

[54] PRINTED FOLDER

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[*] Notice: The portion of the term of this patent subsequent to Feb. 27, 1990, has been disclaimed.

[22] Filed: **Feb. 26, 1973**

[21] Appl. No.: **335,580**

Related U.S. Application Data

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[52] U.S. Cl. **229/73, 229/92.1, 229/92.3, 282/25, 283/56**

[51] Int. Cl. **B65d 27/06**

[58] Field of Search. **229/73, 92.1, 92.3; 281/3 R; 282/25; 283/1 B, 56**

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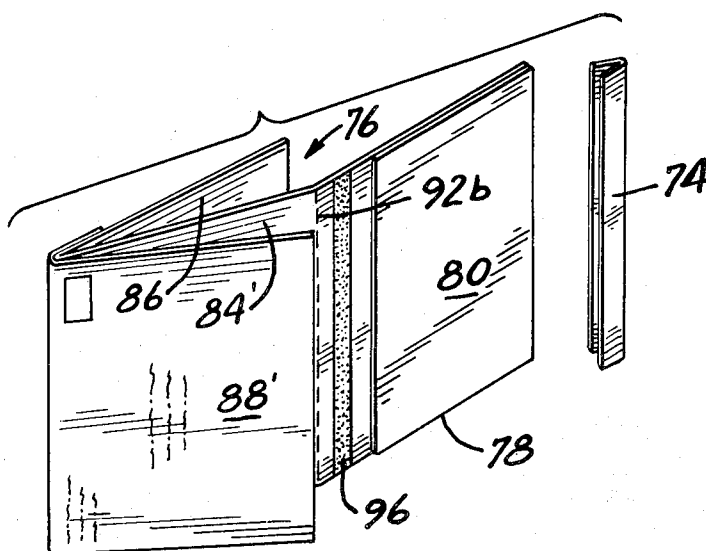
Attorney, Agent, or Firm—Fitch, Even, Tabin & Luedeka

[57]

ABSTRACT

A folder for distributing printed material which may include a sealed envelope or packet containing an item of printing or a separate item deposited therein contemporaneous with the formation of the envelope. Alternatively, a return envelope can be provided for reply purposes. The folder can be constructed so the envelope is detached from the booklet portion as a result of the removal of a tear strip to open the folder, or the construction can be such that the envelope remains hinged to an interior sheet of the booklet.

10 Claims, 18 Drawing Figures



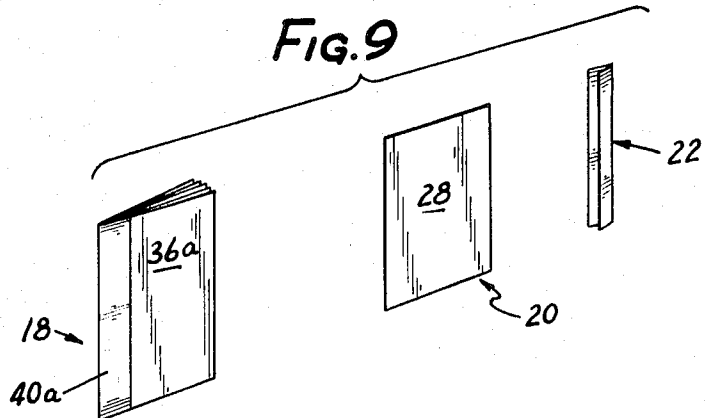
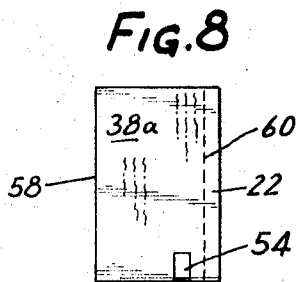
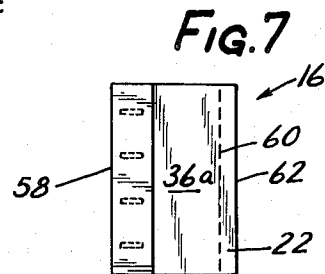
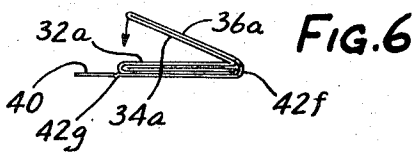
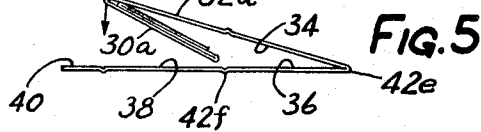
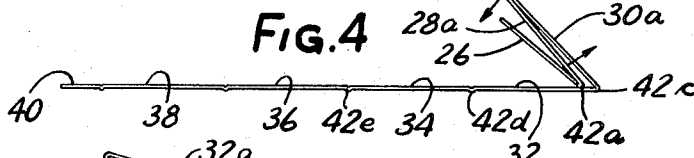
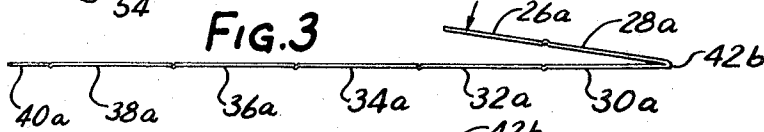
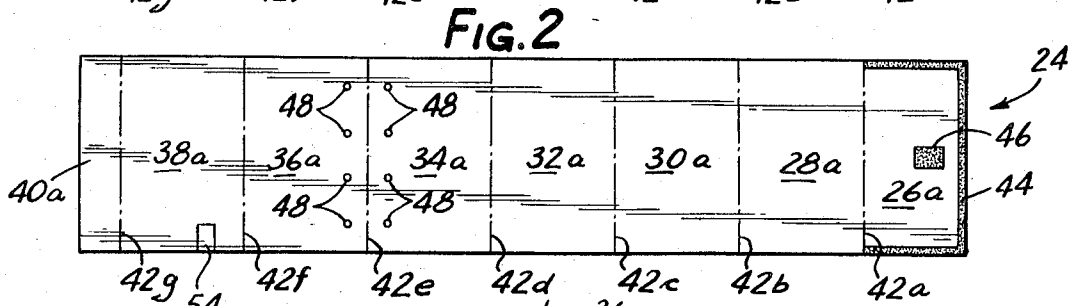
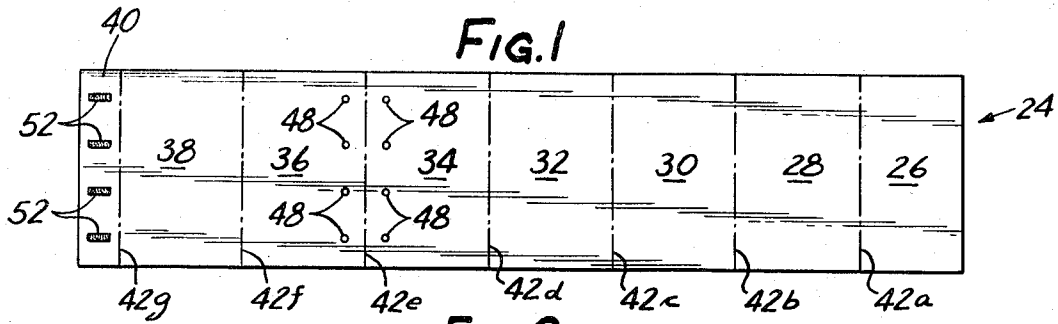


FIG. 10

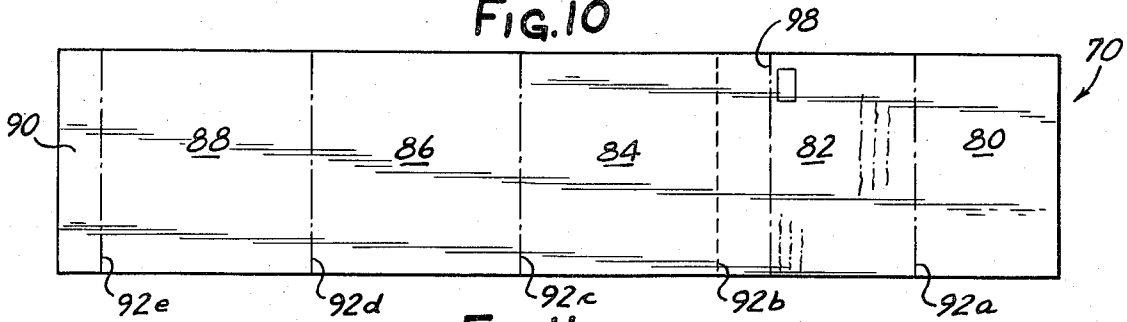


FIG. 11

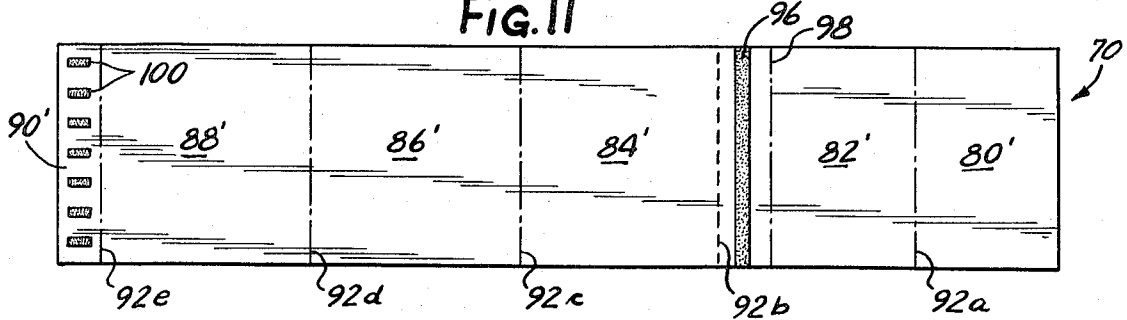


FIG. 12

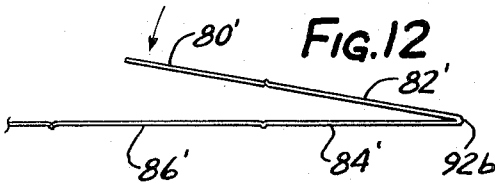


FIG. 13

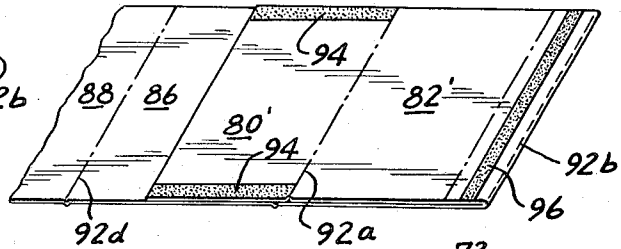


FIG. 14

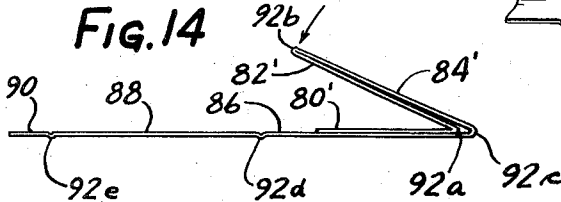


FIG. 15

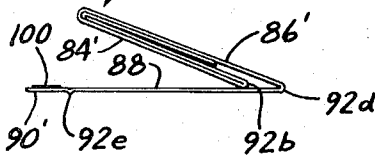


FIG. 17

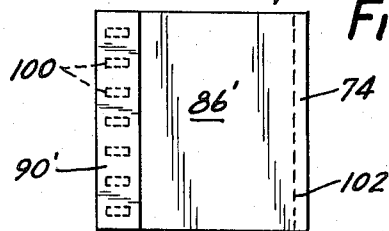
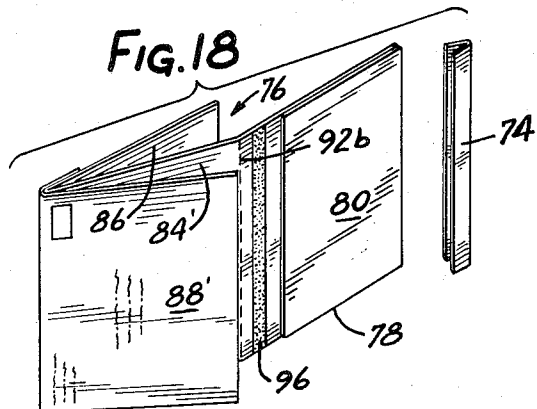


FIG. 18



PRINTED FOLDER

This application is a continuation-in-part of my application Ser. No. 174,321, filed Aug. 24, 1971 now U.S. Pat. No. 3,718,277.

The present invention relates to a printed article adapted to be sent through the mail or otherwise distributed. More particularly, the invention relates to such articles which include a multipage booklet plus a sealed envelope or the like.

When advertising a product or a service with printed material mailed or otherwise distributed in large volume to potential customers, it is often desirable to provide a sealed envelope or packet that might contain a "lucky number" or one or more coupons or game materials or the like. A conventional way of accomplishing this is to distribute the advertising material plus a separate packet or envelope together in an outer envelope. However, this approach makes it necessary to print the materials separately and insert them in the envelopes, resulting in a relatively costly operation.

One object of the present invention is to provide an improved printed folder formed from a single sheet of preprinted paper stock folded upon itself, which folder, when opened in the manner intended, provides a printed multipage brochure or booklet plus a sealed envelope or the like which becomes automatically detached from the booklet in the process of opening the folder.

A related object of the invention is to provide a novel method of forming such a folder.

Other objects and advantages of the invention will become apparent from the following detailed description when read in conjunction with the accompanying drawings wherein:

FIG. 1 is a plan view of one side of a blank adapted to be formed into a folder suitable for carrying advertising and other printed information;

FIG. 2 is a plan view of the reverse side of the blank of FIG. 1;

FIGS. 3 through 6 show the blank of FIGS. 1 and 2 as it appears in various stages of its formation into a folder;

FIG. 7 is an elevational view of one side of a folder formed from the blank shown in FIGS. 1 and 2;

FIG. 8 is an elevational view of the reverse side of the folder of FIG. 7;

FIG. 9 is an exploded perspective view of the folder of FIGS. 7 and 8 showing the separate elements provided when it is opened by the recipient in the manner intended;

FIG. 10 is a plan view of one side of an alternative embodiment of a blank adapted to be formed into a folder suitable for carrying advertising or other information;

FIG. 11 is a plan view of the reverse side of the blank shown in FIG. 10;

FIG. 12 is a view showing the blank of FIG. 1 as it would appear in an early step of its formation into a folder;

FIG. 13 is a partial plan view showing the blank subsequent to its folding to the disposition illustrated in FIG. 12;

FIGS. 14 through 16 illustrate the successive steps in the folding of the blank to the completed folder;

FIG. 17 is a rear view of the completed folder showing a tear strip formed by perforations along one edge; and

FIG. 18 is an exploded perspective view showing the folder from the front after the tear strip has been removed, leaving a 6-page booklet, plus an attached envelope.

Depicted in FIGS. 1 through 9 is a folder 16 constituting one embodiment of the present invention, and the steps in a method for forming such a folder, the folder being separable into a multipage booklet 18 and a sealed envelope or packet 20 when a tear strip 22 along one edge of the folder is separated therefrom.

The folder 16 is formed from a single sheet or blank 24; thus, all of the printing may be performed on that single sheet. The folder 16 automatically provides a multipage booklet 18 upon opening without the necessity of cutting and binding separate pages, and it also automatically provides a separate sealed envelope 20 upon opening, thereby eliminating the necessity of inserting a separate booklet and a sealed envelope into a carrier envelope for distribution. The sealed envelope falls free upon opening the folder 16, attracting the attention of the recipient to its presence. The manner of opening the folder 16 is itself appealing to the recipient, and this feature tends to increase the likelihood that the folder will receive at least some attention.

More specifically, there is shown in FIGS. 1 and 2 opposite sides of a blank 24 from which the folder 16 may be formed. It is contemplated that the blank 24 would be printed upon a sheet of paper of other than high bulk card stock although other suitable sheet material, for example, plastics or cloth, may be used and, for purposes of this application, are considered as falling within the general definition of paper stock. In a preferred embodiment, the blanks 24 are made of a weight of stock similar to that from which envelopes are normally formed. Referring to FIG. 1, the blank 24 is ultimately folded along a plurality of transverse fold lines to provide panels 26, 28, 30, 32, 34, 36, 38 and 40. The reverse side of the blank 24 is shown in FIGS. 2, where the corresponding panels are designated by the subscript *a* for convenience of reference. The fold lines do not, of course, appear on the blank 24 prior to its folding; however, the location of these fold lines is indicated in FIGS. 1 and 2 by the numerals 42*a* through 42*g*.

The panel 26 is folded into overlying relation to all or part of the panel 28 along the fold line 42*a* during formation of the folder 16 from the blank 24, and it is secured thereto by a suitable adhesive pattern 44 (FIG. 20) to form the sealed packet or envelope 20. The panel 26 forms one wall of the envelope and overlies and is secured to and cooperates with the panel 28 which forms the other wall of the sealed envelope. One of the interior surfaces of the sealed envelope may be printed with a lucky number or the like, or a separate item, which may be a small object, may be suitably provided in the envelope. For purposes of this application, the term "indicia" and the reference number 46 are used to refer to the foregoing. For example, when the adhesive pattern 44 is laid down, an additional spot of adhesive can be applied centrally of the panel 26, and the item 46 is deposited thereon before the folding operation begins. Alternatively, adhesive may be applied to a separate item 46 before it is deposited onto the blank. As explained hereinafter, a portion of the panel 28 ad-

jacent the fold line 42b is removed as a part of the tear strip 22 when the folder is opened in the manner intended.

The panels 30, 32, 34, 36 and 38 contain informational material, such as advertising, and are of like size. The exterior of the envelope 20 may also be so printed. The panels 34 and 36 are ultimately separated by a fold line which is located at line 42e shown in FIGS. 1 and 2, and on both sides of this line, a row of four holes 48 is provided, the holes being positioned so that each hole in panel 34 will register with a hole in panel 36 when the panels are folded along line 42e. The function of these holes 48 will be explained shortly.

The end panel 40 is preferably narrower than the panels 30 through 38, and it forms a flap which is folded over and secured to the panel 36, as by spots or short strips 52 of adhesive (shown in FIG. 1 for the purpose of explanation) when the blank 24 is fully folded. The spots 52 of adhesive are located so as to register with the holes 48 when the flap 40 overlies the panel 36 so that the adhesive will enter these holes and not only bond the flap 40 to the panel 36, but also will bond the panels 32 and 34 to the flap 40, as will soon become apparent.

In providing a folder 16, a blank 24 is provided by suitably printing an elongated sheet of paper stock or the like with the desired information or message, including any appropriate indicia 46, and preferably including a pre-paid postal permit imprint 54 on the outer surface of panel 38a, if the folder 16 is intended to be distributed by mail. The holes 48 are then provided in the blank 24, and it is fed into a suitable machine capable of applying adhesive to the blank and folding it.

In a preferred method, the blank 24 is fed into the machine with the surface shown in FIG. 1 facing upward. A first fold is accomplished in which the panels 26 and 28 are folded into overlying relation to the panels 30 and 32 (FIG. 3) by creasing along the fold line 42b, thus bringing the panels 26a and 28a into upward facing orientation.

The adhesive pattern 44 for the sealed packet is then applied to the panel 26a; however, the pattern could alternatively be applied to the panel 28. A spot of adhesive may also be applied to the center of the panel 26 if a separate item 46 is to be provided in the sealed envelope. The short strips 52 of adhesive may also be applied to the panel or flap 40 at this time. The panels 28 and 30 are next folded along lines 42a and 42c, which are in registry at this time, bringing panel 28a into overlying and abutting relation to panel 26a and to that portion of panel 32 not covered by panel 26 (FIG. 4). This folding step effects the bonding of panel 26a to panel 28a and provides the sealed packet 20.

That portion of the blank 24 then lying to the right of line 42e in FIGS. 1 and 2, constituting panel 34 and interfolded panels 26, 28, 30 and 32, is then folded along line 42e to bring panel 30a into overlying face-to-face relation to panel 38, and to bring panel 34 into overlapping face-to-face relation to panel 36 (FIG. 5). At this point, the holes 48 in panels 34 and 36 which flank the fold line 42e are in registry. The panels 34a and 36 are then folded along lines 42d and 42f into overlying relation to panel 32a, with panels 34a and 32a in face-to-face contact (FIG. 6). In this disposition, the registered holes 48 in panels 34 and 36 overlie the

respective portions of panel 32a which is not provided with any holes.

The folding operation is completed by folding panel or flap 40 into overlying relation to panel 36a (FIG. 7) along fold line 42g. This brings the strips 52 of adhesive into registry with the holes 48, and the adhesive enters these holes to bond together panels 40, 36, 34 and 32. The panel 38 is, of course, hinged to flap 40 along fold line 42g, and panel 30 is hinged to panel 32 along fold line 42c. Thus, panels 40, 38, 36, 34, 32 and 30 are attached to one another either by the adhesive bond or by a fold line lying along the left hand edge 58 of the folder 16, as viewed in FIG. 7. The panels 26 and 28 which form the sealed envelope or packet 20 are not attached to the aforementioned panels by an adhesive bond, but the packet 20 is hinged to the right hand edge of panel 30 along line 42b (as viewed in FIG. 7).

The folder is then delivered to a suitable mechanism to form a line of perforations 60 along the right hand edge 62 of the folder 16, such perforations extending through each of the panels 36, 34, 32, 28, 30 and 38 and defining the tear strip 22. Only the panels 26 and 40 are not perforated. If it is desired to mail the folder, an address is imprinted on or otherwise applied to the panel 38a by a suitable addressing machine.

When the tear strip 22 is removed (FIG. 9), the panel 36 is no longer attached to panel 38 along fold line 42f; panel 34 is no longer attached to panel 32 along fold line 42d; and panel 30 is no longer attached to panel 28 along fold line 42b. Panels 30 through 38 remain attached to one another along the edge 58 of the folder, by virtue of the adhesive bond 52 and the hinge line 42c, and form the five-sheet (10-page) booklet 18. The panels 26 and 28, forming the sealed packet 20, are no longer attached to the panel 30, and the packet falls free upon removal of the tear strip 22. Thus, by the simple act of removing the tear strip 22 along the line of perforations 60, the folder 16 is converted to a booklet 18 and a sealed packet 20.

In an alternate form of folder from that illustrated, the holes 48 are omitted so the adhesive 52 does not penetrate through the panels 36 and 34 to the panel 32. Thus, when such a folder has been formed, the panels 30 and 32 are not attached to the panels 34, 36, 38 and 40 along the edge 58 of the folder, and when the tear strip 22 is removed, these two panels will fall free along with the sealed envelope 20. In such instance, the booklet will have six instead of 10 pages. It may be desirable for such panels to carry an advertising message and to allow such panels to fall free to attract the recipient's attention.

Depicted in FIGS. 10 through 18 is an alternative embodiment of the present invention illustrating a blank 70 which is designed to be formed into a folder 72 and illustrating the steps in a method for the formation of such a folder. The folder 72 is designed to have a tear strip 74 along one edge thereof which when removed provides a multi-page booklet 76 which contains an envelope hinged to the center page thereof.

The folder 72 is formed from a single sheet or blank 70 which lends itself to efficient and inexpensive printing in flat form. The folder 72 is closed which facilitates distribution in any suitable manner, as by mail, and is designed to be quickly and simply opened by the removal of the tear strip 74. In the illustrated embodiment upon opening (FIG. 18), a three-sheet, six-page book 76 is provided, to the center sheet of which there

is hinged an envelope 78. The envelope 78 will swing free as shown in FIG. 18 and attract the attention of the recipient.

FIGS. 10 and 11 illustrate the opposite sides of the blank 70 which would be printed upon suitable sheet material as described hereinbefore. The blank 70 comprises a series of panels 80, 82, 84, 86, 88 and 90. On its opposite surface as depicted in FIG. 11, these panels are marked by prime numbers to clarify the following description of the forming method. The panels are attached to one another along transverse fold lines marked as lines 92a through 92e for purposes of explanation. The fold lines, with the exception of the line 92b which is a line of perforations, need not appear on the blank 70 prior to its actual folding to create the folder 72; however, the lines could be printed on the blank 70 if desired.

In the first step of the folding operation, the panels 80 and 82 are folded along the line of perforations 92b into overlying relation to panels 84 and 86 as depicted in FIG. 12. Once in this folded condition, an adhesive pattern 94 in the form of a pair of strips of adhesive is applied to the opposite free edges of the panel 80' preparatory to the formation of the pocket of the envelope 78 from the panels 80 and 82. At this time an adhesive pattern 100 may also be applied to flap 90', as shown in FIG. 2 for purpose of information. As can be seen from FIG. 13, the panel 82' is provided with a strip of remoistenable adhesive 96 located so that it will be positioned on the sealing flap of the envelope 78 upon the formation of the envelope. As can be seen from FIGS. 10 and 11, the line of remoistenable adhesive 96 and the perforations 92b are preferably provided in the flat blank 70 prior to the folding operation. Likewise, if desired, a line of weakness 98 may also be provided in a location just above the entrance to the pocket where it will facilitate the recipient's folding and sealing the envelope 78.

In the illustrated embodiment, the envelope 78 is designed to serve as a return-mail envelope and accordingly, as shown in FIG. 1, the panel 82 would be imprinted with an address, plus a postage permit. However, if desired, a sealed envelope or a packet, such as the packet 20 hereinbefore described with respect to the folder 16, could similarly be provided merely by extending the adhesive pattern 94 to cover the three free edges of the panel 80', and some indicia or item could be printed or otherwise deposited in the packet prior to its being sealed.

After the adhesive pattern 94 has been applied, the blank 70 is folded as depicted in FIG. 14. Folding occurs simultaneously about the fold lines 92a and 92c, causing the panel 80 to be sandwiched between the panels 82 and 86. As a result of this folding step, the panel surface 80' carrying the adhesive pattern 94 is pressed into contact with the panel surface 82' effecting the formation of the envelope 78.

The next fold occurs about the fold line 92d, as depicted in FIG. 15, causing the entire previously folded portion of the blank 70 to be disposed in overlying relation to panel 88. In this position, the panel surface 84' lies in abutting contact with panel surface 88. Panels 86 and 88 are longer than panels 82 and 84 so that, in the final folder, the folded edge defined by the line of perforations 92b is offset to the left of the fold line 92d, as seen in FIGS. 15 and 16.

If the adhesive pattern 100 was not applied at the same time as the adhesive pattern 94, a suitable pattern of quick-setting adhesive is applied to the upper surface of panel 90 at this time. The folding operation is completed by folding the short flap 90 about the fold line 92e as illustrated in FIG. 16. Thereafter, the tear strip 74 may be formed by perforating the folded and sealed folder 72 to create the line of perforations 102 in the panels 88 and 86 as shown in FIG. 17. Alternatively, the line of perforations 102 may be formed in the panels 86 and 88 while they are still in the form of a flat blank 70 at the same time as the perforation 92b is formed.

The folder 72 is intended to be distributed in the form depicted in FIG. 17, and if it is to be mailed, a suitable return address and postage permit may be provided on the panel 88' as shown in FIG. 18.

When the folder 72 reaches the recipient, it is simply and easily opened by removing the tear strip 74 by tearing along the perforations 102. This act creates the booklet 76 which is essentially three interconnected sheets or six pages. The envelope 78 is attached to the center sheet 84 at the line of perforations 92b. As depicted in FIG. 18, the envelope 78 readily swings out, attracting the recipient's attention, and it can be simply detached. The result is substantially the same whether a mailing envelope 78, as illustrated, is provided or whether a totally sealed packet carrying a lucky number or some other item is provided.

While certain specific embodiments of the invention have been illustrated and described, it should be understood that various modifications may be made to the illustrated embodiments without departing from the scope of the invention that is defined by the accompanying claims. For example, instead of using glue or adhesive to make the connections between panels, crimping or other mechanical interlocking may be employed or various electronic bonding methods, using chemically treated paper if desired, may also be employed.

Various of the features of the invention are set forth in the claims which follow.

What is claimed is:

1. A folder for distributing printed material plus a sealed packet, which folder comprises

a single elongated sheet folded upon itself to provide a plurality of panels hingedly interconnected to one another,

a first said panel being folded and connected along three edges thereof to a second said panel to thereby define a completely sealed packet the fourth edge of said packet being formed by a fold line along which said first and second panels are joined,

said remaining panels including a third, a fourth and a fifth panel, said third and fourth panels being hinged together along a fold line, and said fourth and fifth panels being hinged together along another fold line, said fifth panel being connected by adhesive or the like to said third panel to maintain said sheet in folded condition and form a wrapper which surrounds all of said other panels; and

a line of perforations extending through said third and fourth panels adjacent their common fold line which forms one edge of said folder, said line of perforations defining a tear strip separable from the remainder of said folder to transform said

folder into a multipage booklet, all of the pages of which booklet are interconnected.

2. A folder in accordance with claim 1, wherein said sealed packet is formed at one end of said sheet.

3. A folder in accordance with claim 2 wherein said line of perforations defining said tear strip also is provided in said second panel.

4. A folder in accordance with claim 1, wherein said third panel is secured to another interior panel of said booklet by adhesive to maintain such panels in interconnected relation in said booklet after said tear strip is removed.

5. A folder in accordance with claim 4, wherein holes are provided in said third panel and in another panel located intermediate the ends of said sheet and wherein adhesive provided on said fifth panel of said folder penetrates through said holes to the interior of said folder and secures the panels to one another.

6. A folder in accordance with claim 1, wherein adhesive is applied to a central location in one of said first and second panels and wherein an item is carried by said adhesive within said sealed packet.

7. A folder for distributing printed material plus an envelope, which folder comprises a single elongated sheet folded upon itself to provide a plurality of panels hingedly interconnected to one another,

a first said panel being folded and glued to a second said panel to thereby define an envelope pocket, said remaining panels including a third, a fourth and a fifth panel, said third and fourth panels being hinged together along a fold line, and said fourth and fifth panels being hinged together along another fold line, said fifth panels being connected by adhesive to said third panel to maintain said sheet in folded condition and form a wrapper which surrounds all of said other panels,

a sixth said panel connected to said third panel and to said second panel, and

a line of perforations extending through said third and fourth panels adjacent their common fold line which fold line forms one edge of said folder, said line of perforations defining a tear strip separable from the remainder of said folder to transform said folder into a multipage booklet, all of the pages of

which booklet are interconnected, said envelope being hingedly attached to said multipage booklet by means of said connection between said second panel and said sixth panel.

8. A folder in accordance with claim 7 wherein said single elongated sheet comprises only six panels and wherein said envelope is hingedly attached to the center sheet of said multipage booklet.

9. A method of forming a folder for distributing a booklet of printed material and a sealed envelope to a recipient, said method comprising

folding a portion of an elongated sheet of paper stock upon itself and bonding three free edges of a panel at one end of said sheet to a facing panel to form a sealed packet containing desired indicia,

further folding the sheet upon itself to provide a folder having a plurality of individual interior panels enclosed by at least two exterior panels such that adjacent panels are interconnected by fold lines disposed along either opposite side edge of said folder and such that said sealed packet is connected to an adjacent panel by a fold line located along one of said opposite edges,

joining said interior panels to one another adjacent the fold lines disposed at the other of said folder opposite sides,

joining said exterior panels to each other adjacent said other side of said folder to maintain said folder in folded condition, and

providing a line of perforations in all of said panels which extend to the region adjacent said one side of said folder to define a tear strip that is separable from the remainder of said folder to provide a sealed packet plus a multipage booklet.

10. A method in accordance with claim 9 wherein said sheet is folded,

then adhesive is applied along the three free edges of said one end panel and centrally thereof,

then an item is deposited upon said central adhesive application, and

then said sheet is again folded upon itself to form said packet.

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