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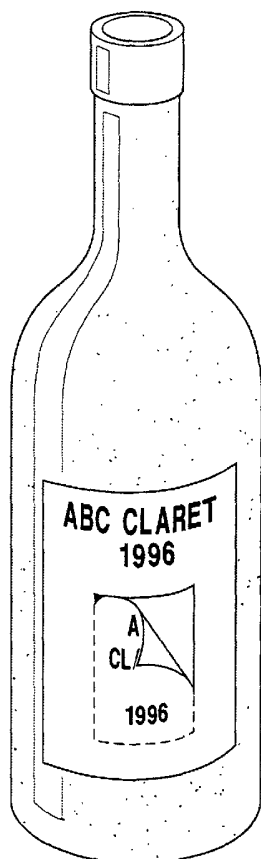
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- (71) Applicant and  
(72) Inventor: **MILLER, Paul, Anthony** [AU/AU]; 106 Learmonth Drive, Kambah, Australian Capital Territory 2902 (AU).
- (74) Agent: **RAINEY, David**; Pizzseys, PO Box 291, Woden, Australian Capital Territory 2606 (AU).
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[Continued on next page]

(54) Title: LABEL

(57) Abstract: A label for affixing to a container of produce is disclosed, the label including a front portion for carrying labelling indicia, and an adhesive backing; the front portion including a token for identifying the produce, the token being readily severable from the front portion when the label is affixed to the container.



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## **LABEL**

### **Technical field**

This invention relates to a label.

5       The invention has particular application to labels and labelling methods which include a frangible or severable portion.

The invention is particularly suited for use in the wine industry.

### **Background of Invention**

10       It is known for adhesive labels to be attached to wine bottles and the like.

### **Summary of Invention**

The present invention aims to provide an alternative to known labels and labelling methods.

15       This invention in one aspect resides broadly in a label for affixing to a container of produce, the label including:-

a front portion for carrying labelling indicia;

an adhesive backing substantially covering one side of the front portion;

a non-stick backing sheet affixed to the adhesive backing, and

20       a token for identifying the produce;

a portion of the front portion constituting the token and being readily severable from the front portion when the label is affixed to the container, a portion of the backing sheet being removable from the adhesive backing such that another portion of the backing sheet remains attached to the token.

25       It is also preferred that the front portion has perforations to facilitate the severing of the token therefrom.

It is also preferred that the perforations in the front portion extend into the backing sheet affixed to the adhesive backing.

30       It is also preferred that the backing sheet is cut through proximate the perforations such that a portion of the backing sheet remains attached to the token when the remainder of the backing sheet is removed from the adhesive backing for affixing the label to a container.

In another aspect this invention resides broadly in a method of labelling produce in a container, the method including:-

providing a label for affixing to the container, the label having a front portion for carrying labelling indicia, an adhesive backing substantially covering one side of the front portion, a non-stick backing sheet affixed to the adhesive backing, and a  
5 token for identifying the produce; a portion of the front portion constituting the token;

removing a portion of the backing sheet from the adhesive backing such that another portion of the backing sheet remains attached to the token, and

affixing the label to the container by the adhesive exposed when the portion of  
10 the backing sheet is removed therefrom;

the token being readily severable from the front portion when the label is affixed to the container.

In another aspect this invention resides broadly in a roll of labels for affixing to a container of produce, each label including:-

15 a front portion for carrying labelling indicia;  
an adhesive backing substantially covering one side of the front portion;  
a non-stick backing sheet affixed to the adhesive backing, and  
a token for identifying the produce;

a portion of the front portion constituting the token and being readily severable  
20 from the front portion when the label is affixed to the container, a portion of the backing sheet being removable from the adhesive backing such that another portion of the backing sheet remains attached to the token;

wherein the non stick backing sheet constitutes continuous material forming the roll.

25

### **Description of Drawings**

In order that this invention may be more easily understood and put into practical effect, reference will now be made to the accompanying drawings which illustrate a preferred embodiment of the invention, wherein:-

30 FIG 1 is a perspective view of a label in accordance with the invention on a wine bottle;

FIG 2 is a perspective view of the label of FIG 1 showing the token partially removed;

FIG 3 is a cross-sectional elevation through the label of FIG 1 as seen along AA;

FIG 4 is a perspective view of the rear of the label with the non-stick backing affixed:

5        FIG 5 is a perspective view of the rear of the label with the non-stick backing removed;

FIG 6 is a perspective view of the front of the label with the token intact, and

FIG 7 is a perspective view of the front of the label with the token removed.

## 10    **Description of Preferred Embodiment of Invention**

As can be seen in FIG 1, a wine label 10 is affixed to a bottle 12 and has a tear-out token 14 which can be readily removed for collection or future reference by peeling back a tab 15, as best seen in FIG 2.

15        FIG 3 is a cross-sectional elevation through the label along line AA seen in FIG 1 and illustrates the composition of label 10 as including a front portion 16 for carrying labelling indicia and an adhesive backing 18. Front portion 16 has a token 14 for identifying the wine and as seen in FIG 2, is readily severable from the front portion 16 when the label 10 is affixed to the bottle.

20        Label 10 also includes a non-stick backing sheet 17,19 affixed to adhesive backing 18. The backing sheet has a paper or paper-like substrate 17 and a non-stick layer 19 in known manner. Perforations 20 in front portion 16 facilitate the severing of token 14 from the front portion, and extend into the backing sheet 17 affixed to adhesive backing 18 by non-stick layer 19.

25        Backing sheet 17 is also cut through at 21 proximate perforations 20, shown in FIGS 4 and 5 externally of the perforations, such that a portion 22 of backing sheet 17 remains attached to token 14 when the remainder 24 of backing sheet 17 is removed from adhesive backing 18 for affixing label 10 to bottle 12. Cut 21 can also be made within the perforation 20, and in this preferred embodiment a thin strip of adhesive remains affixed to the underside of the edge of token 14.

30        In use, as best seen in FIGS 4 – 7, a wine or other produce in a container is labelled in accordance with the present invention with a label 10 having a front portion 16 for carrying labelling indicia and having a token 14 for identifying the wine, an adhesive backing 18, and a non-stick backing sheet 17 affixed to adhesive backing

18. As seen in FIG 5, portion 24 of backing sheet 17 is removed from adhesive backing 18 such that another portion 22 of backing sheet 17 remains attached to token 14. Label 10 is affixed to the bottle by the adhesive backing 18 exposed when portion 24 of backing sheet 17 is removed. As seen in FIGS 6 and 7, token 14 is  
5 readily severable from front portion 16 when label 10 is affixed to the bottle, leaving portion 23 of label 10 remaining affixed to the bottle.

It will be readily appreciated that non-stick backing sheet 17,19 affixed to adhesive backing 18 can be a portion of a continuous length of non-stick backing sheet material and which in known manner can be wound into a roll.

10 It will be appreciated that the present invention has many uses and advantages over known labels. For example with wine labelled in accordance with the invention, at restaurants or the like when the wine has been enjoyed the token can be removed and retained as an aide-memoir, souvenir, collectible etc, thereby removing the necessity to write the name or details of the wine on a piece of paper.  
15 Token 14 can be readily fixed in a scrap-book or the like by peeling back non-stick portion 22 to expose the adhesive layer 18 on the token.

It also avoids the practice of soaking off wine labels, which is difficult with more modern labels which use contact adhesives often sufficiently aggressive to result in the label being destroyed in attempts to remove it.

20 The invention is also useful in conducting promotions of goods bearing the label. For example prizes can be offered for the return of a given number of tokens which have been removed from the labels.

It will of course be realised that whilst the above has been given by way of an illustrative example of this invention, all such and other modifications and variations  
25 hereto, as would be apparent to persons skilled in the art, are deemed to fall within the broad scope and ambit of this invention as is herein set forth.

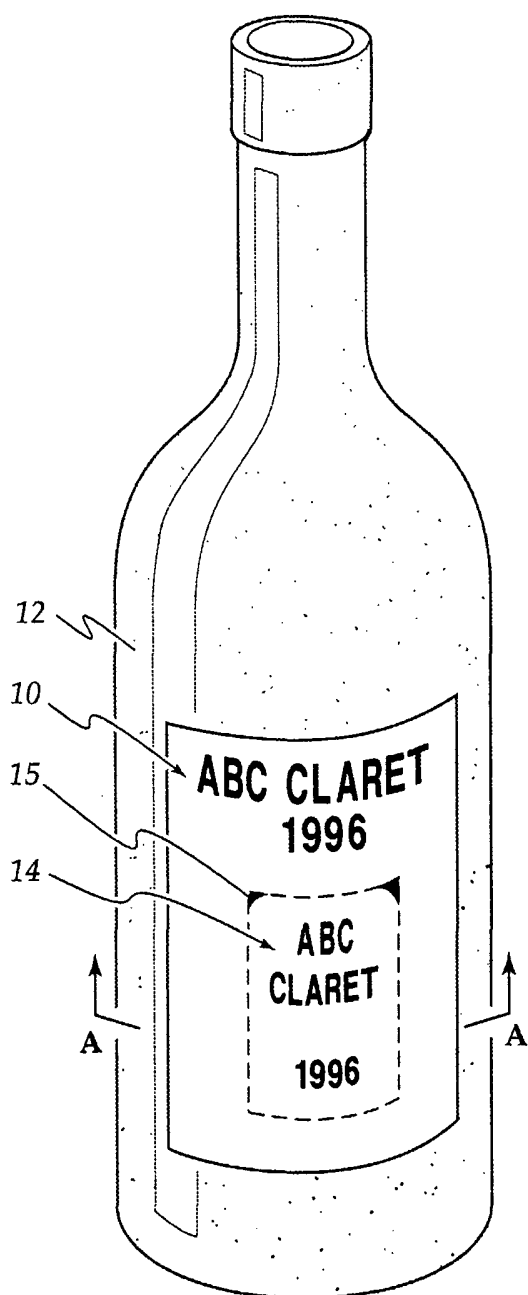
**Claims**

1. A label for affixing to a container of produce, the label including:-  
a front portion for carrying labelling indicia;  
5 an adhesive backing substantially covering one side of the front portion;  
a non-stick backing sheet affixed to the adhesive backing, and  
a token for identifying the produce;  
a portion of the front portion constituting the token and being readily severable  
from the front portion when the label is affixed to the container, a portion of the  
10 backing sheet being removable from the adhesive backing such that another portion  
of the backing sheet remains attached to the token.
2. A label as claimed in claim 1, wherein the front portion has perforations to  
facilitate the severing of the token therefrom.  
15
3. A label as claimed in claim 2, wherein the perforations in the front portion  
extend into the backing sheet affixed to the adhesive backing.
4. A label as claimed in claim 2, wherein the backing sheet is cut through  
20 proximate the perforations such that a portion of the backing sheet remains attached  
to the token when the remainder of the backing sheet is removed from the adhesive  
backing for affixing the label to a container.
5. A method of labelling produce in a container, the method including:-  
25 providing a label for affixing to the container, the label having a front portion  
for carrying labelling indicia, an adhesive backing substantially covering one side of  
the front portion, a non-stick backing sheet affixed to the adhesive backing, and a  
token for identifying the produce; a portion of the front portion constituting the token;  
removing a portion of the backing sheet from the adhesive backing such that  
30 another portion of the backing sheet remains attached to the token, and  
affixing the label to the container by the adhesive exposed when the portion of  
the backing sheet is removed therefrom;

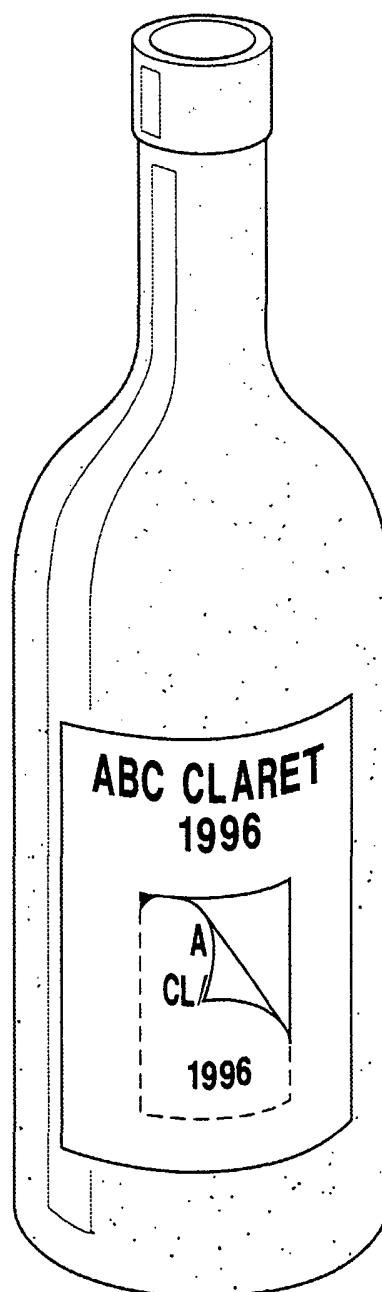
the token being readily severable from the front portion when the label is affixed to the container.

6. A roll of labels for affixing to a container of produce, each label including:-
- 5 a front portion for carrying labelling indicia;  
an adhesive backing substantially covering one side of the front portion;  
a non-stick backing sheet affixed to the adhesive backing, and  
a token for identifying the produce;  
a portion of the front portion constituting the token and being readily severable
- 10 from the front portion when the label is affixed to the container, a portion of the backing sheet being removable from the adhesive backing such that another portion of the backing sheet remains attached to the token;
- wherein the non stick backing sheet constitutes continuous material forming the roll.





*Fig. 1.*



*Fig. 2.*

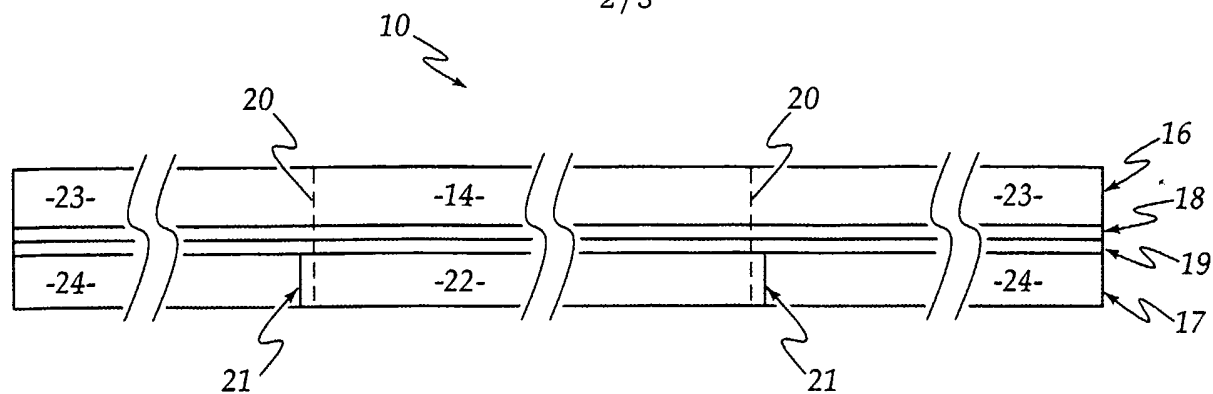


Fig. 3.

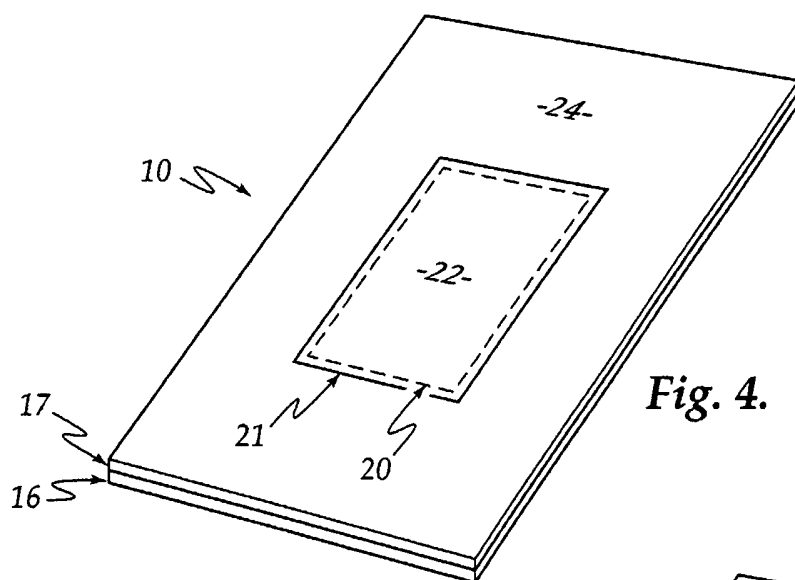


Fig. 4.

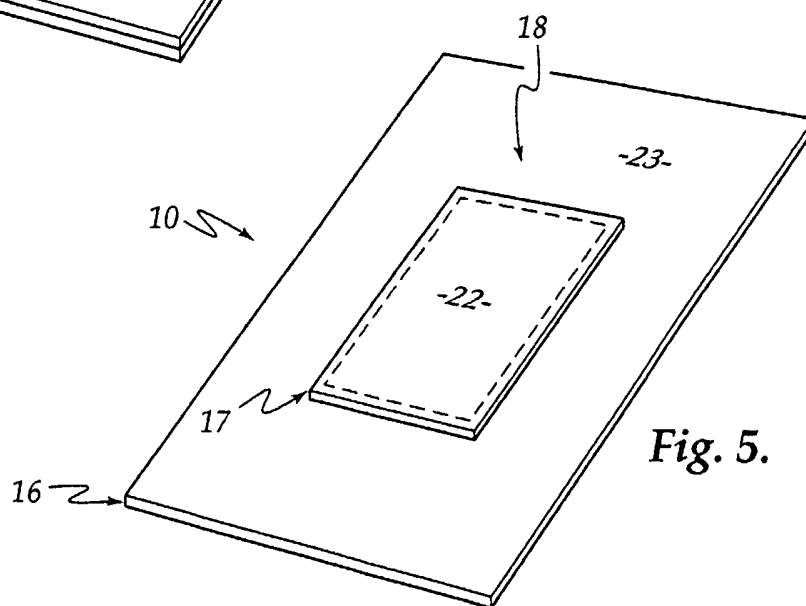


Fig. 5.

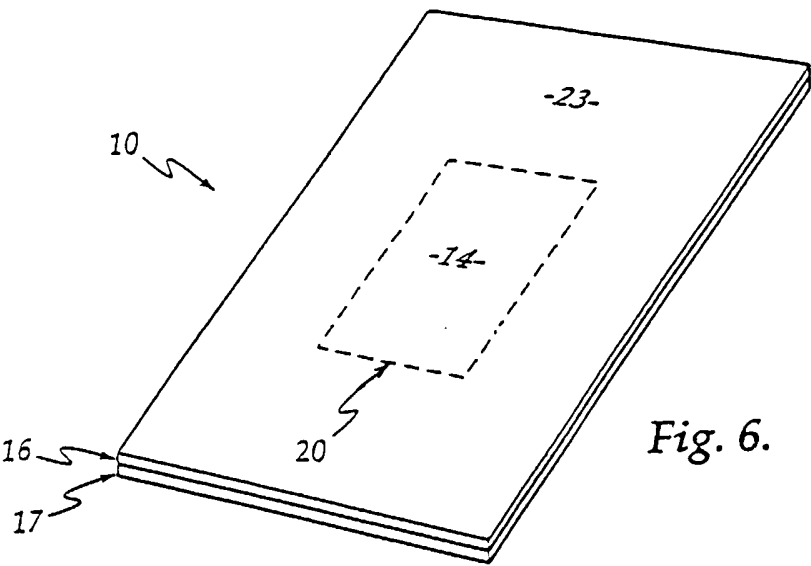


Fig. 6.

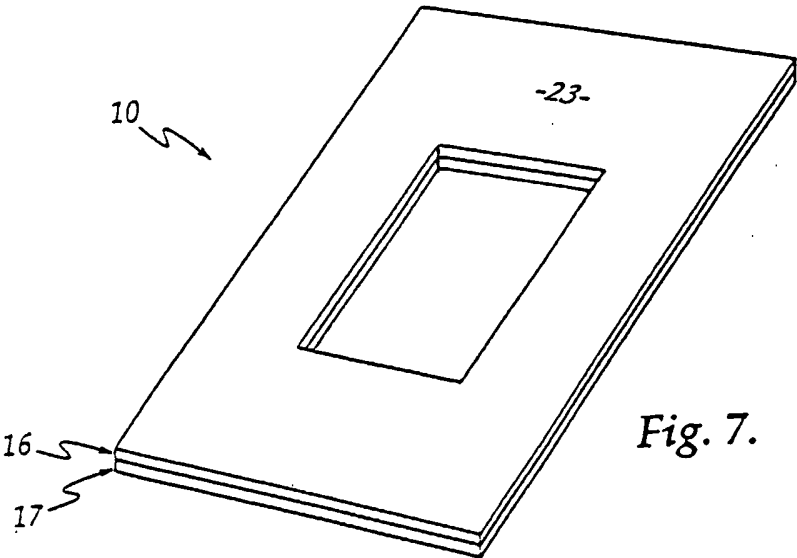


Fig. 7.