceuticals. For example, conventional packaging for dietary supplements encloses the solid dosage form container (usually a resealable bottle formed either from glass or plastic) in a non-distinctive fashion in terms of structure, with the colour/markings on the packaging being relied upon to provide the distinctive element.

It is the applicant's object to provide additional features of distinction for their products, with such distinction being provided by the construction of the packaging for their container. In particular, it is the applicants object to provide packaging which is inherently indicative of the primary source of ingredients which make up their confectionery, dietary supplements and/or nutraceuticals.

## SUMMARY OF THE INVENTION

Accordingly, in a first aspect, the present invention provides a combination pack which includes or consists of a closed outer container having a shape and configuration associated with bovine milk, said outer container enclosing an inner

container which contains a confectionery, dietary supplement or nutraceutical in solid dosage form, said confectionery, dietary supplement or nutraceutical including at least one component derived from bovine milk.

- 5 In another aspect, the present invention provides a combination pack which includes or consists of a closed outer container having a shape and configuration associated with bovine milk, said outer container enclosing a rigid-walled container which contains a confectionery, dietary supplement or nutraceutical in solid dosage form, said confectionery, dietary supplement or nutraceutical including at least one  
10 component derived from bovine milk.

Preferably, the inner container is resealable.

Conveniently, the solid dosage form is a tablet or a capsule.

15

It is particularly preferred that the solid dosage form includes at least one mineral derived from bovine milk. It is even more preferred that the mineral be calcium.

- It is presently most preferred that the solid dosage form is a dietary supplement  
20 which is a tablet and which contains the following:

	Calcium	170 mg
	Phosphorous	156 mg
	Magnesium	12 mg
25	Potassium	348 mcg
	Sodium	3.0 mcg
	Iron	36 mcg
	Copper	0.54 mcg
	Chromium	0.72 mcg
30	Zinc	492 mcg.

Preferably, the outer container, when closed, has the shape and configuration substantially as shown in Figure 1 of the accompanying drawings.

- 35 In a final aspect, the present invention provides a method of indicating the source of at least one component of a solid dosage form confectionery, dietary supplement or

nutraceutical as bovine milk without requiring reference to indicia which comprises the step of presenting said confectionery, dietary supplement or nutraceutical as part of a combination pack as defined above.

## 5 DESCRIPTION OF THE DRAWINGS

While the present invention is broadly as described above, it will be appreciated that it is not limited thereto but that it also includes embodiments of which the following description provides examples. Further, specific features of the invention will be  
10 better understood with reference to the accompanying drawing in which:

Figure 1 shows the preferred shape and configuration of the outer container when closed.

15 Figure 2 shows, in outline, the relative sizes and shapes of the preferred outer container/inner container combinations.

## DESCRIPTION OF THE INVENTION

20 As broadly defined above, the focus of the invention is on a combination pack which provides a clear distinction between the applicant's products and those of its competitors by reference to a constructional feature. This constructional feature is indicative of the source of the ingredients being sold.

25 In its primary embodiment, the products to be sold are confectionery, dietary supplements and nutraceuticals in solid dosage forms and including at least one component derived from bovine milk. It is presently preferred that the confectionery, dietary supplements and nutraceuticals contain milk minerals and specifically calcium.

30

The solid dosage form will usually be a capsule or a tablet, with a tablet being currently preferred. It is particularly preferred that the solid dosage form be a dietary supplement which is a tablet and which contains the following:

	Calcium	170 mg
	Phosphorous	156 mg
	Magnesium	12 mg
	Potassium	348 mcg
5	Sodium	3.0 mcg
	Iron	36 mcg
	Copper	0.54 mcg
	Chromium	0.72 mcg
	Zinc	492 mcg.

10

Vitamins (including Vitamin D) can optionally also be included in the tablet.

The preferred shape and configuration of the outer container is one which is generally associated in the mind of consumers with orally consumed liquids such as milk. Such containers have a characteristic and immediately visually recognisable construction such as is shown in Figure 1.

The outer container in that configuration will be of a size such that it is large enough to enclose the inner container which in turn contains the confectionery, dietary supplement or nutraceutical. The inner container will normally be at least partly rigid walled. It will also be conventional for the inner container to be resealable.

The outer container can be constructed from any conventional packaging material and will normally allow for indicia to be applied. It will however be most usual for the outer container to be made from a cardboard or paper material such as is used in conventional milk cartons.

The inner container which contains the confectionery/dietary supplement/nutraceutical can be of any size and configuration standard in the confectionery/dietary supplement/nutraceutical market. However, the size and configuration relative to the outer container will usually be as shown in Figure 2.

The inner container (which will usually be in the form of a bottle) can be of any conventional construction, including from a plastics or glass material. Plastics is preferred. The bottle will also carry its own indicia either through direct imprinting or, as is more usual, by attachment of a label.

In practice, when displayed for sale, the combination will be clearly distinguishable from other products and also make clear the association between the source of the ingredients of the confectionery/dietary supplements/nutraceutical and milk.

5

Once purchased, the package can be opened by opening the outer container from the top to allow for removal of the enclosed bottle or the like. The outer container can then be discarded, preferably for recycling.

- 10 The enclosed bottle or the like is retained by the consumer, opened to remove the confectionery, dietary supplement or nutraceutical and resealed until the last of these is consumed.

- 15 It will be appreciated by those persons skilled in the art that the above description is provided by way of example only and that modifications can be made in terms of the specific proportions of both the outer and inner containers and in terms of the solid dosage forms to be contained within the inner container without departing from the scope of the invention, which is limited only by the lawful scope of the appended claims.

**CLAIMS**

1. A combination pack which includes or consists of a closed outer container having a shape and configuration associated with bovine milk, said outer container enclosing an inner container which contains a confectionery, dietary supplement or nutraceutical in solid dosage form, said confectionery, dietary supplement or nutraceutical including at least one component derived from bovine milk.
2. A combination pack which includes or consists of a closed outer container having a shape and configuration associated with bovine milk, said outer container enclosing a rigid-walled container which contains a confectionery, dietary supplement or nutraceutical in solid dosage form, said confectionery, dietary supplement or nutraceutical including at least one component derived from bovine milk.
3. A combination pack as claimed in claim 1 or claim 2 in which the inner container is resealable.
4. A combination pack as claimed in any one of claims 1 to 3 in which the solid dosage form is a tablet.
5. A combination pack as claimed in any one of claims 1 to 3 in which the solid dosage form is a capsule.
6. A combination pack as claimed in any one of claims 1 to 5 in which the solid dosage form is a confectionery.
7. A combination pack as claimed in any one of claims 1 to 5 in which the solid dosage form is a dietary supplement.
8. A combination pack as claimed in any one of claims 1 to 5 in which the solid dosage form is a nutraceutical.
9. A combination pack as claimed in any one of claims 1 to 8 in which the solid dosage form includes at least one mineral derived from bovine milk.



10. A combination pack according to claim 9 in which said mineral is calcium.
11. A combination pack according to any one of claims 1 to 10 in which the solid  
5 dosage form is a tablet which contains the following:
- |             |          |
|-------------|----------|
| Calcium     | 170 mg   |
| Phosphorous | 156 mg   |
| Magnesium   | 12 mg    |
| Potassium   | 348 mcg  |
| 10 Sodium   | 3.0 mcg  |
| Iron        | 36 mcg   |
| Copper      | 0.54 mcg |
| Chromium    | 0.72 mcg |
| Zinc        | 492 mcg. |
- 15
12. A combination pack as claimed in any one of claims 1 to 11 in which the outer container, when closed, has the shape and configuration substantially as shown in Figure 1 of the accompanying drawings.
- 20 13. A method of indicating the source of at least one component of a solid dosage form confectionery, dietary supplement or nutraceutical as bovine milk without requiring reference to indicia which comprises the step of presenting said confectionery, dietary supplement or nutraceutical as part of a combination pack as claimed in any one of claims 1 to 12.

FIGURE 1

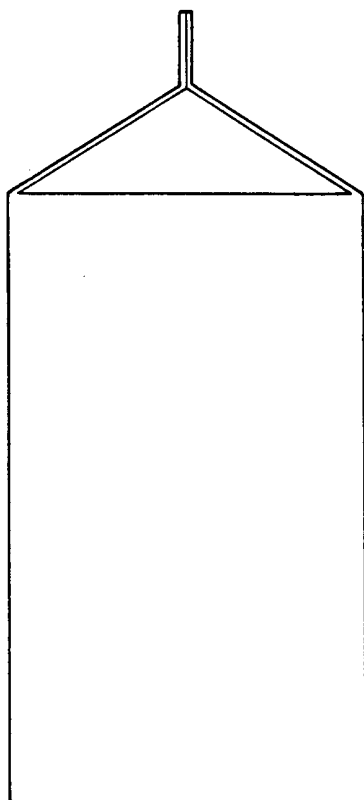
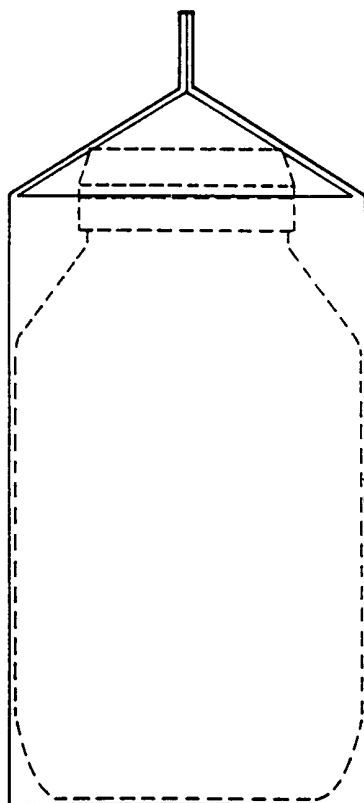


FIGURE 2



## INTERNATIONAL SEARCH REPORT

International application No.

PCT/AU00/00928

**A. CLASSIFICATION OF SUBJECT MATTER**Int. Cl. <sup>7</sup>: B65D 77/04

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)

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 practicable, search terms used)  
Derwent: contain, bottle, dispenser, carton, milk, dairy, chocolate, cow, pill, confectionery, tablet etc.**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	WO 94/18090 A (Premier Brands U.K. Ltd) 18 August 1994 Pages 4-7	
A	US 4295579 A (Haas) 20 October 1981 Columns 1-4, figure 1.	

☐ Further documents are listed in the continuation of Box C
 ☐ See patent family annex

* Special categories of cited documents:	
"A" document defining the general state of the art which is not considered to be of particular relevance	"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
"E" earlier application or patent but published on or after the international filing date	"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)	"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art
"O" document referring to an oral disclosure, use, exhibition or other means	"&" document member of the same patent family
"P" document published prior to the international filing date but later than the priority date claimed	

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