

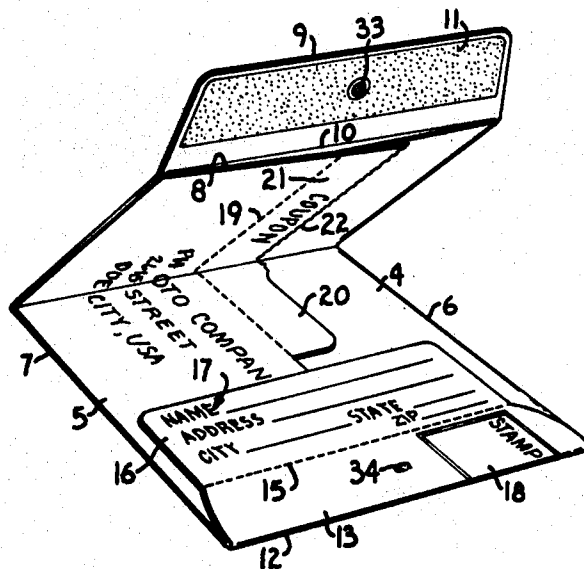
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 [21] Appl. No. **791,012**
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 [45] Patented **Nov. 3, 1970**
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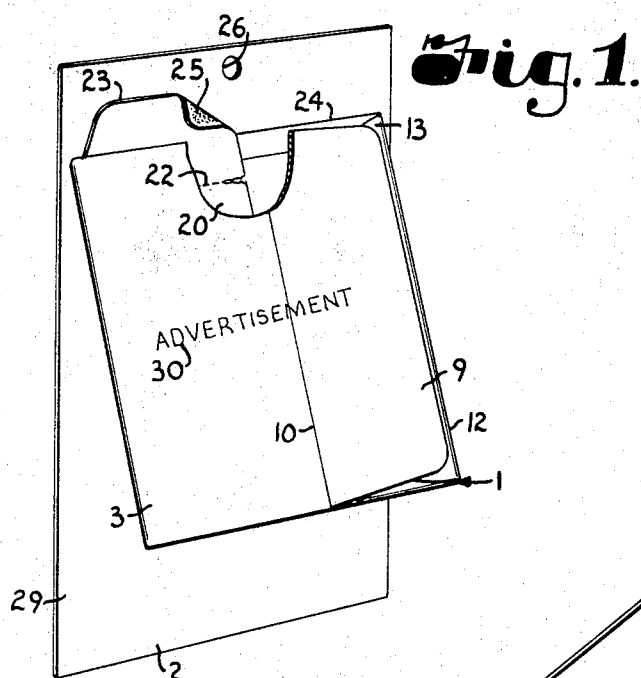
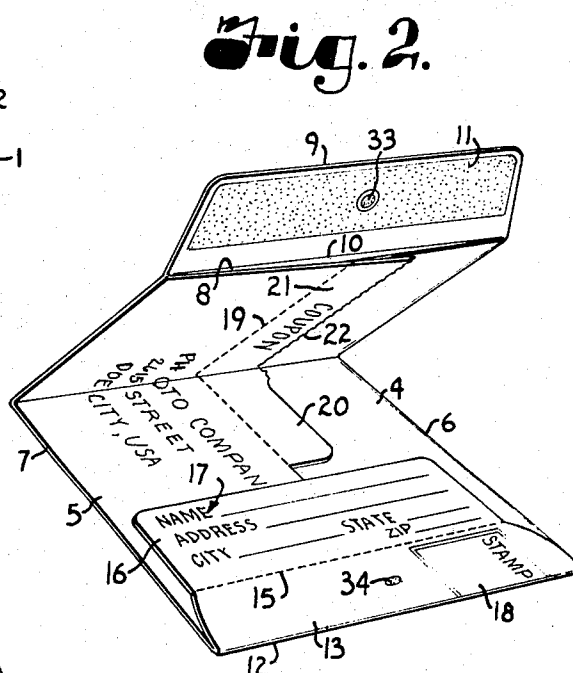
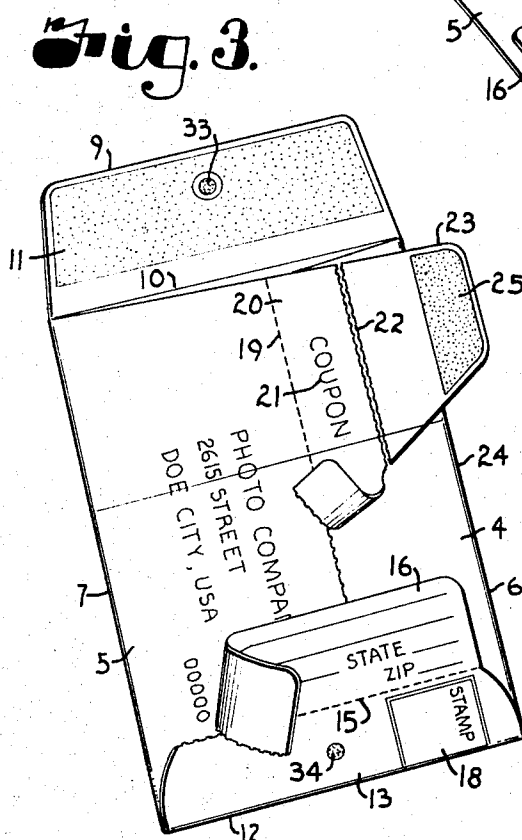
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[54] **MAILING ENVELOPE FOR FILM OR THE LIKE**
2 Claims, 6 Drawing Figs.

[52] U.S. Cl..... 229/70;
 206/46, 206/78; 229/74
 [51] Int. Cl..... B65d 27/00,
 B65d 75/54, B65d 73/00
 [50] Field of Search..... 206/46(M),
 46(Stationary), 78, 80, 56(A3); 229/70, 73, 74

ABSTRACT: This invention relates to an envelope for mailing of film or the like. More particularly, it includes a film mounted on a card which includes the envelope mounted on said card and displayed on a display rack. It includes a tab on the envelope for temporarily fastening of the mailing envelope to the card, including a perforation on the tab whereby when the film is used, the user can remove the envelope from the card, place the film, shipping label, and a coupon in the envelope along with the film, and mail the same to the processor.





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Fig. 4.

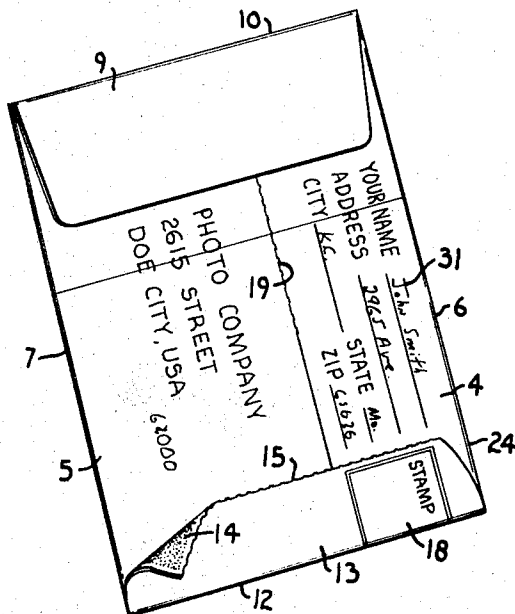


Fig. 5.

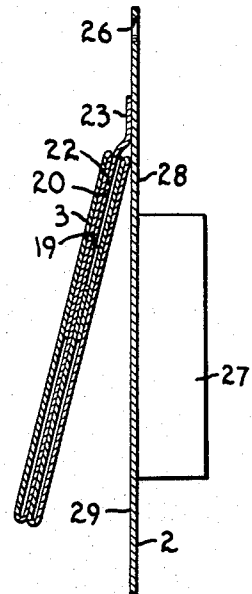
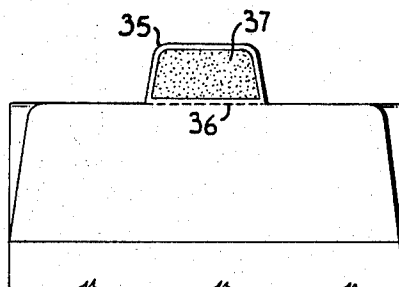


Fig. 6.



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MAILING ENVELOPE FOR FILM OR THE LIKE

The principal object of the present invention is to provide an envelope having means thereon for securing the same to a card upon which a roll of film or the like is mounted for display, the card including the merchandise being removably supported on a display rack in a convenient manner; to provide an envelope having a front panel and a rear panel, a bottom flap including a removable shipping label, one of the side panels which make the back including the address of the processor, a bonus coupon, and a tab for securing the envelope to the card. The envelope includes a closure flap having a temporary adhesive spot thereon for securing the envelope in folded relation at substantially the longitudinal center thereof on a transverse line, whereby the tab extension from the bonus coupon extends outwardly from the side of the envelope having adhesive on one side thereof for securing the envelope to the card. One side of the envelope, which would ordinarily be the front face thereof, is provided with advertising of the product to be fastened to the card and later enclosed within the envelope.

Further objects of the invention are to provide an envelope which may be folded at the substantially transverse center line thereof for shipping in folded position, either attached to the card upon which it is to be displayed for selling or separately therefrom for attachment by the person displaying the merchandise; to provide an envelope wherein, when the envelope is removed from the card it will be open to display on one side thereof the addressee and having a place for the addressor thereabove and having the postage permit displayed on the bottom flap in the upper righthand corner adjacent the return address, and a closure flap foldable over the open end of the envelope, whereby the addressor and addressee will be displayed, and on the reverse side thereof the advertisement will also be displayed; and to provide a device of this character simple and economical to manufacture.

Other advantages of the present invention are to provide means for film processing companies which carry on a mail order business and reach their prospective customers through direct mailing of advertising matter to include a self-addressed envelope in the hands of the prospective customer and purchasers of their product along with the advertising matter, so that it is convenient for the customer to send film to the processor.

Another object of the invention is to provide an envelope having a spot of adhesive on the closure flap for temporarily holding the envelope in folded relation for shipping or storing by sealing the closure flap to the bottom flap.

Other objects and advantages of this invention will become apparent from the following description taken in connection with the accompanying drawings wherein are set forth by way of illustration and example certain embodiments of this invention.

FIG. 1 is a view from the advertising side of the envelope showing the same attached to a card, with parts broken away to show the perforated line for attachment of the tab to a panel of the envelope.

FIG. 2 is a perspective view of the envelope in partly folded position, with the tab detached and showing the addressee.

FIG. 3 is a perspective view of the addressee side of the envelope, particularly illustrating the tab and perforated line therefor, the bonus coupon in partially detached position, and the shipping label bearing the addressor's address partly removed.

FIG. 4 is a perspective view showing the envelope in closed position, showing the addressor and addressee.

FIG. 5 is a side view of the card with the film secured to one side and the envelope to the other, as it is displayed by the seller.

FIG. 6 is a fragmentary view of the envelope closure flap with the tab shown on such closure flap.

Referring more in detail to the drawings:

One designates an envelope embodying the features of the present invention, shown attached to a card 2, which in turn is

adapted to be removably displayed on a display rack (not shown). The envelope is formed from a single sheet of paper cut from a blank and includes a back or advertising panel 3, to which are attached side panels 4 and 5 forming the front or address side of the envelope. The side panels 4 and 5 are connected to the panel 3 by score lines 6 and 7. The envelope is of the common open end type as indicated at 8. A closure flap 9 is attached to the open end by a score line 10 and provided with adhesive as indicated at 11. Secured to the opposite end of the envelope by a score line 12 is a bottom flap 13 provided on the inside fold portion with an adhesive 14 for sealing the same to the address side of the envelope formed by the side panels 4 and 5.

Attached by a perforated line 15 to the bottom flap 13 is a shipping label 16 which is provided with blanks for the name and address of the addressee, as indicated at 17. The bottom flap 13 is provided with the postage permit as indicated at 18.

Attached to the side panel 5 by a perforated line 19 is a flap 20 which is designated a coupon or the like 21, and secured to the side edge of the coupon by a perforated line 22 is a tab 23 which extends outwardly from the side edge 24 of the envelope as shown in FIG. 3 of the drawing. The face of the tab 23 is provided with an adhesive as indicated at 25 (FIG. 1), such as remoistening, latex, or "sticky-back" gum. A feature of the present invention is that when the envelope is parted from the back of the card to which it is bonded, the envelope will be unmarred and in good condition for mailing use.

The card 2 is provided with an opening 26 for suspending the card from a display rack (not shown). The display racks are suspended with hooks (not shown) for extending through the opening 26, or other means may be utilized.

The merchandiser of the article carried by the card attaches said article, such as film as indicated at 27 (FIG. 5) to a face 28 of the card and attaches the envelope 1 through the tab 23 by the adhesive thereon to the opposite face of the card, as indicated at 29, or by other means, such as stapling (not shown). The purchase of the film will include the card with the envelope thereon. The back panel 3 of the envelope contains advertising material as indicated at 30. The purchaser removes the film from the card, and after using it, he removes the envelope from the card by detaching the tab 23 from the coupon portion of the envelope along the perforated line 22. He will place his name and address on the face 4 of the envelope as indicated at 31, and on the shipping label 16 as indicated at 17. He may then remove the coupon and the shipping label from the envelope along the perforated lines 19 and 15, respectively, place the coupon, shipping label, and the film inside the envelope, and seal the same by folding the closure flap 9 on the score line 10 to contact the adhesive 11 to close the opening 10 of the envelope and seal the same to the face thereof, so that the addressee and addressor's name and address will be readily seen, as shown in FIG. 4. He may then mail the film in the envelope to the processor.

It may be advantageous to ship the envelopes in folded condition and to fasten the envelope to the card in such condition as shown in FIG. 5. In such instances, the envelope, after being formed, is folded transversely at substantially the center thereof. A spot of adhesive 33 is placed on the closure flap over the adhesive portion 11. When the envelope is folded, the spot 33 is adhered to the bottom flap 13 as indicated at 34. When the envelope is removed from the card, the closure flap is readily removed from the bottom flap so that the envelope is ready for use.

If desired, the tab 23 could be eliminated from the side panel 5 and a tab 35 extended from the closure flap 9 by a perforated line 36 as shown in FIG. 6 and provided with an adhesive 37. It will be obvious that the adhesive may be placed on either side of the tabs 23 and 35 as desired.

It is to be understood that while I have illustrated and described one form of my invention, it is not to be limited to this specific form or arrangement of parts herein described and shown.

I claim:

1. A mailing envelope for an article of merchandise, including:

- a. a generally rectangular back panel carrying advertising matter;
- b. side panels connected to the respective side edges of the back panel by score lines and foldable in overlying relation to form a front panel providing space for the addressee and addressor;
- c. adhesive means securing said side panels to each other, said overlying panel having an extension secured to the overlying flap by a tear line, said extension being in the form of a coupon;
- d. a tab normally extending outwardly of an edge of the envelope and having an easy tear line attaching said tab to said envelope;
- e. adhesive means on said tab for attaching said tab to an object for temporarily attaching the envelope to the object;
- f. a bottom flap foldable over said side panels for closing the bottom of the envelope and carrying a postal permit; and
- g. a flap having an adhesive across a portion thereof and foldable over said side panels for closing the envelope,

said back panel and said side panels having a transverse fold line formed nearer the closure flap fold line than the bottom flap fold line, so that when folded the outer edge of the closure flap will be substantially even with the fold line of said bottom flap, said closure flap having a spot of adhesive on said first mentioned adhesive on the flap whereby said envelope is foldable transversely on said last named fold line; and said spot of adhesive is adhered to the bottom closure flap to temporarily seal and hold the envelope in folded relation while the same is attached to said object by said tab so that said coupon may be detached and said coupon and merchandise be placed in said envelope for mailing.

2. The envelope set forth in claim 1, wherein said tab normally extends outwardly of a side edge of the envelope and said bottom flap has an extension thereon having an easy line of tear including a portion for the name and address of addressor, whereby said extensions may be removed and placed in the envelope along with the coupon and merchandise and the envelope closed for mailing.

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