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(54) **COLLAR STAY WALLET CARD**

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(57) **ABSTRACT**

A device for use as a credit card sized containment in some instances with a card delivery system in the form of a detachable hang tab or hole for one or more collar stays, as well as a method of using such device, are disclosed. In one form, the device comprises a resilient, flexible sheet member having a first and second opposing edges and a third and fourth opposing edges, the first and second opposing edges forming a width, the third and fourth opposing edges forming a height, the width being greater than the height, and one or more detachable regions within the sheet member, each detachable region having an elongated rectangular shape including two long edges and two short edges, wherein a short edge forms a symmetrically tapered point, and with each detachable region being selectively detachable and reinsertable into the flexible sheet member is disclosed. The flexible sheet member may be composed of plastic, cardboard stock or metal, and may bear imprinted text, pictures or corporate information, advertising and/or logos on either the front or back side or both.

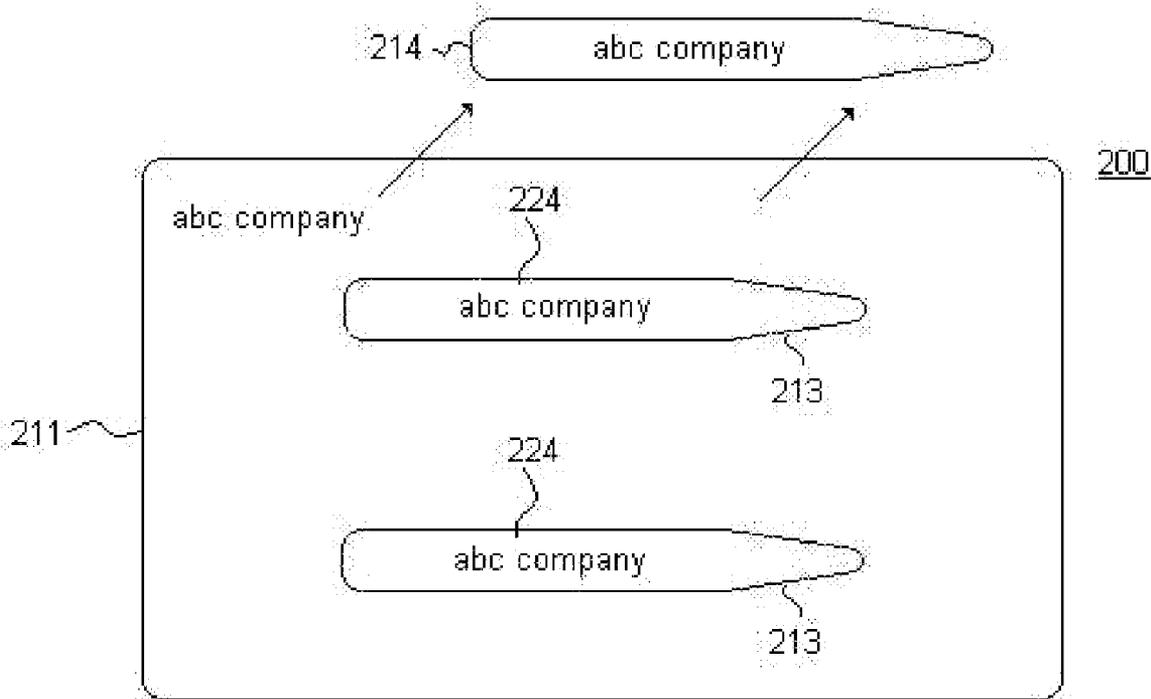


FIG. 1

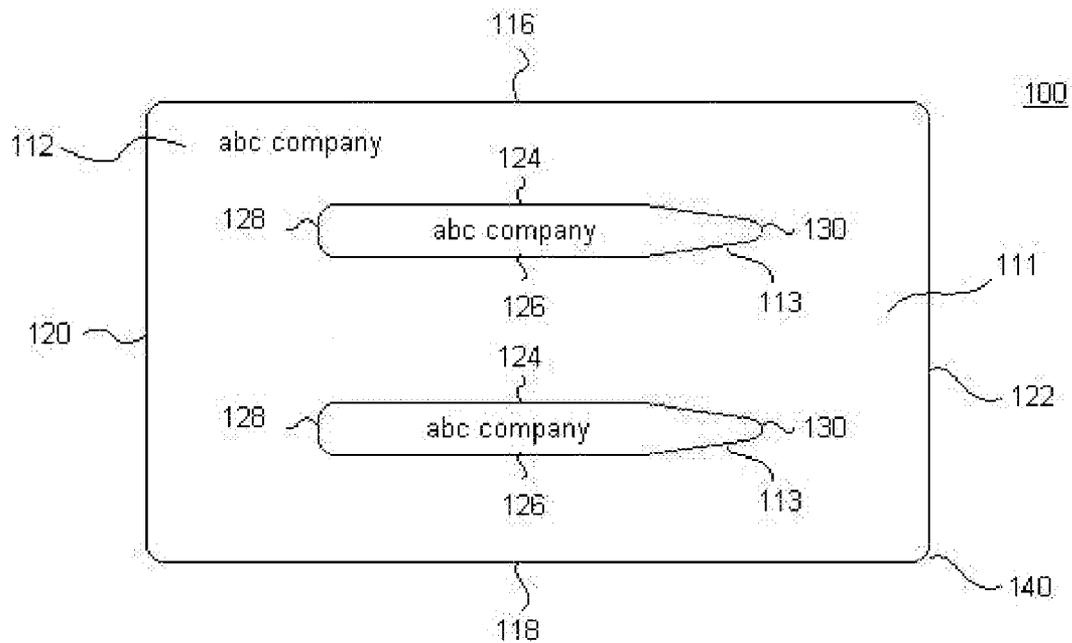


FIG. 2

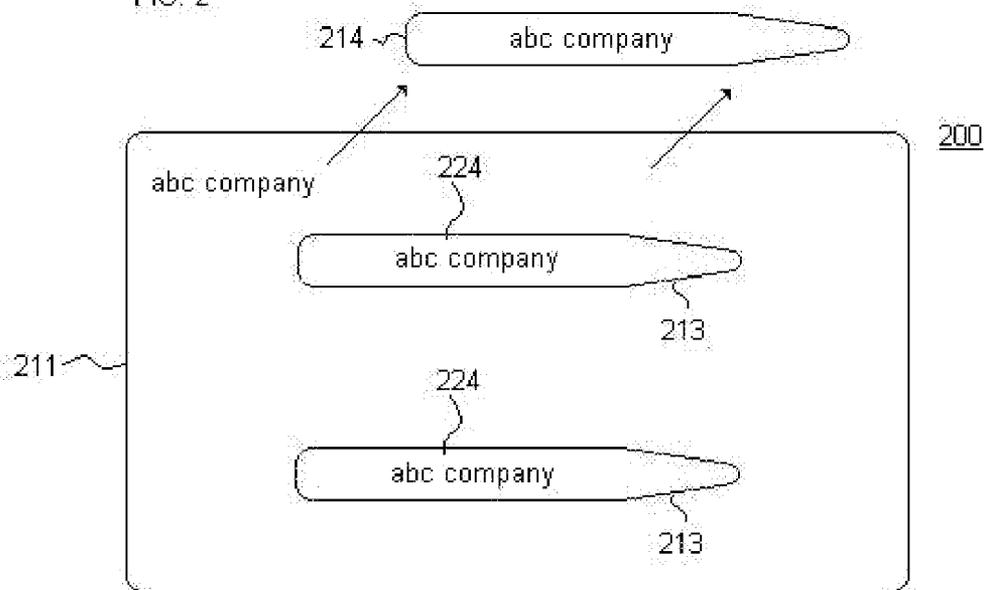


FIG. 3

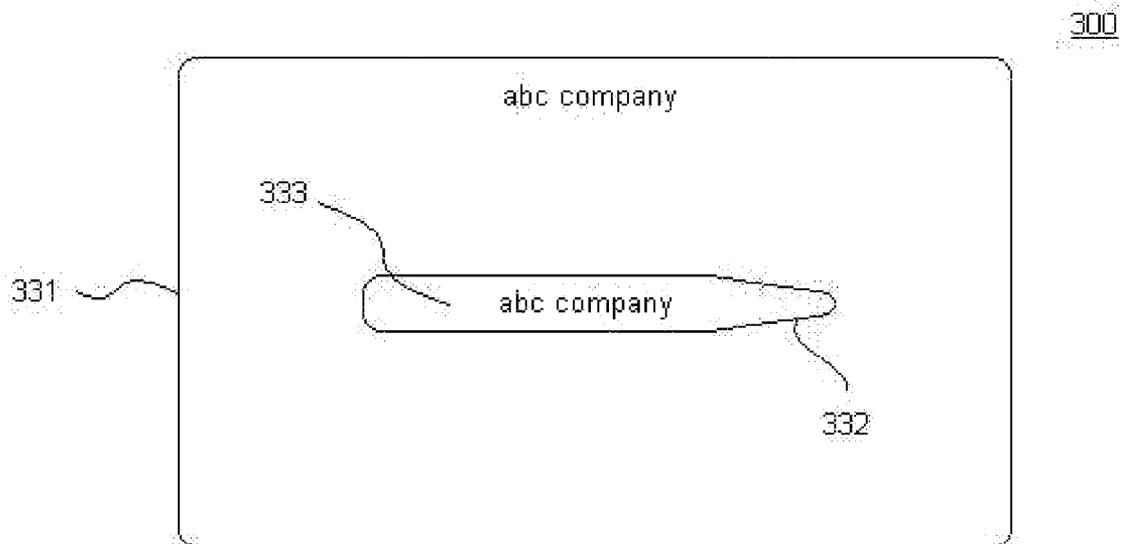


FIG. 4

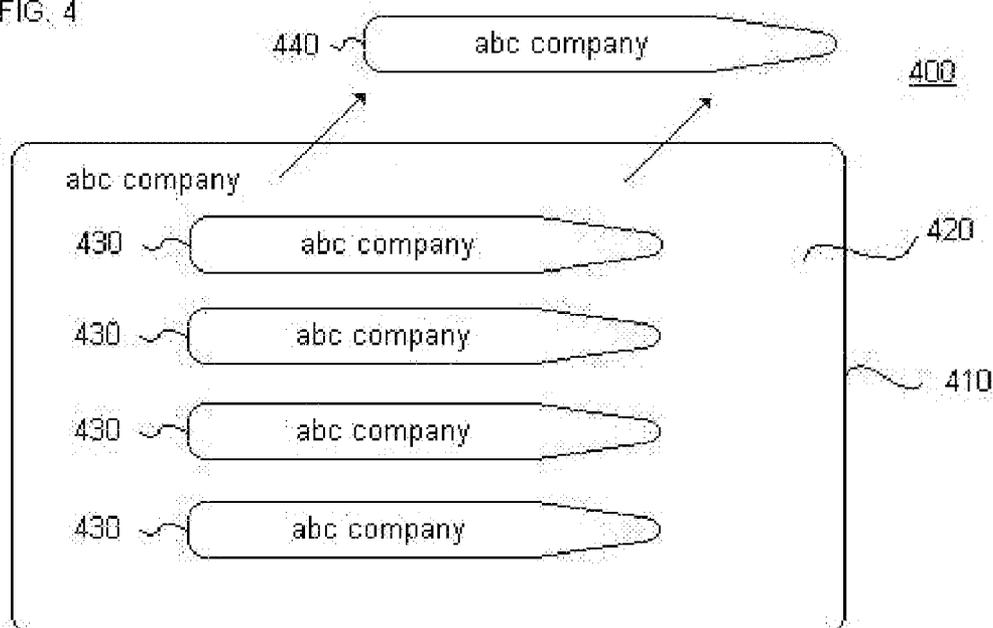


FIG. 5

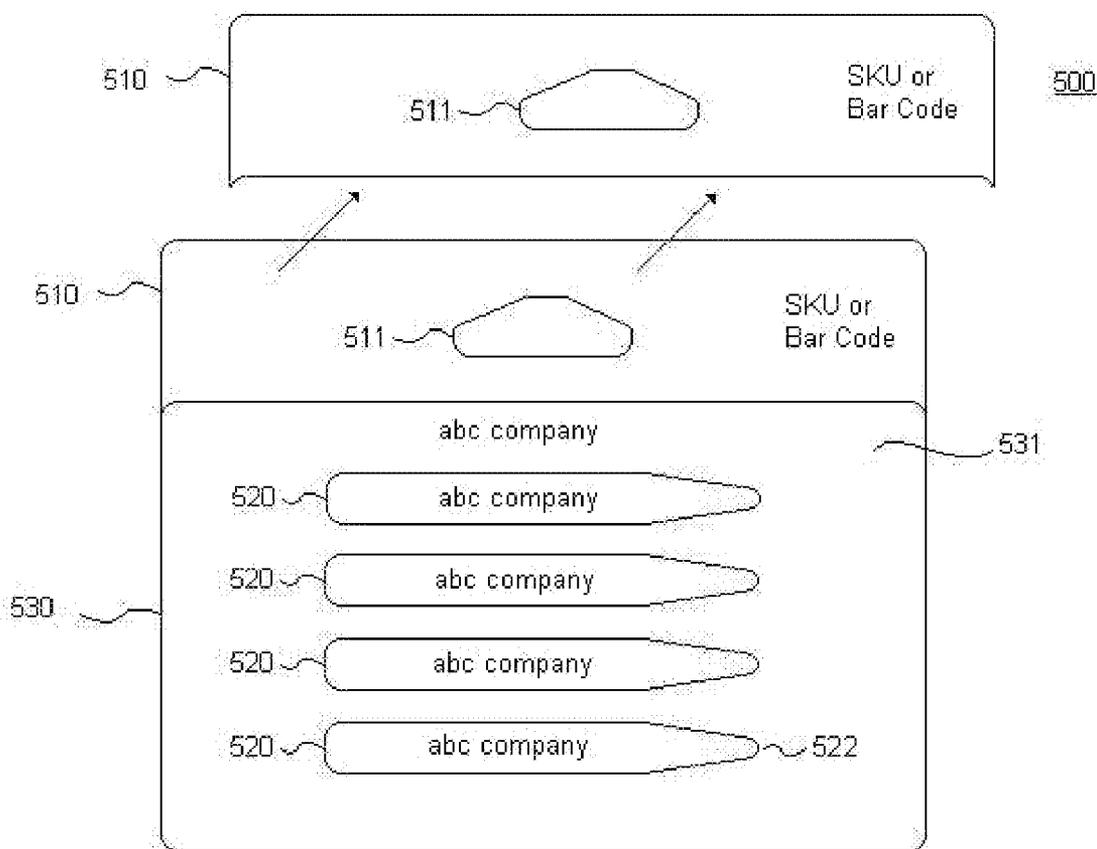


FIG. 6

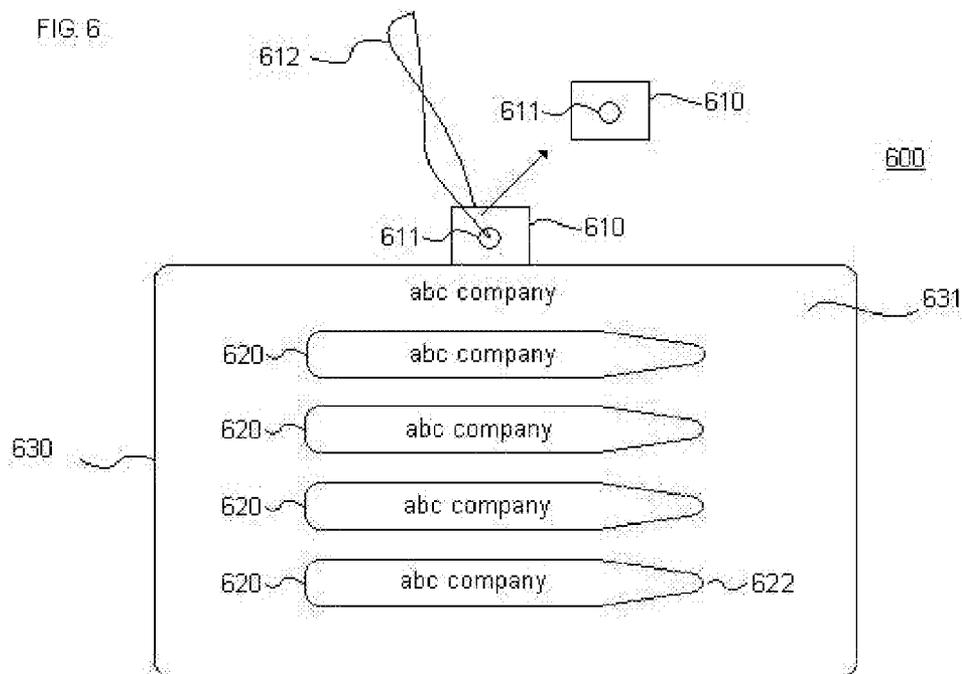
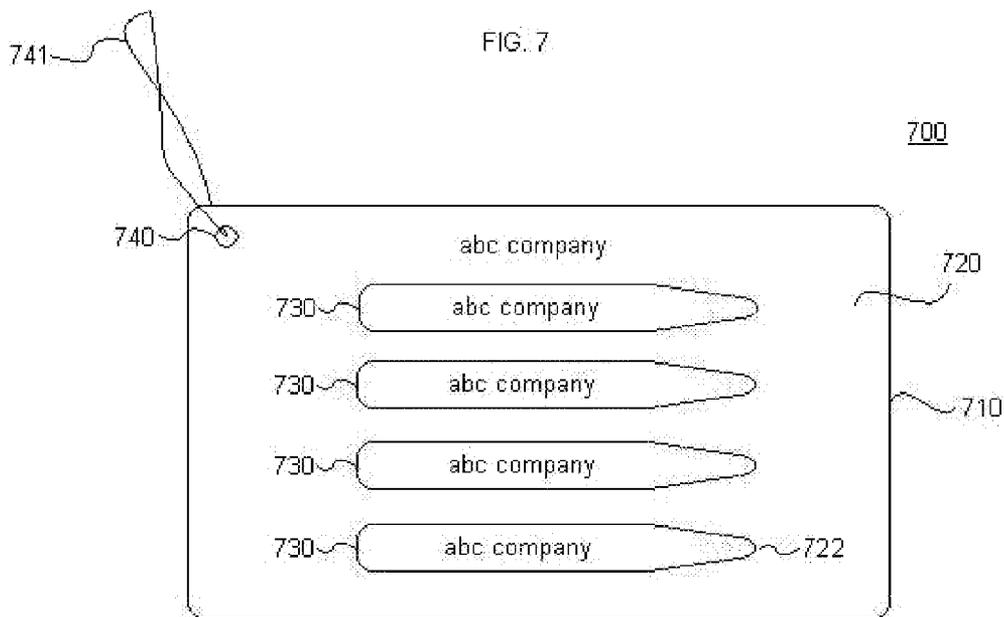


FIG. 7



COLLAR STAY WALLET CARD

CROSS REFERENCE TO RELATED APPLICATIONS

[0001] This Application claims priority benefit of Provisional Patent Application Serial No. 60/869,314 filed Dec. 8, 2006.

FIELD OF THE INVENTION

[0002] The present invention relates to a device that is easily transformable from a credit card sized card, in some instances with removable hang tab and/or imprinted advertising, into one or more collar stays, which can be selectively removed and reinserted into the card, while the untransformed device fits into standard wallet pockets or slots or can be attached to a garment in the form of a label.

BACKGROUND OF THE INVENTION

[0003] Collar stays are typically used to add stiffness and a crisper look to a shirt collar. Conventional collar stays typically are formed as a rectangular wafer approximately two to three inches by one quarter to one third inch, made of plastic, metal, wood or cardboard. They typically are paired and have rounded corners, so as not to tear the fabric of the shirt. One end of each stay is usually somewhat pointed to adapt to the pointed end of a typical shirt collar, while the opposite end is typically rounded.

[0004] While conventional collar stays function as designed, difficulties may arise when the shirt is laundered. Many collar stays are removable, and are either intentionally removed when the shirt is laundered, or may unintentionally fall out during laundering. In either instance, the collar stays so removed must be reinserted after laundering. A traveler might not have the time or forethought to check that their removable collar stays have been reinserted after laundering every shirt they pack for their travel.

[0005] Additionally, a shirt might be laundered with one or both collar stays in the collar of the shirt. The laundering process may itself lead to damage to the collar stays, such as bending, breaking, or disintegration. One or more damaged collar stays may cause a shirt to look undesirable. A traveler may also not have the time or forethought to check that their collar stays are undamaged after laundering.

[0006] After collar stays are removed from the shirt collar in preparation for laundering of the shirt, the collar stays can be easily misplaced or unintentionally discarded. It is useful to have a convenient place to store the collar stays while the shirt is being laundered, so that the collar stays are readily available when needed.

[0007] While collar stays are available in several sizes, packing such collar stays requires that the traveler exercise forethought in their packing process. It is not unusual for a traveler to arrive at their destination only to find that a shirt they desire to wear is missing one or more collar stays. It is also not unusual for the traveler to then find they have neglected to check for this and to pack collar stays in advance.

[0008] Although collar stays are available for purchase at numerous locations, access to such locations may be limited to the traveler because of limited business hours and price considerations.

[0009] Alternatively, some collar stays are permanently sewn into the shirt collar. These also encounter difficulties. For example, when used after several launderings, such collar

stays may become damaged or bent. This may lead to the need to cut a collar seam to replace the damaged or bent collar stay. Also, a traveler might not have the time or forethought to check the condition of shirts with permanently attached collar stays prior to packing for their trip.

[0010] Credit card sized cards are frequently carried by travelers, especially business travelers, in their wallets or coin purses. Most conventional wallets are designed with pockets or folds to accommodate cards of credit card dimension. Some wallets have specially sized business card holders, while the majority of standard wallets have slots for cards of standard credit card size and dimension. Furthermore, business cards may come in a variety of sizes, and thus the ideal size for the present invention is standard credit card size and dimension.

[0011] Unlike standard credit cards, many commonly carried cards, such as business cards, do not have a standard size or dimension. This may in some instances make the business cards difficult to fit in conventional wallets or coin purses and thus be inconvenient to carry for the recipient. In addition, business cards typically have square corners with the edges of each side of the card intersecting at right angles. This may in some instances make the business cards more difficult to insert and remove from standard sized credit card slots contained in wallets and coin purses and may in some instances cause unnecessary damage to the business card or wallet or coin purse.

[0012] It is common for garment manufacturers to sell garments with a label hanging from the garment, as well as collar stays with purchase.

[0013] Many retailers currently have product displays designed to accommodate items with hang tabs to have holes to enable them to be displayed on a hang strip, wire, or hook.

SUMMARY OF THE INVENTION

[0014] The embodiments of the present invention solve the problems and address the drawbacks of the approaches in the above description. In accordance with one aspect of the present invention, the invention includes one or more collar stays. The collar stays are formed on a flexible sheet member having a first and second opposing edges and a third and fourth opposing edges. The first and second opposing edges form a width, and the third and fourth opposing edges form a height, the width being greater than the height. One or more detachable regions are formed within the sheet member, each having an elongated rectangular shape including two long edges and two short edges, with one of the short edges being shaped to form a symmetrically tapered point.

[0015] Also included are variations of the collar stays in which the flexible sheet member is composed of a plastic or other material that deforms without rupture, or metal, cardboard stock, or a material that is cellulose-based.

[0016] Additionally, another aspect of the present invention includes collar stays as described above in which the flexible sheet member includes a front side and a back side, the front side bearing imprinted text, pictures or corporate information, advertising and/or logos.

[0017] The imprinted information of an aspect of the invention may include the use of colored inks.

[0018] Another aspect of the invention includes collar stays, as described above, in which the front side includes text, pictures or corporate information, advertising and/or logos imprinted within the detachable regions.

[0019] Another aspect of the invention includes collar stays, as described above, in which the back side includes imprinted text, pictures or corporate information, advertising and/or logos.

[0020] Another aspect of the invention includes collar stays, as described above, wherein the back side of the flexible sheet member bears text, pictures or corporate information, advertising and/or logos imprinted in at least one of the detachable regions.

[0021] Another aspect of the invention includes the collar stays as described above, in which the detachable regions are formed by stamping the flexible sheet member.

[0022] Additionally, another aspect of the invention includes the collar stays as described above, wherein the detachable regions are formed by cutting away a portion of the flexible sheet member.

[0023] Another aspect of the invention includes the collar stays as described above, in which the detachable regions are formed by molding the flexible sheet member.

[0024] Another aspect of the invention includes the collar stays as described above, in which the detachable regions are formed by partially cutting the flexible sheet member.

[0025] A further embodiment of the invention includes the collar stays as described above, in which the detachable regions are independently attached and selectively removable from the flexible sheet member. Additionally, the detached collar stays are reinsertable into the flexible sheet member to restore the configuration of the untransformed flexible sheet member. The reinserted collar stays are held in place by way of the force of friction with the flexible sheet member.

[0026] In another aspect of the invention, a device for use as a garment label or credit card sized card in some instances with detachable hang tab delivery system having one or more collar stays is provided. It includes a card having opposing parallel first and second edges and opposing parallel third and fourth edges, and one or more detachable regions, with each detachable region being rectangular and having four sides, with a long bilateral axis and a short bilateral axis, wherein one side along the long bilateral axis forms a rounded point.

[0027] Additionally, another aspect of the invention includes the device as described above, wherein the device is composed of plastic.

[0028] An additional embodiment of the invention includes the device as described above, wherein one or more of the corners of the device formed by the intersection of the edges of the device are rounded.

[0029] Another aspect of the invention includes the device as described above, including a front side and a back side, with imprinted text, pictures or corporate information, advertising and/or logos on at least one side.

[0030] Another aspect of the invention includes the device as described above, in which the detachable regions are formed by partially cutting the card.

[0031] A further embodiment of the invention includes the device as described above, in which the detachable regions are reinsertable into the garment label or credit card sized card to restore the configuration of the untransformed garment label or credit card sized card. The reinserted detachable regions are held in place by way of the force of friction with the garment label or credit card sized card.

[0032] In another aspect of the invention, a garment label or credit card sized card device in some instances with detachable hang tab delivery system having one or more collar stays formed therewith, in which the device comprises a substan-

tially planar member delineating a geometric shape having at least one separation line formed within the member delineating a portion of the member in the shape of a collar stay, whereby the portion of the member can be separated from a remaining portion of the member to provide at least one collar stay is provided.

[0033] A further embodiment of the invention includes the device as described above, wherein one or more of the corners formed by the intersection of the edges of the device are rounded.

[0034] A further embodiment of the invention includes the device as described above, in which the detachable regions are reinsertable into the remaining portion of the member to restore the configuration of the untransformed substantially planar member. The reinserted detachable regions are held in place by way of the force of friction with the garment label or credit card sized card.

[0035] Another aspect of the invention includes a method of forming one or more collar stays from a flexible sheet member comprising an advertising device. The method includes:

[0036] delineating one or more collar stay shapes on the flexible sheet member, weakening the flexible sheet member along the collar stay shapes delineated thereupon, and separating the collar stays from the flexible sheet member along the weakened collar stay shapes resulting in detached collar stays and a flexible sheet member containing collar stay shaped voids.

[0037] A further embodiment of the invention includes a method of storing one or more detached collar stay shapes in a flexible sheet member containing collar stay shaped voids comprising an advertising device. The method includes:

[0038] aligning one or more detached collar stay shapes to the flexible sheet member along the collar stay shaped voids delineated thereupon, and inserting the collar stays into the collar stay shaped voids in the flexible sheet member.

[0039] It is understood that both the foregoing general description and the following detailed description are exemplary and are intended to provide further explanation of the claimed invention to those of ordinary skill in the art.

BRIEF DESCRIPTION OF THE DRAWINGS

[0040] The accompanying drawings, FIGS. 1-7, which are incorporated in and constitute part of this specification, are included to illustrate and provide a further understanding of the system and method of the invention. Together with the description, the drawings serve to explain the principles of the invention. These drawings are not to be considered limitations in the scope of the invention, but are merely illustrative.

[0041] FIG. 1 is an illustration of the front side of a credit card sized card including a pair of collar stays according to an embodiment of the present invention.

[0042] FIG. 2 is an illustration of the back side of a credit card sized card including a pair of collar stays according to an embodiment of the present invention.

[0043] FIG. 3 is an illustration of the front side of a credit card sized card including a single collar stay according to an embodiment of the present invention.

[0044] FIG. 4 is an illustration of the front side of a credit card sized card including multiple collar stays according to an embodiment of the present invention.

[0045] FIG. 5 is an illustration of the front side of a credit card sized card including a card delivery system in the form of a removable hang tab attachment according to an embodiment of the present invention.

[0046] FIG. 6 is an illustration of the front side of a credit card sized card including a card delivery system in the form of a removable aperture attachment for receiving a garment thread or string according to an embodiment of the present invention.

[0047] FIG. 7 is an illustration of the front side of a credit card sized card including an internal aperture for receiving a garment thread or string according to an embodiment of the present invention.

DETAILED DESCRIPTION OF SPECIFIC EMBODIMENTS

[0048] The description above and below and the drawings of the present document focus on one or more preferred embodiments of the present invention and also describe some exemplary optional features and/or alternative embodiments. The description and drawings are for the purpose of illustration and not limitation. Those of ordinary skill in the art will recognize variations, modifications, and alternatives. Such variations, modifications, and alternatives are also within the scope of the present invention.

[0049] The present invention advantageously provides collar stays that a business traveler does not need to separately consider and pack prior to their travel, but which nonetheless are readily available anywhere they go.

[0050] It also advantageously relieves the traveler from the necessity of checking every shirt they pack to insure that the removable collar stays have been reinserted after laundering.

[0051] Additionally, in the case of one or more damaged removable collar stays, the present invention relieves the traveler from the necessity of discovering damaged collar stays prior to or during packing for their trip.

[0052] The present invention also advantageously provides the person with a convenient place to store the collar stays after they have been detached from the card. The detached collar stays can be reinserted into their respective places in the card, thus making the collar stays readily available and easy to find when needed.

[0053] The present invention also provides a detachable hang tab in some instances as a delivery system for the card in order to make the invention easily placed on a wire or strip for retail sale or as an attachment to a garment in the form of a shirt label. Such a device is easily transformable from a label or retail product into a set of collar stays, and when in collar stay form, provides adequate support for a shirt collar. The present invention thus advantageously provides the person with a garment label having additional value to the recipient of the label. Additionally this enables the product to integrate with a display in a retail environment while not interfering with the product's use once unattached from the hang tab portion. Moreover, if used in a retail application, the bar code or SKU could be placed on the hang tab portion so that it would not interfere with the printing or lack thereof on the card, once detached.

[0054] The present invention is intended to be manufactured in the standard size and dimension of standard credit cards for the intentional reason that the majority of standard wallets and coin purses have slots specifically designed for cards of standard credit card dimensions. Other commonly used cards, such as business cards, do not have specific sizes

and can vary greatly from one to the next and thus some may not fit into standard pockets or slots in standard wallets and/or coin purses which are specifically designed to accommodate credit card sized cards.

[0055] The present invention also provides rounded corners where the edges of the card intersect. In other commonly used cards, such as business cards, the intersection of the edges of the card typically form squared corners, which may make it difficult for a person to insert and remove the card from slots in standard wallets and coin purses. The rounded corners of the present invention allow the person to easily insert and remove the card from slots in standard wallets and coin purses without causing unnecessary damage to either the card or the wallet or coin purse.

[0056] The present invention may be used as a means of advertising, but may additionally be used straightforwardly as a vehicle for the user to conveniently carry collar stays on the person. Furthermore a credit card sized card is ideal in dimension to contain multiple collar stays of standard size in an efficient manner, in addition to fitting in the pockets of most conventional wallets. Cards such as business cards are primarily used to present specific company or personal information, whereas this embodiment of the invention could be used simply as a means to conveniently carry collar stays. Additionally, the ability to reinsert the detached collar stays allows the person to restore any printed information on the card to its original configuration.

[0057] An exemplary embodiment of the present invention is illustrated in FIG. 1, which illustrates the front side of a device 100 operating as a credit card sized card with a pair of collar stays according to an embodiment of the present invention. In a preferred form, and as illustrated in FIG. 1, the device 100 may be used as a card to fit in most wallet pockets and slots. In this form, the device 100 comprises a substantially flat piece of rectangular material on which text, pictures or corporate information, advertising and/or logos 112 may be located.

[0058] The card preferably has a first edge 116 and opposing second edge 118, and a third edge 120 and opposing fourth edge 122. While the preferred form of the device 100 is a rectangle with parallel opposing edges 116, 118 and 120, 122, it is, of course, possible for the edges to not be parallel, e.g., round, oval, polygonal and the like. Further, while it is preferred that the edges 116, 118, 120, 122 be straight, it is possible for the edges to take on other forms. For example, one or more of the edges could be somewhat arcuate, or include one or more projecting areas, or be shaped such that the card takes on a tapered form in one or more areas. Additionally, the device 100 preferably has one or more rounded corners 140 where the edges of the card intersect.

[0059] Preferably, the card has dimensions of about ½" to 3" from first edge 116 to second edge 118, and 1" to 4" from third edge 120 to fourth edge 122. Most preferably, the card 100 has dimensions of a standard credit card, i.e. about 2½" from first edge 116 to second edge 118, about 3⅜" from third edge 120 to fourth edge 122. Of course, the card can have any of a variety of dimensions.

[0060] The card is preferably made of plastic. It may alternatively be composed of cardboard, rubber, or a similar flexible, tear-resistant, waterproof material. One material which is believed to be suitable is polyvinyl chloride (PVC). The card could comprise a paper card which has been laminated with a plastic material, or could be made from numerous other materials such as aluminum or the like. The card is most

preferably about 1.0-2.0 mm in thickness, although an alternative thickness may also be used. In one particularly preferred embodiment the card is made of plastic or other material used for credit cards, which advantageously provides a stiffness suitable for collar stays at a reasonable expense.

[0061] Furthermore, the card preferably includes text, pictures or corporate information, advertising and/or logos 112. The card may be of a translucent material having colored printing 112 thereon, or be made of a colored plastic or other material with varied colored printing 112 thereon. Although any ink may be used for the printing 112 on the card, it is preferable to use a permanent ink that does not rub or wash off. When the collar stays are used in a shirt, any other type of non-permanent ink might be transferred from a collar stay to the shirt, thereby causing damage.

[0062] Preferably, and as illustrated in FIG. 1, the card includes a resilient and flexible sheet 111 having one or more detachable regions 113. In the preferred form, two detachable regions 113 are formed on the card in the elongated rectangular shape of typical collar stays. These detachable regions are each preferably rectangular in shape, having two long edges 124, 126 as well as two shorter edges 128, 130. One of the shorter edges 130 is tapered to form a rounded point.

[0063] It is preferred that the detachable regions 113 be created by forming separating lines on the card. Separating lines are lines of structural weakness such that facilitate the mechanical separation or parting of the detachable region delineated by the separating lines from the remainder of the card. Separating lines may be formed by cutting or stamping material from the card, although any means known to one skilled in the art may be used. For example, the card and detachable regions 113 delineated by separating lines may be created during a molding process or by forming the separating lines using closely-spaced perforations. When using a partial cutting or multiple perforation technique to create the separating lines, it is preferred that when the detachable regions 113 are detached, their edges 124, 126, 128, 130 are as smooth as practical. In several embodiments there will be some edge roughness as a result of separating the detachable regions 113. This roughness may complicate the process of inserting the collar stays into a collar. Collar stays with smooth edges 124, 126, 128, 130 are thus preferable due in part to their ease of insertion into a collar.

[0064] A molding process may alternatively be used to form separating lines. Molding processes are known in the art, and are most useful when the flexible sheet 111 forming the card involves a pulp or molten phase in its creation process. By molding lines of weakness, wherein the sheet material has less thickness along the line of separation than other areas of the sheet, these lines of weakness form separating lines.

[0065] "Separating lines", as the term is used herein, is also intended to apply to a preferred embodiment in which one or more detachable regions may be delineated by a single contiguous separating line.

[0066] In operation, a person may preferably use the device 100 as an advertising card. For example, the device may carry information regarding a business, including name, address, telephone and facsimile numbers, as well as other information. It may also include a logo or other symbol. It may even include a drawing or photograph. The device 100 may be used to advertise or to otherwise convey information to its recipient.

[0067] In order to use the collar stays of a preferred embodiment of the device 100, the person holding the card removes the detachable regions 113 along their separating lines. These regions 113, after being detached, form collar stays, which may then be placed into the collar of a shirt.

[0068] When necessary, for example when a shirt is being laundered, the collar stays may be removed from the collar of the shirt. The collar stays may then be reinserted into the device 100 for storage. Alternatively, the collar stays may be reinserted into the device 100 to restore the printed information on the device 100 to its original configuration.

[0069] FIG. 2 illustrates the back side of a credit card sized card 211 including a pair of collar stays according to an embodiment of the present invention. The card preferably includes the detachable regions 213, which form collar stays when detached from the card 211.

[0070] An added advertising feature is available in a preferred embodiment of the card 211 depicted in FIG. 2. The detachable regions 213 may include printing or engraving of information or advertising 224. Any information may be printed thereupon.

[0071] When a collar stay 214 is detached from the card 211, the printed information is preferably readable on the collar stay 214. Other embodiments exist in which there is no printing on the reverse side of the detachable regions 213.

[0072] FIG. 3 illustrates the front side of a credit card sized card 300 of an exemplary embodiment of the invention including a single detachable region 332 which may be detached to form a single collar stay. A card 300 may contain any number of detachable regions 332 capable of fitting within the card 300. In this embodiment a single collar stay is useful for a business traveler who needs a single collar stay as, for example, in an emergency wherein the traveler has lost only one of their collar stays. Any text or images 333 may be placed on the face of the card 300. It is also preferable, but not required, that text may be printed on the card 300 in such a manner that it is legible on the detachable region 332, even after the region 332 is detached to form a collar stay.

[0073] FIG. 4 illustrates the front side of a credit card sized card 400 including multiple collar stays according to a preferred embodiment of the present invention. In this exemplary embodiment, the number of detachable regions 430 that may each be detached to form a collar stay 440 is four.

[0074] This embodiment may include printing 420 on the front of the card 410, and may optionally include printing on the back of the card (not depicted).

[0075] FIG. 5 illustrates the front side of a credit card sized card 500 including a delivery system of the card in the form of a detachable hang tab section 510 in accordance with an embodiment of the invention. This portion of the hang tab section has an internal region 511 which is perforated to be removable for placement on a hook, wire, or something of the like. Preferably, the card includes a resilient and flexible sheet 530 having one or more detachable regions 520. In a preferred form, the one or more detachable regions 520 are formed on the card in the elongated rectangular shape of typical collar stays. The one or more detachable regions 520 are each preferably rectangular in shape, having two long edges as well as two shorter edges, with one of the shorter edges tapered to form a rounded point 522.

[0076] This embodiment also may include text, pictures or corporate information, advertising and/or logos 531 on the front of the credit card sized card 500, and may optionally include printing on the back of the card (not depicted). Addi-

tionally, information such as product benefits, price, bar code or SKU, which may not be desirable to print or be placed on the credit card sized section 530, could be advantageously printed on the removable hang tab portion 510.

[0077] It is also preferable in this embodiment that the hang tab portion 510 be formed in a manner wherein the remaining card 530 when detached is not significantly structurally weakened. This may be accomplished by several methods known to the art, e.g., whereby a separating line is formed with perforations.

[0078] FIG. 6 illustrates the front side of a credit card sized card 600 including a delivery system of the card in the form of a detachable region 610 with internal aperture 611 to enable the device to be hung from a string or thread 612 in the form of a hanging garment label in accordance with an embodiment of the invention. Preferably, the card includes a resilient and flexible sheet 630 having one or more detachable regions 620. In a preferred form, the one or more detachable regions 620 are formed on the card in the elongated rectangular shape of typical collar stays. The one or more detachable regions 620 are each preferably rectangular in shape, having two long edges as well as two shorter edges, with one of the shorter edges tapered to form a rounded point 622.

[0079] This embodiment also may include text, pictures or corporate information, advertising and/or logos 631 on the front of the credit card sized card 600, and may optionally include printing on the back of the card (not depicted).

[0080] FIG. 7 illustrates the front side of a credit card sized card 700 including an aperture 740 to enable the device to be hung from a string or thread 741 in the form of a hanging garment label in accordance with an embodiment of the invention. Preferably, the card 700 includes a resilient and flexible sheet 710 having one or more detachable regions 730. In a preferred form, the one or more detachable regions 730 are formed on the card 700 in the elongated rectangular shape of typical collar stays. The one or more detachable regions 730 are each preferably rectangular in shape, having two long edges as well as two shorter edges, with one of the shorter edges tapered to form a rounded point 722.

[0081] This embodiment also may include text, pictures or corporate information, advertising and/or logos 720 on the front of the credit card sized card 700, and may optionally include printing on the back of the card (not depicted).

[0082] It will be understood that the above described arrangements of apparatus and the method thereof are merely illustrative of applications of the principles of this invention and many other embodiments and modifications may be made without departing from the spirit and scope of the invention as defined in the claims.

[0083] Although the invention herein has been described with reference to particular embodiments, it is to be understood that these embodiments are merely illustrative of the principles and applications of the present invention. It will be apparent to those skilled in the art that various modifications and variations can be made in the apparatus and methods of the present invention without departing from the spirit and scope of the invention. Thus, it is intended that the present invention include modifications and variations that are within the scope of the appended claims and their equivalents.

What is claimed is:

1. A standard credit card sized wallet card having one or more collar stays and in some instances a delivery system in the form of a detachable hang tab or hole for attachment to hook or garment as a label comprising:

a resilient, flexible sheet member having first and second opposing edges and third and fourth opposing edges, the first and second opposing edges forming a width therebetween, the third and fourth opposing edges forming a height therebetween, the width being greater than the height; and

one or more detachable regions within the sheet member, each detachable region having an elongated rectangular shape including two long edges and two short edges, wherein at least one short edge forms a symmetrically tapered point.

2. The card according to claim 1, wherein the card comprises a card of standard credit card dimension and width specifically intended to fit in the standard credit card sized slots or pockets in standard wallets and coin purses.

3. The card according to claim 1, wherein one or more of the intersections of the edges of the card form rounded corners.

4. The card according to claim 1, wherein the flexible sheet member is composed of plastic or other materials that deform without rupture.

5. The card according to claim 1, wherein the flexible sheet member is composed of a cardboard stock.

6. The card according to claim 1, wherein the flexible sheet material is cellulose-based.

7. The card according to claim 1, wherein the flexible sheet material is metallic.

8. The card according to claim 1, wherein the flexible sheet member includes a front side and a back side, the front side bearing imprinted text, pictures or corporate information, advertising and/or logos.

9. The card according to claim 8, wherein the imprinted information is in at least one color.

10. The card according to claim 8, wherein the imprinted information on the front side includes information imprinted in at least one of the detachable regions.

11. The card according to claim 8, wherein the back side of the flexible sheet member bears imprinted information.

12. The card according to claim 11, wherein the imprinted information on the back side includes information imprinted in at least one of the detachable regions.

13. The card according to claim 1, wherein the detachable regions are formed by stamping the flexible sheet member to form separation lines.

14. The card according to claim 1, wherein the detachable regions are formed by cutting away a portion of the flexible sheet member to form separation lines.

15. The card according to claim 1, wherein the detachable regions are formed by molding the flexible sheet member to form separation lines.

16. The card according to claim 1, wherein the detachable regions are formed by partially cutting the flexible sheet member to form separation lines.

17. The card according to claim 1, wherein the detachable regions are formed by closely spaced perforations made in the flexible sheet member forming separation lines.

18. The card according to claim 1, wherein the long edges of the detachable regions have a length selected from the group consisting of one, one-and-a-half, two, two-and-a-half, and three inches.

19. The card according to claim 1, wherein the long edges of the detachable regions have a length of from one to three inches.

20. The card according to claim 1, wherein the long edges of the detachable regions have a length of two inches.

21. The card according to claim 1, wherein the detachable regions include one or more separation lines perpendicular to the long edges.

22. A device for use as a standard credit card sized card having one or more collar stays, comprising:

a card having opposing parallel first and second edges and opposing parallel third and fourth edges; and

one or more detachable regions, with each detachable region being rectangular and having four sides, with a long bilateral axis and a short bilateral axis, one side along the long bilateral axis forming a rounded point.

23. The device of claim 22, wherein the device is composed of plastic or other materials that deform without rupture.

24. The device of claim 22, wherein the device includes a front side and a back side, with printing on at least one side.

25. The device of claim 22, wherein the detachable regions are formed by partially cutting the flexible sheet member.

26. A device having one or more collar stays formed therewith, the device comprising a substantially planar member delineating a geometric shape, at least one separation line formed within the member delineating a portion of the member in the shape of a collar stay, whereby the portion of the member can be separated from a remaining portion of the member to provide at least one collar stay.

27. The device according to claim 26, wherein the substantially planar member is composed of one selected from the group consisting of: plastic or other materials that deform without rupture, cardboard stock, cellulose-based material, and metal.

28. A method of forming one or more collar stays from a flexible sheet member comprising an advertising device, the method comprising:

providing a flexible sheet member;
forming separation lines by weakening the flexible sheet member delineating the shape of at least one collar stay; and

separating at least one collar stay from the flexible sheet member along the separation lines.

29. The method according to claim 28, wherein the weakening of the flexible sheet member is by stamping the flexible sheet member along the collar stay shapes delineated thereupon.

30. The method according to claim 28, wherein the weakening of the flexible sheet member is by cutting away a portion of the flexible sheet member along the collar stay shapes delineated thereupon.

31. The method according to claim 28, wherein the weakening of the flexible sheet member is by molding the flexible sheet member to form separation lines along the collar stay shapes delineated thereupon.

32. A method of storing one or more detached collar stays in a flexible sheet member having one or more collar stay shaped voids comprising an advertising device, the method comprising:

aligning one or more detached collar stays to the flexible sheet member along one or more collar stay shaped voids delineated thereupon; and

inserting the collar stays into the collar stay shaped voids in the flexible sheet member.

33. The card according to claim 1, wherein the card contains a removable section which operates as a delivery system for the card through the implementation of voided regions which enable the card to be hung from a rack or a string for retail application or sale.

34. The card according to claim 1, wherein in some instances the card does not contain a hang tab portion and is intended for use alone as means for conveying advertising or other text to card recipient, or for retail application or sale.

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