

Aug. 23, 1966

R. K. STONE
MAILING PIECE

3,268,153

Filed Oct. 6, 1964

2 Sheets-Sheet 1

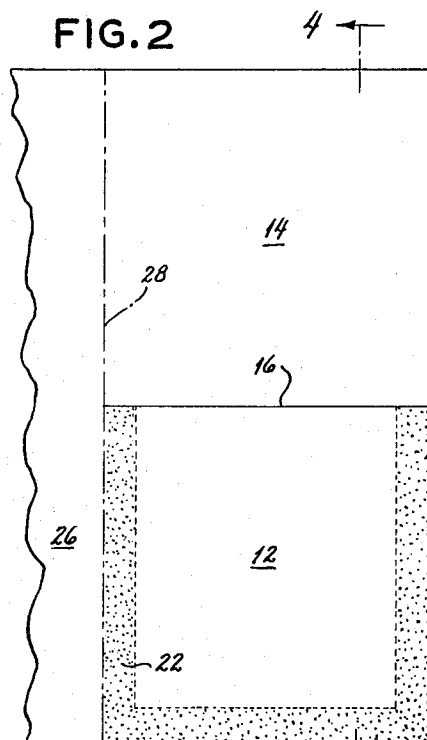
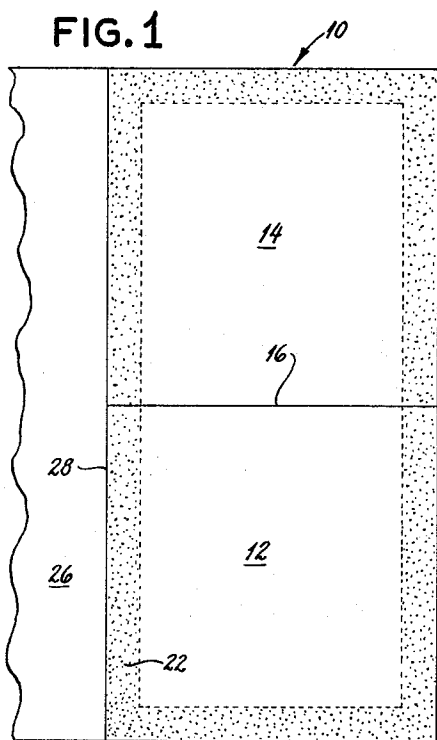


FIG. 3

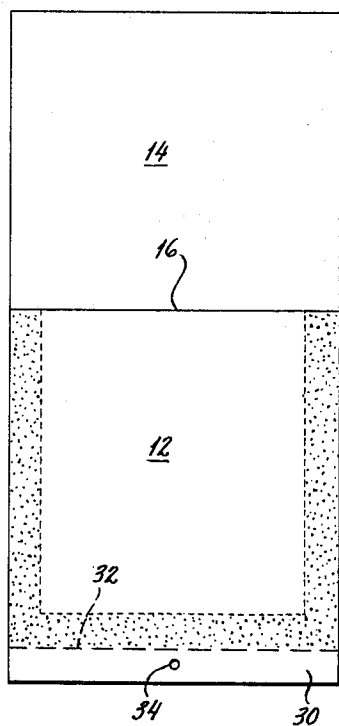
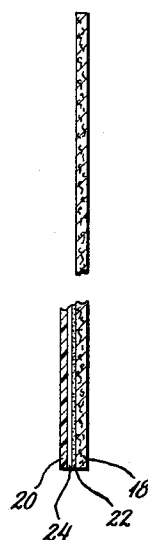


FIG. 4



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FIG. 5

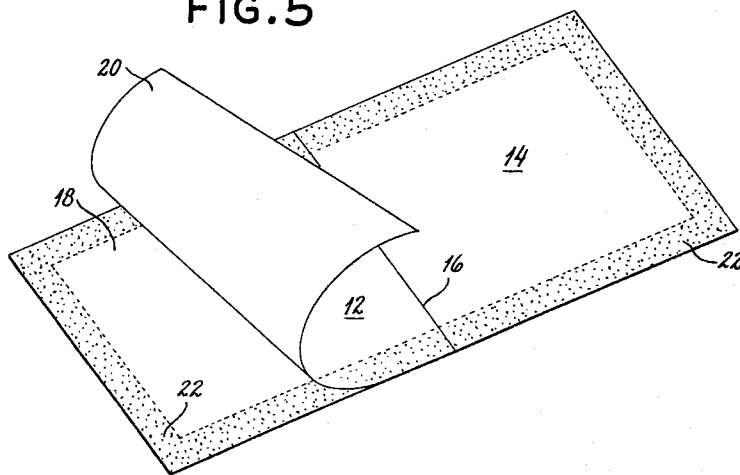


FIG. 6

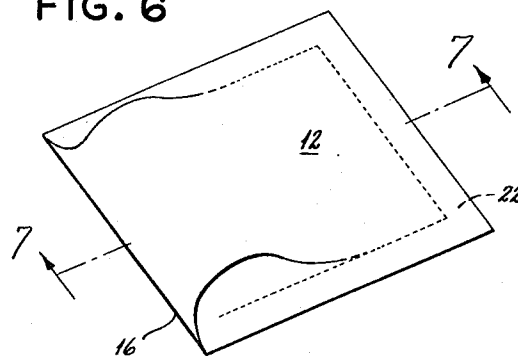
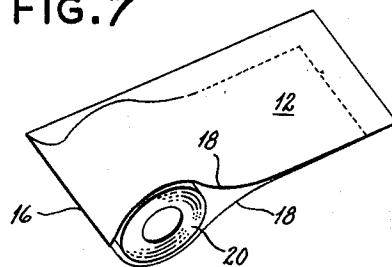


FIG. 7



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3,268,153

MAILING PIECE

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1 Claim. (Cl. 229—68)

This invention relates generally to a composite sheet which is adapted for subsequent forming into a mailing piece such as an envelope. More particularly, this invention relates to a composite sheet which may be used to form, in whole or in part, the page of a magazine, catalogue or the like, and which may be easily detached therefrom and subsequently formed into an envelope or package for sending through the mail.

This invention has particular application in the promotion of special offers by mail order businesses. The composite sheet may conveniently be printed with terms and instructions for accepting an offer, and then placed in a magazine or other booklet by joining it to a page by a weakened line such as a line of perforations. Acceptance of the offer by the customer may be made by removing the sheet, forming it into an envelope, and remitting coins, boxtops, a roll of film, etc. to the offeror.

Devices of the prior art show generally a magazine page having a perforated line dividing the page into a permanently bound-in portion, and a portion which may be separated and formed into an envelope. The portion which may be separated is normally provided with adhesive for securing the sides of the envelope. There has been found to be an inherent disadvantage in the use of the old style device however, because the adhesive areas provided for forming the envelope tend to have sufficient residual tackiness to pick up particles of foreign matter such as dust, ink, grease, etc., to result in producing a detrimental effect on the adhesive, thereby preventing adequate seam strength of the resultant envelope. Such detrimental effect is particularly prominent in cases where the sheet is bound in a magazine. The adhesive must be applied to the sheet before it is bound in the magazine. In the collating and binding operations, the sheet is subjected to various kinds of foreign matter, and to a substantial amount of friction with other sheets, causing "grinding-in" of the foreign matter. In addition, the sheet is in face to face contact with the adjacent page in the magazine, which is normally printed and contains a certain amount of free paper and ink dust which rubs into the adhesive.

Also, in the use of such sheets for forming an envelope, another problem has heretofore been encountered. It is generally desirable to pre-wrap the articles to be mailed. For example, if coins are placed in the envelope without being pre-wrapped, they are likely to be jolted considerably during mail handling, possibly enough to separate the seams of the envelope, or even rupture the body of the envelope. It is, of course, highly desirable to restrain movement of small, heavy objects which may tend to rupture the envelope. It sometimes does not occur to the user that it is necessary to pre-wrap the articles to be mailed before enclosing them in the envelope. If it does occur that pre-wrapping is necessary, suitable pre-wrapper material must be located from another source and cut to size.

The present invention provides means for overcoming the aforementioned problems by providing a composite sheet comprising a first layer of sheet material, such as opaque, envelope-like material having marginal areas coated with suitable adhesive for use in forming this layer into a closed envelope, and a second layer of sheet material superimposed on the first layer. The layers are held together by means of the adhesive areas, and the second

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layer is preferably of a lightweight and transparent material such as plastic film.

The second layer serves a dual purpose. First, it acts as a protective shield for the first layer and the adhesive areas. The adhesive areas are protected from foreign matter right up to the time the layers are separated and formed into an envelope. Second, the second layer conveniently provides the necessary pre-wrapping material for that which is to be contained in the envelope during mailing. The second layer, provided with a suitable release coating, may be easily separated from the opaque layer by peeling it away along the adhesive areas, leaving the adhesive on the first layer.

In the drawings:

FIGURE 1 is a plan view of a composite sheet illustrating one form of my invention.

FIGURE 2 is a plan view of a modified form of my invention.

FIGURE 3 is a plan view of a composite sheet similar to that shown in FIGURE 2, but having a flap permitting it to be folded and used as a circular.

FIGURE 4 is a section view along line 4—4 of FIGURE 2.

FIGURE 5 is a perspective view of a composite sheet similar to that shown in FIGURE 1, showing the layers partially separated.

FIGURE 6 is a perspective view of an envelope or package made from the sheet according to this invention containing articles to be sent through the mail.

FIGURE 7 is a section view taken along line 7—7 of FIGURE 6.

Referring to the drawings, 10 denotes generally a composite sheet according to my invention which may subsequently be used for packaging articles to be sent through the mail. The sheet 10 is preferably divided into two substantially equal size panels 12 and 14 by the score line 16. The illustrated embodiment of the invention comprises a layer of envelope material 18 which may be paper or the like, and a layer 20 of preferably lightweight and transparent material which may be paper, plastic, or the like. The layers 18 and 20 are held together by the adhesive material 22. The layer of material 20 is provided with a suitable release coating 24, such as "Syl-Off" a silicone coating manufactured by the Dow Corning Corporation.

The adhesive material 22 is preferably a pressure sensitive or self-sealing type adhesive, in which remoistening is not required to restore the tackiness of the adhesive. Where such adhesive is used, it may be applied by common adhesive-applying mechanisms used on envelope making machines or the like, and subsequently, the layer of material 20 may be superimposed over the layer 18. The layers are held together by the gum 22, as the release coating 24 permits easy "peeling" of the layer 20 from the layer 18, leaving substantially all of the gum layer on the layer 18.

FIGURE 2 illustrates an embodiment of the invention in which the adhesive 22 is only applied to one of the panels of the sheet 10. In this instance, the adhesive 22 may conveniently be of the remoistenable type, and the layer of material 20 may be combined with the layer 18 before the adhesive 22 has completely dried. Thus, the layer 20 will be firmly connected to the layer 18, but may also be readily "peeled" away due to the release coating 24.

FIGURES 1 and 2 illustrate an embodiment of the invention in which the composite sheet is a portion of a page of a magazine or booklet. The composite sheet portion 10 may be connected to the bound page portion 26 by a weakened line 28, such as perforations or a score line.

In FIGURE 3, it is illustrated a manner in which

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this invention may apply to a circular, or flier. Here, the body portion of the composite sheet may be in either the form illustrated in FIGURES 1 or 2, but one end of the layer 18 is provided with an extension 30 so that the composite sheet may be closed for mailing or distribution in other manners. The extension 30 may be connected to the layer 18 by a weakened line 32, and contain an area of gum 34, so that upon folding the sheet along the line 16, the extension 30 may be adhesively connected to the back of the folded panel 14 to hold the sheet folded. Upon receipt by the user, the adhesive connection between the extension 30 and the panel 12 may be ruptured, and the extension separated from the layer 18 along the weakened line 32.

FIGURE 5 illustrates the layers 18 and 20 of the composite sheet 10 being separated, the layer 20 subsequently to be used as an inner wrapper for the articles to be mailed. The composite sheet illustrated in FIGURE 5 is similar to that shown in FIGURE 1, i.e., the adhesive extends around the entire periphery of the layer 18, and the layer 20 is coextensive with the layer 18. As the layer 20 is peeled back from the layer 18 as shown in FIGURE 5, the areas of adhesive are exposed. This adhesive, since it has been protected by the layer 20, has not been subjected to the detrimental effect of foreign matter and friction.

FIGURE 6 illustrates the package formed from a composite sheet according to my invention, containing coins or the like. Upon separation of the layer 20 from the layer 18, the coins, or other articles, are first wrapped with the layer 20. The layer 18 is then folded along the score line indicated at 16 so that the panels 12 and 14 are superimposed upon each other. The adhesive coated boundary portions are then pressed together if pressure sensitive adhesive is used, or if moistenable adhesive is used, it must, of course, be moistened before the boundary portions are pressed together. FIGURE 7 shows a section view taken through the closed package, indicating the manner in which the coins are contained in the envelope, or package.

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It will be understood that various changes in the details, materials, steps and arrangements of parts, which have been herein described and illustrated in order to explain the nature of the invention, may be made by those skilled in the art within the principle and scope of the invention as expressed in the appended claim.

I claim:

A page for a booklet or the like having as a part thereof a detachable, substantially rectangular message sheet adapted for subsequent forming into a mailing wrapper, said message sheet comprising

- (a) a layer of opaque envelope material detachably connected to said page
 - having a fold line defining two substantially equal panels and
 - a strip of pressure sensitive adhesive which is readily adherent to said envelope material extending around the free side edges of only one of said panels
- (b) a layer of thin, transparent, film overlying the portion of said layer of opaque envelope material having the strip of pressure sensitive adhesive, said film having a release coating,
 - said film being substantially coextensive with said panel having the strip of pressure sensitive adhesive
 - and being held in juxtaposition to said panel entirely by said strip of adhesive,
- (c) whereby said message sheet has characteristics of a single thickness sheet, and said film can be peeled away leaving said adhesive on said layer of envelope material.

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