

[54] **APPLICATOR FOR SELF-ADHESIVE SHEET MATERIAL**

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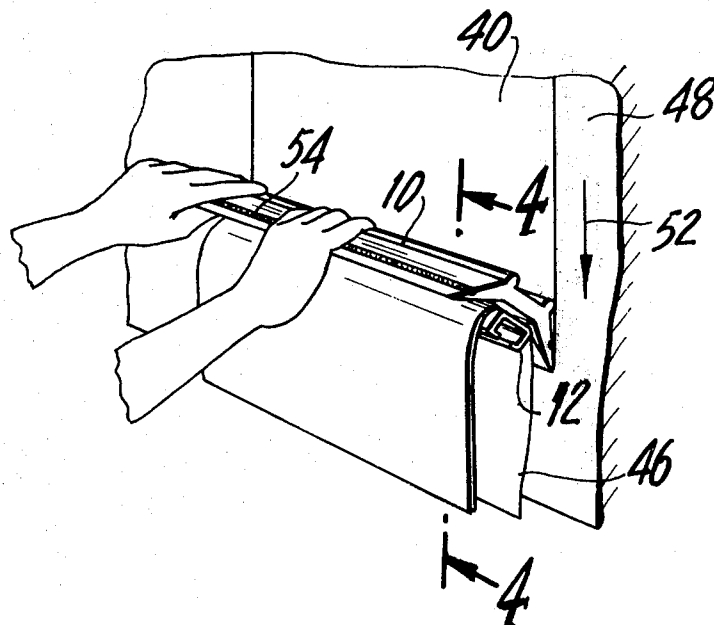
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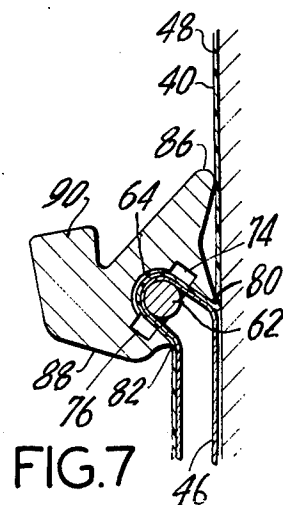
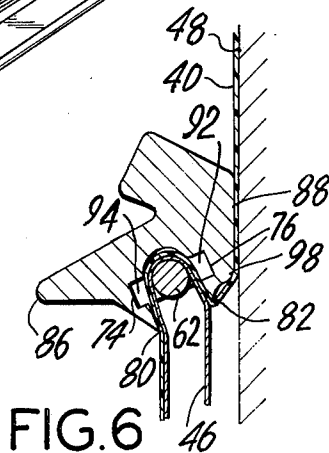
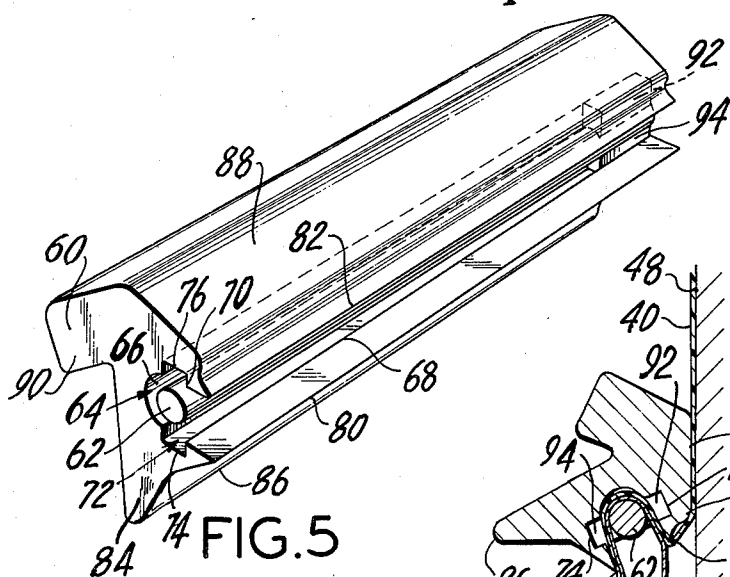
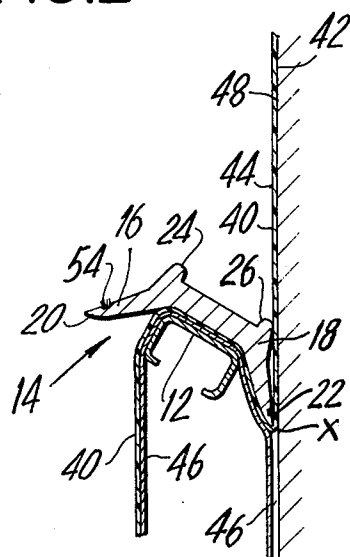
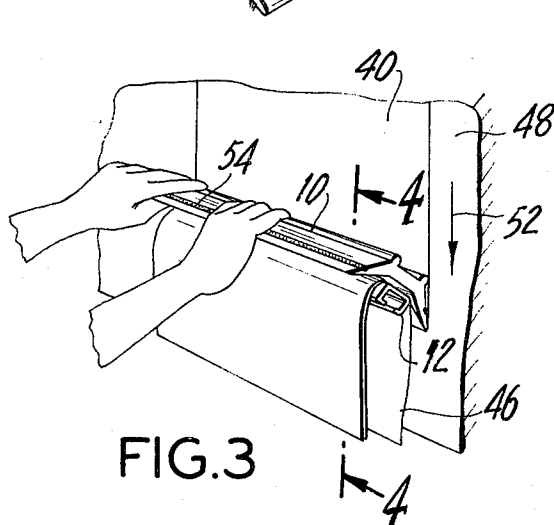
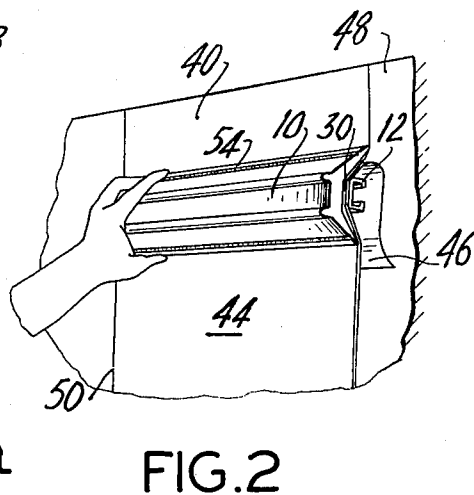
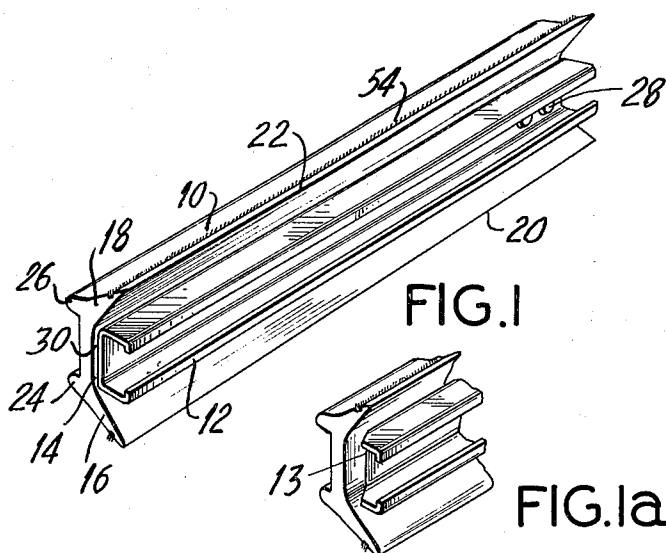
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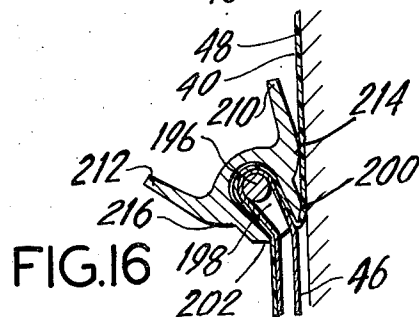
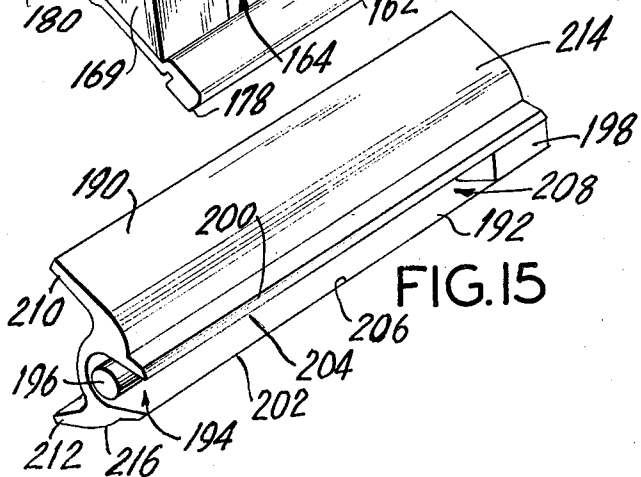
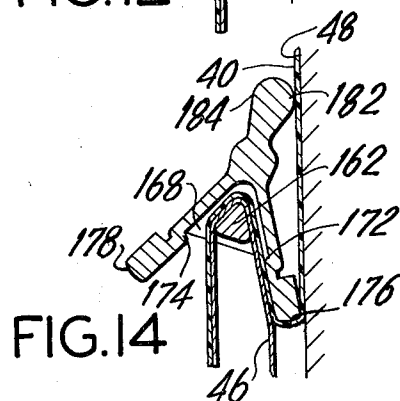
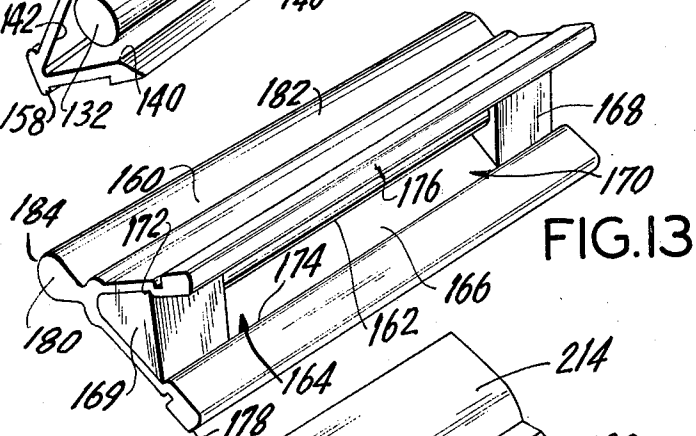
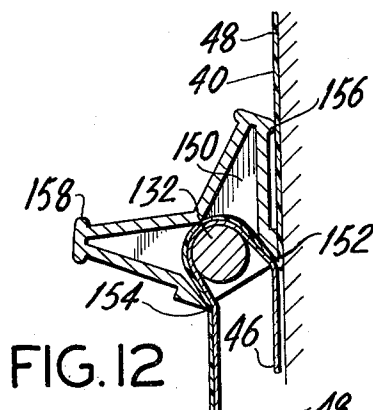
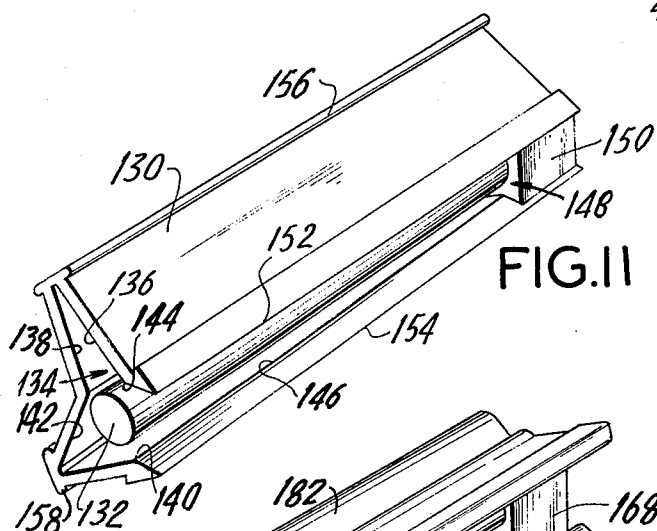
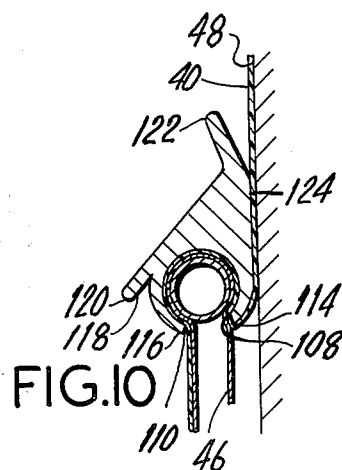
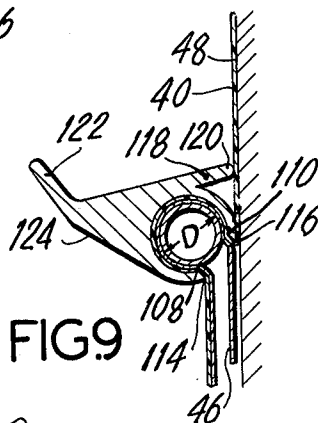
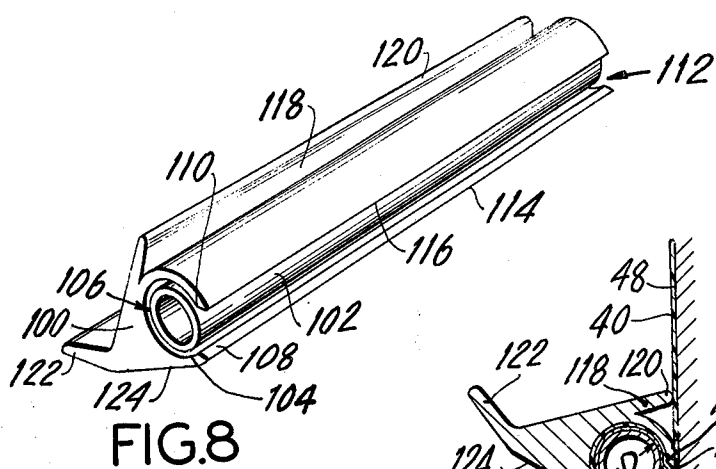
[57] **ABSTRACT**

An applicator for applying to a surface sheet material having on one side thereof a coating of pressure-sensitive adhesive and a removable protective sheet extending over the adhesive coating is provided in the form of a longitudinal body having defined therein a concavity and a longitudinal slot opening into said concavity. A longitudinal guide member extends within said concavity and a convex presser edge is located adjacent the concavity. The applicator is used by passing the sheet material to be applied through the slot into the concavity and about the guide member with the sheet material passing out of the slot to a position between the presser edge and the surface upon which it is to be applied. By moving the applicator along the surface in the direction in which the sheet material is to be applied, pressure may be exerted through the presser edge to adhere the material to the surface and to simultaneously strip therefrom the protective sheet.

17 Claims, 17 Drawing Figures







APPLICATOR FOR SELF-ADHESIVE SHEET MATERIAL

BACKGROUND OF THE INVENTION

The present invention relates generally to apparatus for applying self-adhesive sheets to walls or other surfaces, and more particularly to an applicator which facilitates simultaneous separation of a backing layer from the self-adhesive sheet during its application.

Self-adhesive sheets of the type referred to herein are formed with a pressure-sensitive adhesive coating on one side thereof and with a decorative design or pattern on the opposite side. Such sheets are commercially available in rolls and the entire adhesive side of the continuous sheet forming the roll is covered with a protective backing layer, typically made of paper, to prevent adulteration of the adhesive. The protective backing must be stripped from the sheet during or prior to its application to a surface.

Application of such self-adhesive sheets requires some dexterity in order to avoid formation of wrinkles, creases, and air bubbles in the applied sheets. Since the sheets themselves are fairly pliable and since removal of the protective backing during or before application is necessary, some difficulty may be encountered in producing a smoothly applied sheet. Furthermore, the process can be time-consuming, and if the sheets are not properly applied when initially adhered to a surface to be covered, subsequent attempts to detach and readhere the sheet may cause tearing or damage.

Accordingly, it is an object of the present invention to provide a device useful in facilitating smooth application of such self-adhesive sheets, which operates to simultaneously apply a wrinkle-free sheet to a surface while effecting ready removal of the protective backing as the sheet is being applied.

SUMMARY OF THE INVENTION

Briefly, the present invention may be described as an applicator for applying to a surface sheet material having one side thereof a coating of pressure-sensitive adhesive and a removable protective sheet extending over said adhesive coating, said applicator comprising a longitudinal body, a concavity defined in said body by a wall extending longitudinally therealong, said concavity terminating at a pair of spaced longitudinal borders, a longitudinal slot extending along said body portion and defined between the borders of said concavity to provide an opening through which said sheet material may be passed into and out of said concavity, a convex presser edge adjacent the concavity, and a longitudinal guide member located within the concavity and spaced therefrom to permit said sheet material to pass about said guide member between the guide member and the concavity wall.

In the operation of the device, a single layer of sheet material is wound about the guide member by passing the sheet material into and out of the concavity through the slot. The process of applying the sheet material to a surface is initiated by manually stripping a small portion of the protective backing from the leading edge of the sheet material and applying the exposed adhesive side of the sheet material to a surface at a location to commence its application thereto. Subsequently, the presser edge is positioned over the adhered portion of the sheet material and by manual application of pressure while the applicator is moved in the direction in

which the sheet material is to be applied, the protective backing may be easily peeled away as the material is pressed to the surface to be covered by the presser edge. Continued movement of the applicator over the surface to be covered while applying a slight pressure thereto will effect a smooth, wrinkle-free and air bubble free covering.

The applicator may be provided with a supplemental presser surface located to pass over the sheet material after the presser edge in order to insure the application of a uniform pressure completely adhering the sheet material to the covered surface.

A presser edge may be formed on both sides of the longitudinal slot in order to enable utilization of the applicator in either one of two reversible positions.

The applicator may be made in two parts, with the longitudinal body being formed on an integral unit shaped to define thereon the concavity with the longitudinal slot opening thereinto and with the convex presser edge located at or adjacent the borders of the slot. The guide member may be formed as a separate piece mounted upon the longitudinal body within the concavity.

The longitudinal body may be formed symmetrically about a plane extending perpendicular to the plane of the slot thereby enabling the applicator to be used in an identical manner in either one of two reversible positions.

DETAILED DESCRIPTION OF THE DRAWINGS

The present invention will be more fully understood by reference to the following detailed description of the preferred embodiments thereof taken in connection with the accompanying drawings wherein:

FIG. 1 is a perspective view of a preferred embodiment of the invention showing the longitudinal body portion of the applicator from the side defining the concavity and showing the guide member mounted as a cantilever therein;

FIG. 1a is a partial perspective view showing an alternative structure for the embodiment of FIG. 1;

FIG. 2 is perspective view illustrating the manner whereby the sheet material to be applied may be engaged by the applicator;

FIG. 3 is a perspective view showing the manner whereby the applicator may be manipulated to effect application of the sheet material to a surface to be covered;

FIG. 4 is a cross-sectional view taken along the line 4-4 of FIG. 3;

FIG. 5 is a perspective view of a second embodiment of the invention;

FIG. 6 is a cross-sectional view of the applicator of FIG. 5 showing the manner whereby the applicator may be utilized in a first position to apply sheet material to a surface to be covered;

FIG. 7 is a sectional view of the applicator of FIG. 5 illustrating the manner whereby the applicator may be used in a position which is the reverse of the position shown in FIG. 6;

FIG. 8 is a perspective view of a third embodiment of the invention;

FIG. 9 is a sectional view of the applicator of FIG. 8 illustrating the manner whereby the applicator may be used in a first position;

FIG. 10 is a sectional view of the applicator of FIG. 8 showing the manner whereby the applicator may be

used in a position which is the reverse of the position illustrated in FIG. 9;

FIG. 11 is a perspective view of a fourth embodiment of the invention;

FIG. 12 is a sectional view of the embodiment of FIG. 11 illustrating the manner whereby the applicator may be used to apply sheet material to a surface to be covered;

FIG. 13 is a perspective view of a fifth embodiment of the invention;

FIG. 14 is a sectional view of the applicator of FIG. 13 illustrating the manner whereby the applicator is used;

FIG. 15 is a perspective view of a sixth embodiment of the invention; and

FIG. 16 is a sectional view of the embodiment of FIG. 15 illustrating the manner whereby the applicator may be used.

DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENTS

Referring now to FIG. 1, an applicator according to the present invention comprises a longitudinal body portion 10 and a longitudinal guide member 12. The body 10 is formed as an integral unit having a U-shaped configuration defining a concavity 14 which extends the entire length of the body 10. The concavity 14 is located between a pair of legs 16 and 18 and terminates at a pair of borders 20 and 22 which are spaced apart to form therebetween a longitudinal slot or opening permitting access into the concavity 14. As will be described hereinafter, each of the borders 20 and 22 also functions as a convex presser edge which operates to effect application of sheet material to a surface to be covered while simultaneously enabling peeling away of a protective backing from the sheet material.

Additionally, the body 10 is shaped to define thereon a pair of protuberances 24 and 26, each of which operate as a supplemental presser surface, in a manner to be described hereinafter.

The guide member 12 is located within the concavity 14 and extends longitudinally along the length of the body 10. A pair of screws 28, or other similar attachment means, mount the guide member 12 at one end thereof to the body 10. The mounting of the guide member 12 to the body 10 is arranged to provide a spacing 30 between the wall of the body 10 which defines the concavity 14 and the guide member 12. It will be apparent that the guide member 12 is mounted as a cantilever having a free end. Furthermore, it will be seen from the drawings that the body 10 is configured to define cavity 14 so that it is open at both its longitudinal ends. As a result, sheet material may be inserted into the cavity 14 between the body 10 and the guide member 12 at the free end of the guide member 12 which is the end closest to the viewer as shown in FIG. 1.

Alternatively, as shown in FIG. 1a, the free end of the guide member 12 may be formed with a bevelled surface 13 to facilitate insertion of the sheet material into the cavity 14.

In the embodiment depicted in FIG. 1, the body 10 is made of wood and the guide member 12 is formed as a metallic, generally U-shaped channel member dimensioned to be fitted within the concavity 14. However, it will be apparent that other suitable materials within the knowledge of those skilled in the art may be appro-

priately utilized in forming the body 10 and the guide member 12. Additionally, it should be noticed that the body 10 is formed symmetrically about a plane extending centrally thereof which is perpendicular to a plane containing the borders 20 and 22. This symmetrical arrangement of the device enhances its economy of manufacture since it may be more simply formed, for example, by plastic molding techniques. Furthermore, the adaptability of the device is expanded inasmuch as the device may be used to operate in an identical manner in either one of two reversible positions.

The applicator of this invention is especially suited for use in the application of sheet material 40 such as that depicted in FIGS. 2-4 which includes a pressure-sensitive adhesive 42 extending completely along one side thereof and a decorative pattern of design (not shown) on the opposite or front side 44 thereof. Sheet material of this type is normally commercially distributed in the form of a continuous roll and includes a protective, removable backing layer 46 extending completely across the adhesive side of the sheet material 40. The protective layer 46 may be made of paper or other suitable material and must be stripped or peeled from the sheet material 40 during or prior to its application. The sheet material 40 is used by placing the adhesive side thereof against a wall or other similar surface 48 to be covered and subsequently applying pressure upon the front surface 44 of the sheet material in order to cause the material to adhere to the surface 48 by operation of the adhesive coating 42. When this operation is performed solely by hand, the protective layer 46 must first be stripped from the sheet material 40 and the material 40 must be subsequently applied to the surface 48 to initiate its attachment thereto. Following initial attachment of the sheet material 40, the backing layer 46 must continue to be stripped therefrom as subsequent portions of the material 40 are applied to the surface to be covered. The sheet material 40 is quite pliable, and when this operation is performed solely by hand, it becomes difficult to manipulate the material in a manner producing a smooth, wrinkle-free covering. Quite often, creases will develop in the material 40 as it is being applied thereby requiring that the material be pulled from the wall 48 and subsequently readhered thereto in an attempt to remove any creases or bulges which may develop. Quite often this results in tearing of the material or other damage thereto rendering the material unsuitable as a decorative covering. The present invention is intended to eliminate the difficulty and to facilitate achievement of a smooth, wrinkle-free covering. In the operation of the applicator of the present invention, a small amount of the protective backing 46 is first removed from the sheet material 40 thereby exposing an initial area of adhesive commencing from a leading edge of the material. This small area portion is first applied by hand upon the surface to be covered in a sufficient amount merely to effect initial attachment of the material 40.

Subsequently, the composite sheet, including the covering sheet 40 and the protective layer 46 is located within the concavity 14 between the guide member 12 and the wall of the longitudinal body 10 defining the concavity 14. With the embodiment depicted in FIG. 1, this may be conveniently accomplished by placing the left edge 50 of the composite sheet, as viewed in FIG. 2, within the right-most end of the spacing 30, also as viewed in FIG. 2, between the guide member 12 and

the body 10. Subsequently, the applicator may be moved to the right as seen in FIG. 2 until the entire width of the composite sheet is placed within the concavity 14.

As will be apparent from FIGS. 2-4, with the composite sheet in this position it will extend into the concavity 14 through the longitudinal slot formed between the borders 20 and 22, around the guide member 12 and will subsequently pass outwardly from the concavity 14 by again passing through the longitudinal slot defined between borders 20 and 22.

After the composite sheet has been inserted within the applicator in the manner described, the uppermost border 22 is placed against the sheet material 40 at a point above the line of separation between the sheet material 40 and the protective layer 46. As previously stated, the border 22 not only functions to define one of the limits of the concavity 14 but is also shaped to define therealong a convex presser edge which operates to press the sheet 40 against the surface 48 and to continuously strip therefrom the protective backing 46 during application of the sheet.

This is accomplished by tilting the applicator upwardly to the position shown in FIGS. 3 and 4 with the presser edge 22 bearing against the sheet 40 and by moving the applicator downwardly along the surface 48 in the direction indicated by the arrow 52 in FIG. 3.

Since the composite sheet must first wind about the guide member 12, it is forced to pass about the presser edge 22 in a manner whereby the presser edge 22 will apply a force tending to continuously strip the protective layer 46 from the sheet material 40 as the applicator is moved downwardly along the wall or surface to be covered. This method of operation is more clearly depicted in FIG. 4. As seen therein, the sheet material 40 is forced to extend in a direction away from the wall 48 precisely at the point X at which adhesion is occurring. Since the protective backing 46 extends downwardly from this point, it is forced away from the sheet 40 by the presser edge 22 almost simultaneously with adhesion of the sheet 40 to the wall 48. Accordingly, it will be seen that the presser edge 22, cooperating with the guide member 12, operates not only to apply pressure to effect adhesion of the sheet material 40 by operation of the pressure-sensitive adhesive, but also to simultaneously strip the protective backing 46 from the sheet material 40 as application is occurring.

By tilting the applicator to the position shown in FIG. 4, the supplemental presser surface defined along the protuberance 26 will contact the sheet 44 after the presser edge 22 has passed thereover. The supplemental surface 26 operates to supplement the action of the presser edge 22 and to insure that any portion of the sheet material 40 which has not been thoroughly adhered will be exposed to subsequent pressure to insure complete engagement of the adhesive coating.

If desired, a brushing strip 54 may be provided along the body 10 adjacent the presser edge 22 in order to brush away any loose particles or other dirt present on the face of the sheet material 40.

It will be apparent that because of its symmetrical configuration, the applicator of the invention may be also used by reversing its position from that shown in FIG. 4. That is, the applicator may be engaged with the sheet material by first inserting the righthand edge of the material, as seen in FIG. 2, into the concavity 14 and subsequently sliding the applicator to the left as

viewed in FIG. 2. In this position, the location of the presser edges 22 and 20 would be reversed and the sheet material would pass through the space 30 in an opposite direction. Furthermore, the supplemental presser surface defined by the protuberance 24 would replace the surface of the protuberance 26. However, in all other respects the operation of the device would be identical with that previously described.

A second embodiment of the invention shown in FIGS. 5-7 includes a longitudinal body 60 and a guide member 62. The body 62 is shaped to define therein a concavity 64 formed by a longitudinal inner wall 66 of the body 60. The wall 66 extends the entire length of the body 60 and forms the concavity 64 as opened at each of its longitudinal ends. The cavity 64 terminates a pair of borders 68 and 70 which define therebetween a longitudinal slot 72 opening into the concavity 64. The wall 66 is also shaped to define within the concavity 64 a pair of keyways 74 and 76 located inboard of the borders 68 and 70.

Located on one side of the concavity 64 and outwardly thereof is a convex presser edge 80 which extends along the length of the body 60. A similar convex presser edge 82 is formed on the opposite side of the concavity 64.

The outer surface of the body 60 extends from the presser edge 80 to form a protuberance 84 defining a supplemental presser surface 86 which extends along the length of the body 60. On the opposite side of the body 60, the outer surface thereof extends from the presser edge 82 to form another supplemental presser surface 88 shaped as a generally flat-planar surface extending longitudinally along the body 60. The rear side of the body 60 is formed to define a longitudinal handle 90 which facilitates gripping and manipulation of the applicator during use.

The guide member 62 is configured over the major portion of its length as a circular cylindrical body extending lengthwise through the concavity 64 and having at one end thereof a pair of oppositely extending members 92 and 94 which operate as keys engaged within the keyways 74 and 76. Thus, the guide member 62 is mounted as a cantilever within the concavity 64 and the keys 92, 94 may be arranged to be slidably engaged within the keyways 74, 76 in order that the guide member 62 may be removably mounted within the body 60.

The operation of the applicator of FIGS. 5-7 is similar to that previously described and the composite sheet 40, 46 may be inserted within the concavity 64 and wound about the guide members 62 as indicated above. Alternatively, the guide member 62 may be removed from within the concavity 64 and may be subsequently replaced therein by sliding the keys 92, 94 into the keyways 74, 76 after the composite sheet has been situated in place within the concavity 64.

After the sheet material 40 has been initially engaged upon the surface 48, with the composite portion of the sheet material extending through the concavity 64 and about the guide member 62, the applicator is raised until a presser edge is located above the separation line between the protective layer 46 and the sheet material 40. As shown in FIG. 6, the applicator may be utilized in a first position whereby the presser edge 82 is operative to separate the protective layer 46 from the sheet material 40. In the position shown in FIG. 6, the presser edge 82 is arranged to engage the sheet material 40 at

a point away from the surface 48. By virtue of the reversal of direction of the path of the sheet material, the separation of the backing layer will occur as the applicator is moved downwardly. Pressure is applied to the sheet material 40 by the supplemental presser surface 88 to insure that the material 40 is adhered upon the surface 48. Alternatively, the applicator as shown in FIG. 6 may be tilted slightly in counterclockwise direction so that the presser edge 82 is brought to bear against the surface 48. With the device in this position, the lower end of the supplemental surface 88, which is formed as a small protuberance having a supplemental presser surface 98, will follow the presser edge 82 in engagement with the sheet material 40 thereby acting to supplement the pressure on the sheet material 40 tending to cause adhesion of the material upon the surface 48.

As shown in FIG. 7, the applicator may be utilized in a position which is the reverse of the position shown in FIG. 6. With the applicator placed in the alternative reversed position of FIG. 7, the presser edge 80 will bear against the surface 48 and operate in a manner similar to the presser edge 22 described in connection with the embodiment of FIG. 4. Similarly, the supplemental presser surface 86 will follow the presser edge 80 in engagement with the material 40 and will operate in a manner identical to the operation of the supplemental presser surface 26 depicted in FIG. 4.

A third embodiment of the present invention is depicted in FIGS. 8-10 and comprises a longitudinal body 100 and a guide member 102. The body 100 is formed with an inner cylindrical wall 104 defining therein a concavity 106 terminating at a pair of borders 108 and 110 which are spaced apart to define therebetween a longitudinal slot 112 opening into the concavity 106. A presser edge 114 is located adjacent the border 108 and another presser edge 116 is located adjacent the border 110.

The guide member 102 is formed as a hollow circular cylinder having an outer diameter D. The width of the slot 112 determined by the spacing between the borders 108 and 110 is dimensioned to be smaller than the diameter D of the guide member 102 thereby preventing the guide member from passing through the slot 112 after it has been located in the position shown within the concavity 106. The guide member 102 rests unsupported within the concavity 106 and although it may freely rotate therein, lateral expulsion thereof from within the concavity 106 is prevented by the portions of the wall 104 adjacent the borders 108 and 110.

Operation of this embodiment is similar to the operation described in connection with the previously disclosed embodiments and it would be apparent that the sheet material may be inserted within the gap between the guide member 102 and the wall 104 by introduction thereof from either end of the applicator inasmuch as no supporting means for the guide member 102 are present to obstruct the path of the sheet material. With the sheet material wound about the guide member 102 and with the applicator in the position depicted in FIG. 9, the presser edge 116 will engage the sheet material 40 to separate the protective layer 46 therefrom and to urge the material 40 into contact with the surface 48, in the manner previously described. As the applicator is moved downwardly as viewed in FIG. 9, a protuberance 118 defining a supplemental presser surface 120 follows the presser edge 116 in engagement with the

sheet material 40 and operates to assist in its application in the manner previously described. In use, the applicator may be gripped by an extension member 122 serving as a handle.

FIG. 10 depicts the applicator in use while in an alternative position which is the reverse of the position shown in FIG. 9. In the position of FIG. 10 the presser edge 114 engages the sheet material 40 at a point slightly spaced from the surface 48 and a supplemental presser surface 124 follows the presser edge 114 in engagement with the sheet material 40 as the applicator is moved downwardly and applies pressure to adhere the sheet material 40 to the surface 48.

FIGS. 11-16 depict three additional embodiments of the present invention which are somewhat similar in that they each comprise a configuration which is symmetrical about a plane extending along the center of the longitudinal body and perpendicular to the plane of the longitudinal slot formed between the borders defining the terminations of the concavity within which the sheet material is wound.

In the embodiment of FIGS. 11 and 12, an applicator body 130 has mounted therein as a cantilever a guide member 132 located within a concavity 134 defined by the inner walls of the body 130. A pair of inner walls 136 and 138 are juxtaposed in a generally U-shaped arrangement on one side of the body 130, and an identical pair of V-shaped juxtaposed walls 140 and 142 located on the opposite side of the body 130 are arranged contiguous with the walls 136, 138 to form the concavity 134. A pair of borders 144 and 146 define the outer limits of the concavity 134 and also define therebetween a longitudinal slot 148 opening into the concavity 134.

The guide member 132 has affixed to one end thereof a block 150 which supports the member 132 as a cantilever extending longitudinally within the concavity 134. Block 150 is shaped to fit the contours of the concavity 134 as defined by the walls 136, 138, 142, and 140 and it is attached thereto by gluing or other appropriate means.

The body 130 is shaped to define a pair of presser edges 152 and 154 and a pair of supplemental presser surfaces 156 and 158. The applicator of FIGS. 11 and 12 is utilized in a manner similar to that previously described by insertion of a composite sheet 40, 46 into the cavity 134 through the open end of the applicator located opposite the end at which the block 150 is mounted. FIG. 12 depicts the applicator while in use.

A similar alternative embodiment depicted in FIGS. 13 and 14 comprises a body 160 with a guide member 162 mounted within a concavity 164 defined by a generally V-shaped wall 166. However, in this embodiment the guide member 162 is not mounted as a cantilever, but is instead supported at both ends by a pair of blocks 168 and 169 affixed to the wall 166 at each end of the concavity 164. A longitudinal slot 170 defined between a pair of borders 172 and 174, which also define the terminations of the concavity 164, is made somewhat wider than in the other embodiments to facilitate insertion of the sheet material. A pair of presser edges 176 and 178 are also defined by contours of the body 160 and a protuberance 180 defines on either side thereof a pair of supplemental presser surfaces 182 and 184. In the embodiment of FIGS. 13 and 14, the sheet material is not inserted from an end of the applicator but is instead directed by winding its leading edge through the

slot 170 around the guide member 162. Subsequently, a small portion of the backing layer 46 is manually stripped from the sheet material 40 to initiate application. The operation of the embodiment of FIGS. 13 and 14 is similar in all other aspects to that previously described and its mode of utilization is depicted in FIG. 14.

A further alternative embodiment depicted in FIGS. 15 and 16 comprises a body 190 configured with an internal generally U-shaped wall 192 defining a concavity 194 having located therein a guide member 196 mounted as a cantilever by a block 198 glued or otherwise affixed to wall 192. A pair of presser edges 200 and 202 are located, respectively, adjacent a pair of borders 204 and 206 defining therebetween a longitudinal slot 208 at the terminations of the concavity 194. A pair of protuberances 210 and 212 define, respectively, a pair of supplemental presser surfaces 214 and 216. The embodiment of FIGS. 15 and 16 operates in a manner identical to that previously described in connection with other embodiments of the invention with insertion of a composite sheet 40, 46 within the cavity 194 being enabled by the overall configuration of the body 190 as an open-ended structure at its end opposite the end at which the block 198 is located. The embodiment of FIGS. 15 and 16 is depicted during use in FIG. 16 of the drawing.

Although the present invention has been described in connection with certain specific embodiments thereof, it is to be understood that other modifications and alterations in structure are possible without departure from the spirit and scope of the present invention.

What is claimed is:

1. An applicator for applying to a surface sheet material having on one side thereof a coating of pressure-sensitive adhesive and a removable protective sheet extending over said adhesive coating, said applicator comprising: a longitudinal body, a concavity defined in said body by a wall extending longitudinally therealong, said concavity terminating at a pair of spaced longitudinal borders; a longitudinal slot extending along said body portion and defined between said borders of said concavity; a convex presser edge adjacent said concavity; and a longitudinal guide member located within said concavity and spaced therefrom to permit passage of said sheet material about said guide member and between said guide member and said concavity wall; said concavity being open at at least one of its longitudinal ends; said guide member being arranged within said concavity to define between said concavity wall and said guide member an unobstructed space extending continuously from said open end of said concavity a sufficient distance to permit insertion of said sheet material between said concavity wall and said guide member through said concavity open end; said guide member being arranged as a cantilever supported at one end thereof opposite said concavity open end; said longitudinal slot being configured to permit said sheet material to pass continuously therethrough into said concavity around said guide member and outwardly thereof to between said presser edge and said surface; said presser edge being arranged to apply pressure against said sheet material during application thereof in a continuous manner when said applicator is pressed against said surface and moved in the direction in which said sheet material is to be applied whereby said applicator may be manipulated to apply a force through said presser

edge to effect continuous application of said sheet material to said surface and simultaneous separation therefrom of said protective sheet.

2. An applicator according to claim 1 wherein said guide member is formed in a generally cylindrical configuration having a diametral dimension and wherein the transverse distance across said borders defining said slot is less than said diametral dimension.

3. An applicator according to claim 1 wherein said convex presser edge extends along a border of said concavity.

4. An applicator according to claim 1 including a convex presser edge located on each side of said longitudinal slot.

5. An applicator according to claim 1 wherein each of said pair of longitudinal borders is formed as a convex presser edge.

6. An applicator according to claim 1 wherein said longitudinal body is configured as an integral structure shaped to define thereon said concavity, said longitudinal slot and said convex presser edge.

7. An applicator according to claim 1 wherein said guide member is removably mounted within said concavity.

8. An applicator according to claim 1 wherein said longitudinal body is configured in a generally U-shaped configuration with said concavity defined between the legs of said U-shape.

9. An applicator according to claim 1 wherein said longitudinal body is formed symmetrically about a plane which extends centrally along the length of said body and which is perpendicular to a plane containing said longitudinal slot.

10. An applicator according to claim 1 wherein said body is formed to define said concavity as including a pair of opposed keyways extending along said body and wherein said guide member includes at one end thereof a pair of oppositely extending blocks sized to be engaged within said keyways to support said guide member.

11. An applicator according to claim 1 wherein said guide member includes a block affixed at one end thereof, said block being shaped to fit within said concavity at one end of said longitudinal body and being affixed thereat to support said guide member.

12. An applicator according to claim 1 wherein said guide member is supported at two longitudinally spaced apart locations, with the spacing between said supports being sufficient to permit insertion therebetween of said sheet material.

13. An applicator according to claim 12 wherein said guide member includes a pair of blocks affixed at each end thereof, said blocks being shaped to fit within said concavity at each end of said longitudinal body and being affixed thereat to support said guide member.

14. An applicator according to claim 1 wherein said guide member is formed as a generally U-shaped channel member having a bevelled configuration at the end thereof opposite said one end to facilitate insertion of said sheet material through said open end.

15. An applicator for applying to a surface sheet material having on one side thereof a coating of pressure-sensitive adhesive and a removable protective sheet extending over said adhesive coating, said applicator comprising: a longitudinal body, a concavity defined in said body by a wall extending longitudinally therealong, said concavity terminating at a pair of spaced longitudinal

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nal borders; a longitudinal slot extending along said body portion and defined between said borders of said concavity; a convex presser edge adjacent said concavity; a supplemental presser surface located on a side of said presser edge opposite said longitudinal slot and extending along said longitudinal body; and a longitudinal guide member located within said concavity and spaced therefrom to permit passage of said sheet material about said guide member and between said guide member and said concavity wall; said longitudinal slot being configured to permit said sheet material to pass continuously therethrough into said concavity around said guide member and outwardly thereof to between said presser edge and said surface; said presser edge being arranged to apply pressure against said sheet material during the application thereof in a continuous manner when said applicator is pressed against said surface and moved in the direction in which said sheet material is to be applied whereby said applicator may be

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manipulated to apply a force through said presser edge to effect continuous application of said sheet material to said surface and simultaneous separation therefrom of said protective sheet; said supplemental presser surface being arranged to engage said sheet material subsequent to engagement thereof by said presser edge to facilitate smooth application of said sheet material to said surface when said applicator is moved in the direction in which said sheet material is to be applied.

16. An applicator according to claim 15 wherein said supplemental presser surface is formed as a convex protuberance spaced from and extending parallel to said presser edge.

17. An applicator according to claim 15 wherein said supplemental presser surface is formed as a flat planar surface contiguous with and extending from said presser edge.

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