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(54) **REUSABLE PACKAGE WRAPPING SLEEVE**

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(57) **ABSTRACT**

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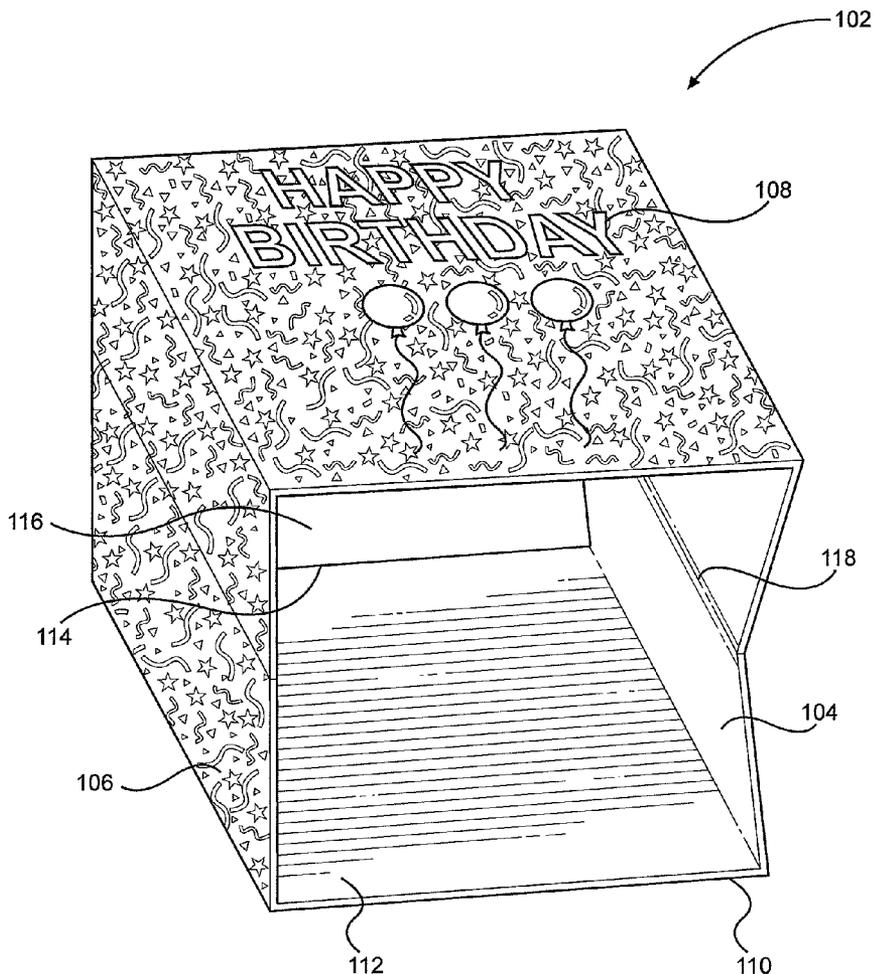
A reusable gift box that includes a container, a lid for the container and a collapsible sleeve configured for placement within the container and around a gift. The rigid container has at least one transparent sidewall. The sleeve has an inner surface and an outer surface, and the outer surface includes a decorative design. The sleeve further includes a lower edge forming a first opening and an upper edge forming a second opening. The sleeve is configured to be removably inserted into the container whereby the outer surface of the sleeve is disposed adjacent an inner surface of the transparent sidewall. The sleeve is configured to cover at least a portion of the sidewall and the decorative design is visible through the sidewall.

Related U.S. Application Data

(60) Provisional application No. 61/632,319, filed on Jan. 23, 2012.

Publication Classification

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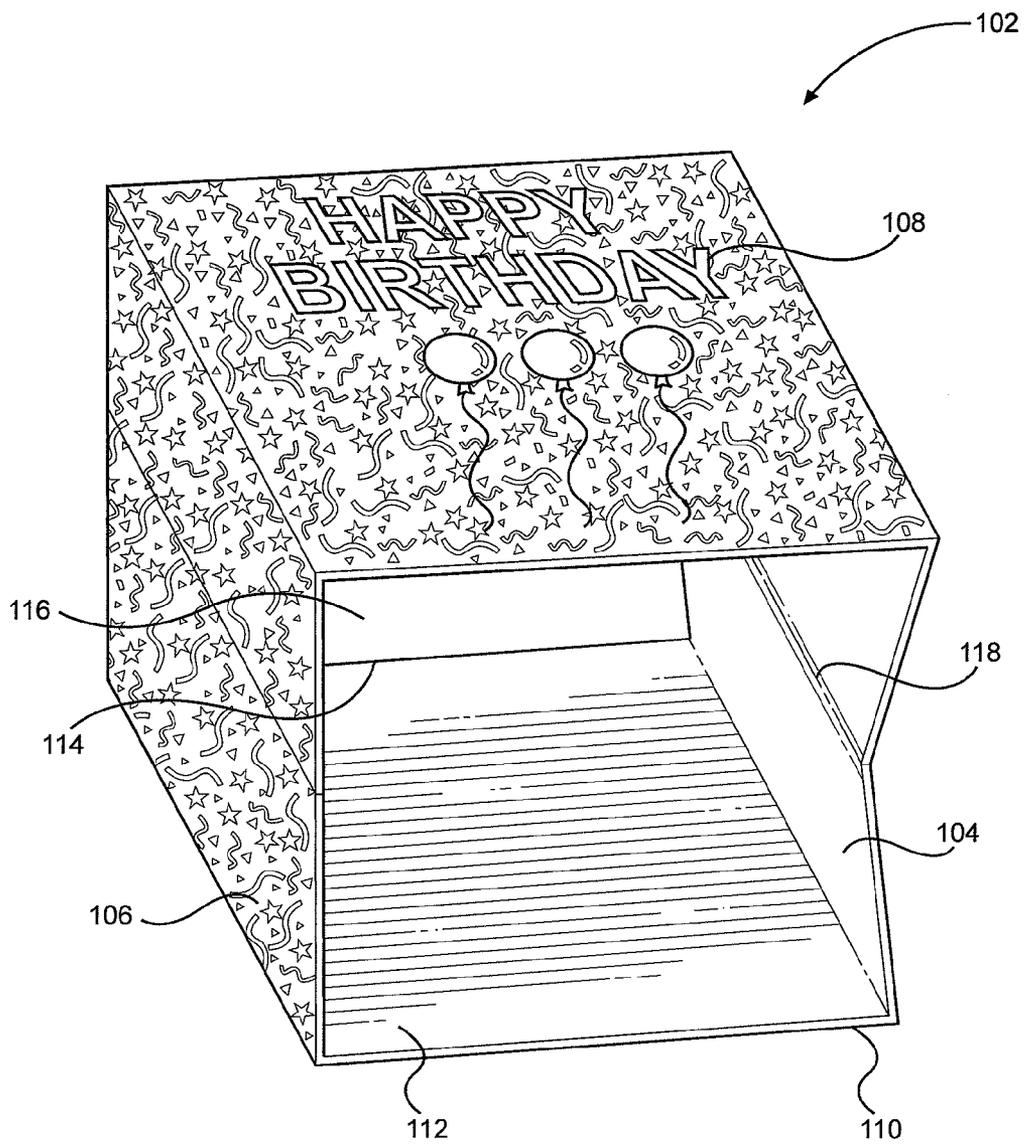


FIG. 1

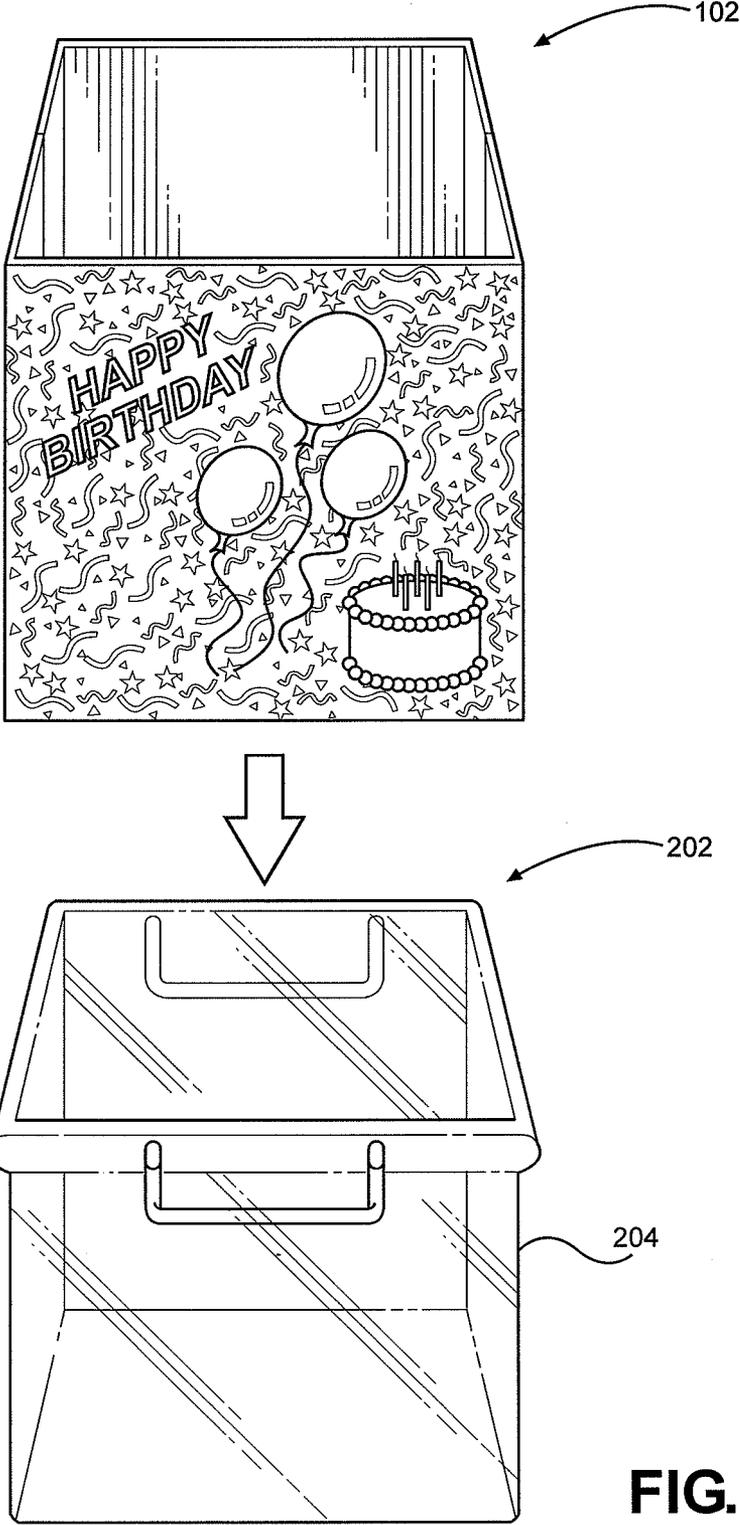


FIG. 2

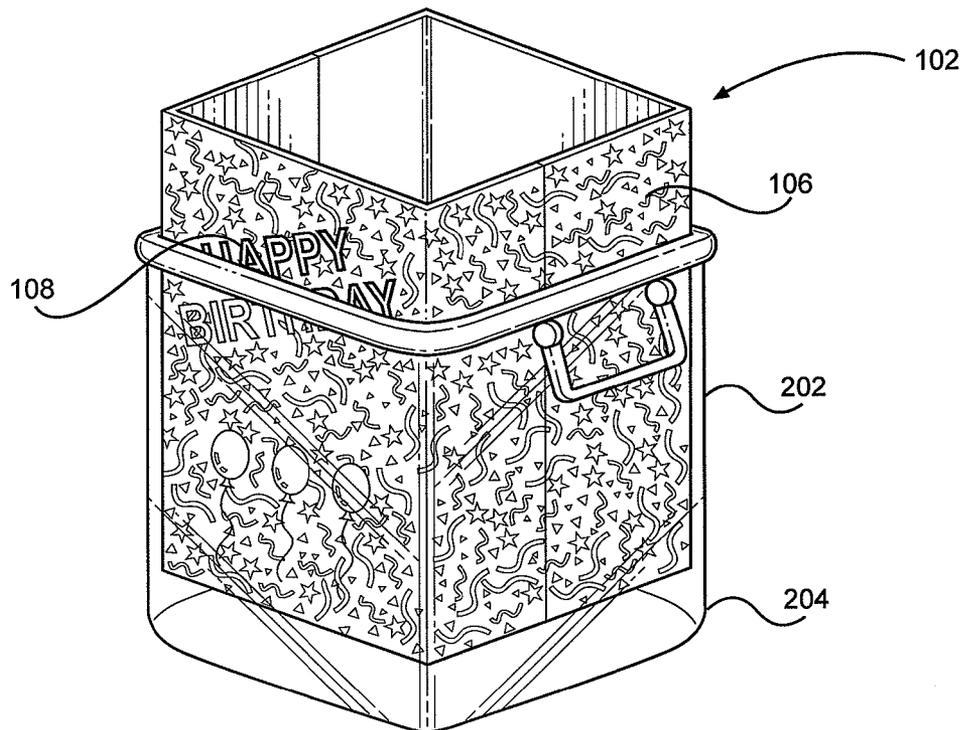


FIG. 3

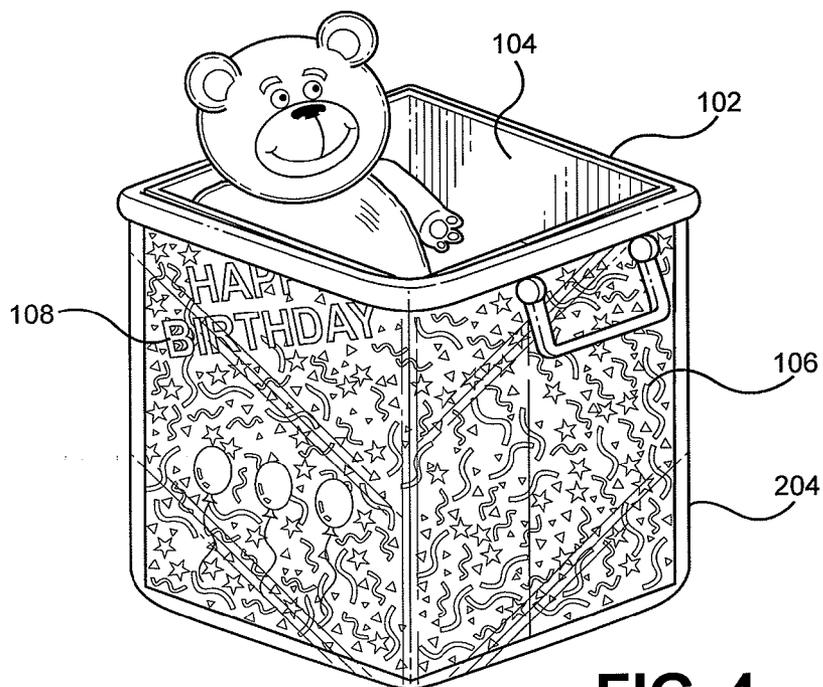


FIG. 4

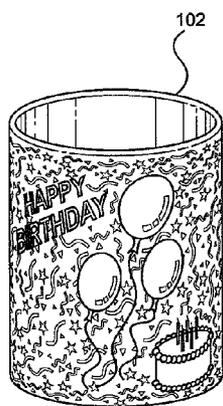


FIG. 5

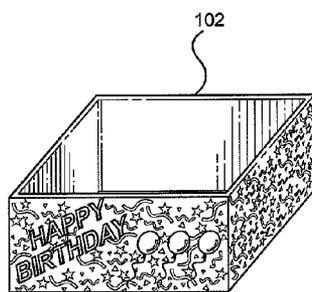


FIG. 6



FIG. 7

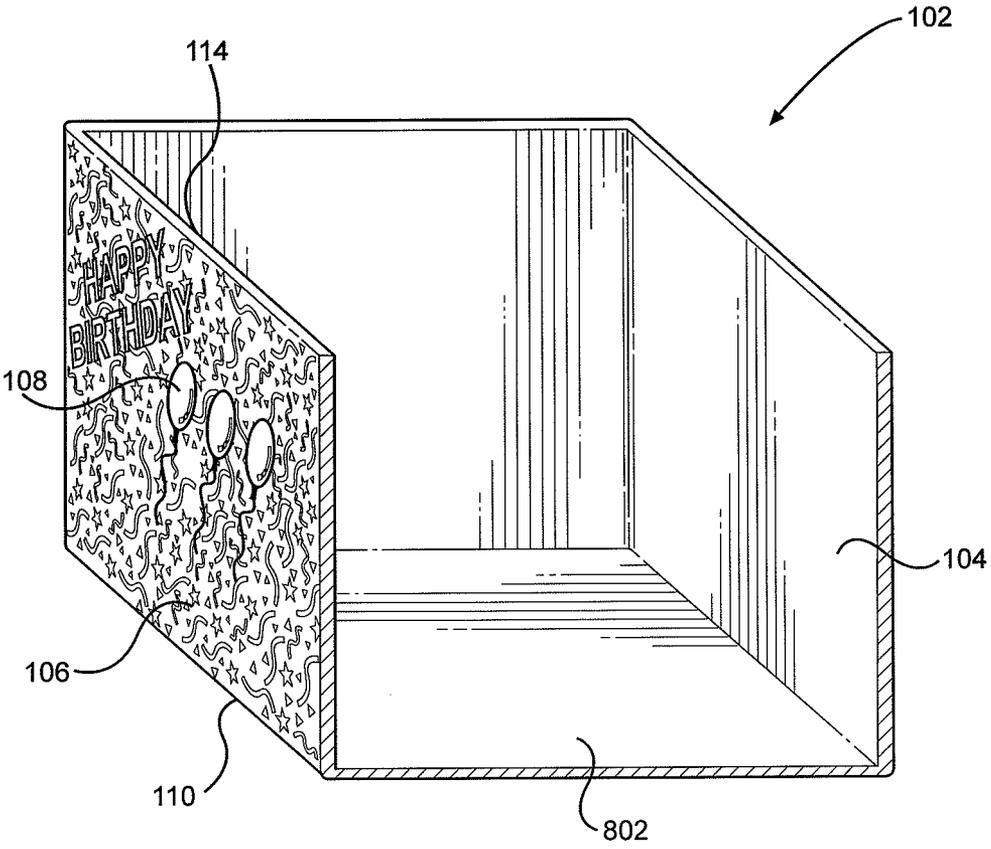
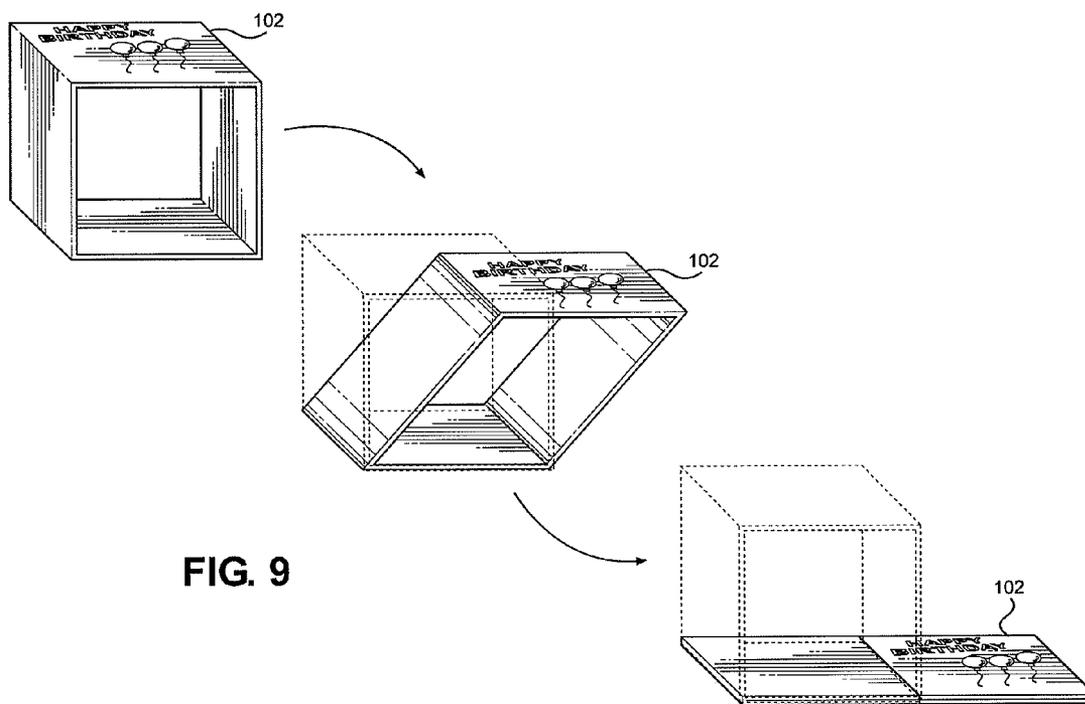


FIG. 8



REUSABLE PACKAGE WRAPPING SLEEVE

FIELD

[0001] The present application is related to and claims the benefit of U.S. Provisional Application No. 61/632,319, filed on Jan. 23, 2012. This invention relates to the field of package wrappers. More particularly, this invention relates to a reusable giftwrap sleeve.

BACKGROUND

[0002] Traditionally, gifts are wrapped in giftwrapping paper or are placed into gift bags or are otherwise covered in order to surprise the recipient but also to give the gift an attractive appearance. This process often requires the purchase of many separate gift wrapping products, including wrapping paper, boxes, ribbons, bows, tape, etc. Then the paper must be measured and cut to appropriate dimensions that will fit the gift and then the gift is wrapped. The wrapping process is often a slow and labor-intensive process.

[0003] Once the gift is opened, the wrap is usually discarded immediately thereafter. Even if the recipient or gift giver wanted to save the giftwrap, it is often impossible because the giftwrap is often torn away from the gift in small, unattractive and unusable pieces.

[0004] The introduction of the gift bag solved some of these problems because gifts could be quickly placed into the bag and the bag could be reused from one year to the next. However, gifts placed into gift bags are subject to damage and can be easily crushed or may fall out of the bag. Additionally, gift bags are typically only used for wrapping gifts and must be stored when not used for that purpose.

[0005] What is needed, therefore, is a gift-wrapping container that is reusable, simple to use and protects the contents from damage.

SUMMARY OF THE CLAIMS

[0006] The above and other needs are met by a reusable gift box that includes a container, a lid for the container and a collapsible sleeve configured for placement within the container and around a gift. The rigid container has at least one transparent sidewall that includes a lip defining an open top, the container also include an enclosed bottom. The lid is configured to receive the lip and to enclose the open top. The collapsible sleeve includes a first rigid material selected from the group consisting of card stock, cardboard, paper and plastic. The sleeve has an inner surface and an outer surface, wherein the outer surface includes a decorative design. The sleeve further includes a lower edge forming a first opening and an upper edge forming a second opening. The sleeve is configured to be removably inserted into the container whereby the outer surface of the sleeve is disposed adjacent an inner surface of the transparent sidewall. The sleeve is configured to cover at least a portion of the sidewall and the decorative design is visible through the sidewall.

[0007] In certain embodiments, the sleeve is formed using at least one flexible material. For example, the flexible material may be giftwrap. In certain other embodiments, the sleeve is collapsible. In other embodiments, the sleeve is substantially rigid. In particular, the sleeve may be formed using a first rigid material, which may include card stock, cardboard, paper and plastic. In certain embodiments, the sleeve or the container may be generally cylindrical. In certain other embodiments, the sleeve or the container may be generally

rectangular. In certain other embodiments, the sleeve may include a bottom connected to the lower edge of the sleeve thereby enclosing the first opening of the sleeve. In some embodiments, the sleeve is collapsible.

BRIEF DESCRIPTION OF THE DRAWINGS

[0008] Further advantages of various embodiments are apparent by reference to the detailed description when considered in conjunction with the figures, which are not to scale so as to more clearly show the details, wherein like reference numbers indicate like elements throughout the several views, and wherein:

[0009] FIG. 1 is a perspective view of a sleeve according to embodiments of the present invention;

[0010] FIG. 2 depicts a sleeve being inserted into a rigid container having a substantially transparent sidewall;

[0011] FIG. 3 depicts a sleeve partially inserted into a rigid container;

[0012] FIG. 4 depicts a sleeve fully inserted into a rigid container and a gift positioned within the sleeve;

[0013] FIG. 5 is a perspective view depicting a round sleeve according to embodiments of the present invention;

[0014] FIG. 6 is a perspective view depicting a small rectangular sleeve according to embodiments of the present invention;

[0015] FIG. 7 is a perspective view depicting a tall rectangular sleeve according to embodiments of the present invention;

[0016] FIG. 8 is a perspective view depicting a sleeve having a bottom; and

[0017] FIG. 9 depicts a sleeve being collapsed.

DETAILED DESCRIPTION

[0018] FIG. 1 depicts one embodiment of a decorative reusable package-wrapping sleeve 102 for assisting in quickly, easily and securely wrapping gifts in accordance with embodiments of the present invention. As shown in FIGS. 2-4, the sleeve 102 may be placed into a container 202, such as a clear plastic container or tote, thereby forming a decorated gift box. In addition to gifts, the sleeve 102 may also be used for food or floral applications. As such, different types of containers, other than plastic containers and totes, suitable for these other applications may be used. For example, the container 202 may be a vase, glass dish, etc. As explained further below, the container 202 includes a substantially transparent sidewall 204, which allows the sleeve 102 to be readily perceived through the sidewall after it is placed into the container.

[0019] As the term is used herein, "sleeve" means a type of enclosure that may be placed into the container such that an outer surface 106 of the sleeve 102 is disposed adjacent and in close proximity to an inner surface of the sidewall. The sleeve 102 is configured such that an object, such as a gift, may be placed into an inner surface 104 (i.e., the enclosed portion) of the sleeve.

[0020] This design gives the appearance of a gift-wrapped container while avoiding many of the problems of traditional giftwrap. In particular, inserting the sleeve 102 into the container is much quicker and easier than wrapping a standard gift box. Also, this design reduces the amount of wasted giftwrapping materials that are typically thrown away after only a single use. Also, the sleeve 102 can be used many times, so users can save money by avoiding single-use wrap-

ping materials. Finally, after the gift has been received, the storage container **202** can be used for other purposes such as household storage, etc.

[0021] Referring again to FIG. 1 the sleeve **102** generally includes an inner surface **104** and an outer surface **106** comprising a decorative design **108**. The decorative design **108** may include various celebratory messages or images (e.g., balloons, "Happy Birthday", etc.), as shown. Alternatively, the decorative design **108** may be simply traditional wrapping paper designs (e.g., snowflakes, stripes), plain (e.g., a single color), or a custom design (e.g., company logo, custom message, etc.).

[0022] The sleeve **102** also includes a lower edge **110**, which forms a first opening **112**, and an upper edge **114**, which forms a second opening **116**. As shown in FIGS. 5-7, the dimensions and shape of the sleeve **102** may be adjusted to accommodate different sized or shaped containers. For example, FIG. 5 depicts a round sleeve **102**, FIG. 6 depicts a small rectangular sleeve **102**, and FIG. 7 depicts a tall rectangular sleeve **102**. In certain embodiments, as shown in FIG. 8, a bottom **802** may be provided to enclose the first opening **112** of the sleeve **102**.

[0023] Preferably, the rigid sleeve **102** is formed using a lightweight material that is inexpensive and is strong enough to withstand impact and wear during use. In certain embodiments, the sleeve **102** is substantially rigid. A rigid material will tend to make the sleeve **102** retain its shape more easily, which will tend to simplify insertion of the sleeve **102** into the container **202**, as shown in FIG. 2. Suitable materials for the sleeve **102** may include card stock, cardboard, paper and plastic. In other embodiments, the sleeve **102** may comprise a flexible material such as giftwrap. A flexible material may be beneficial when the shape of the sleeve **102** is irregular or round, as shown in FIG. 5.

[0024] The sleeve **102** is preferably collapsible to allow for easy and convenient transport and storage when not in use. Referring again to FIG. 1, in certain embodiments, the sleeve **102** may include one or more creases **118** that enable the sleeve to collapse. One alternative design for a collapsible sleeve **102** is depicted in FIG. 9.

[0025] The foregoing description of embodiments for this invention has been presented for purposes of illustration and description. It is not intended to be exhaustive or to limit the invention to the precise form disclosed. Obvious modifications or variations are possible in light of the above teachings. The embodiments are chosen and described in an effort to provide illustrations of the principles of the invention and its practical application, and to thereby enable one of ordinary skill in the art to utilize the invention in various embodiments and with various modifications as are suited to the particular use contemplated. All such modifications and variations are within the scope of the invention as determined by the appended claims when interpreted in accordance with the breadth to which they are fairly, legally, and equitably entitled.

What is claimed is:

1. A decorative reusable sleeve adapted for use in a generally rigid container having at least one substantially transparent sidewall, the sleeve comprising an inner surface and an outer surface, a lower edge forming a first opening, and an upper edge forming a second opening, wherein the outer surface of the sleeve comprises a decorative design and wherein the sleeve is configured to be removably inserted into the container whereby the outer surface of the sleeve is dis-

posed adjacent an inner surface of the at least one substantially transparent sidewall of the rigid container and wherein the sleeve is configured to cover at least a portion of the at least one sidewall of the rigid container.

2. The sleeve of claim 1 wherein the sleeve comprises at least one flexible material.

3. The sleeve of claim 2 wherein the flexible material is giftwrap.

4. The sleeve of claim 1 wherein the sleeve is collapsible.

5. The sleeve of claim 1 wherein the sleeve is substantially rigid.

6. The sleeve of claim 5 wherein the sleeve comprises a first rigid material selected from the group consisting of card stock, cardboard, paper and plastic.

7. The sleeve of claim 1 wherein the sleeve further comprises a bottom connected to the lower edge of the sleeve thereby enclosing the first opening of the sleeve.

8. The sleeve of claim 1 wherein the outer surface of the sleeve is generally cylindrical.

9. The sleeve of claim 1 wherein the outer surface of the sleeve is generally rectangular.

10. A reusable multifunction package comprising:

a generally rigid container having at least one sidewall that is at least partially transparent, the container including a lip defining an open top, and a bottom; and

a decorative sleeve having an inner surface and an outer surface, a lower edge forming a first opening, and an upper edge forming a second opening, wherein the outer surface of the sleeve comprises a decorative design and wherein the sleeve is configured to be removably inserted into the container whereby the outer surface of the sleeve is disposed adjacent an inner surface of the sidewall of the rigid container so that the decorative design may be seen through the at least one sidewall and wherein the sleeve is configured to cover at least a portion of the at least one sidewall of the rigid container.

11. The reusable multifunction package of claim 10 wherein the sleeve comprises at least one flexible material.

12. The reusable multifunction package of claim 11 wherein the flexible material is giftwrap.

13. The reusable multifunction package of claim 10 wherein the sleeve is collapsible.

14. The reusable multifunction package of claim 10 wherein the sleeve is substantially rigid.

15. The reusable multifunction package of claim 14 wherein the sleeve comprises a first rigid material selected from the group consisting of card stock, cardboard, paper and plastic.

16. The reusable multifunction package of claim 10 further comprising a lid configured to receive the lip and to enclose the open top.

17. The reusable multifunction package of claim 10 wherein the container is generally cylindrical.

18. The reusable multifunction package of claim 10 wherein the container is generally rectangular.

19. The reusable multifunction package of claim 10 wherein the sleeve further comprises a bottom connected to the lower edge of the sleeve thereby enclosing the first opening of the sleeve.

20. A reusable gift box comprising:

a generally rectangular rigid container having at least one substantially transparent sidewall, a lip defining an open top, and an enclosed bottom;

- a lid configured to receive the lip and to enclose the open top; and
- a collapsible sleeve comprising a first rigid material selected from the group consisting of card stock, cardboard, paper and plastic, the sleeve having an inner surface and an outer surface comprising a decorative design, a lower edge forming a first opening, and an upper edge forming a second opening, wherein the sleeve is configured to be removably inserted into the container whereby the outer surface of the sleeve is disposed adjacent an inner surface of the at least one substantially transparent sidewall of the rigid container and wherein the sleeve is configured to cover at least a portion of at least one sidewall of the rigid container.

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