Dec. 20, 1960 C. R. CHAMBERLIN 2,964,866

SELF ADHESIVE LABEL HOLDER

Filed Dec. 24, 1959

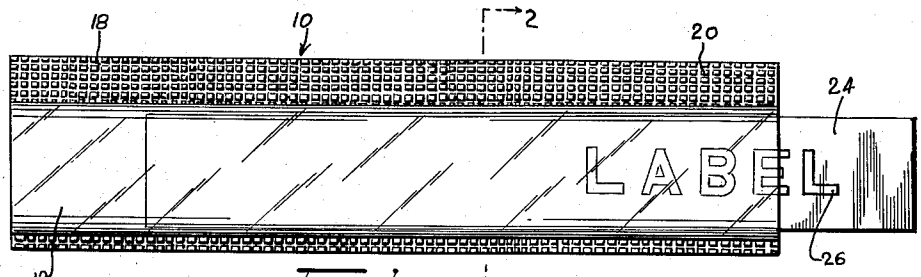

Fig. 1.

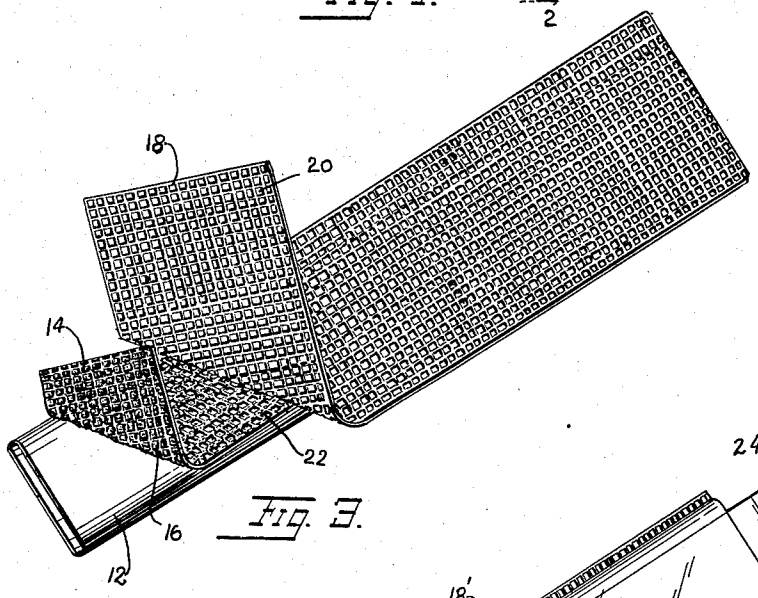

Fig. 3.

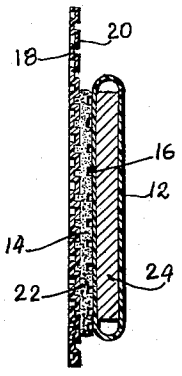

Fig. 2.

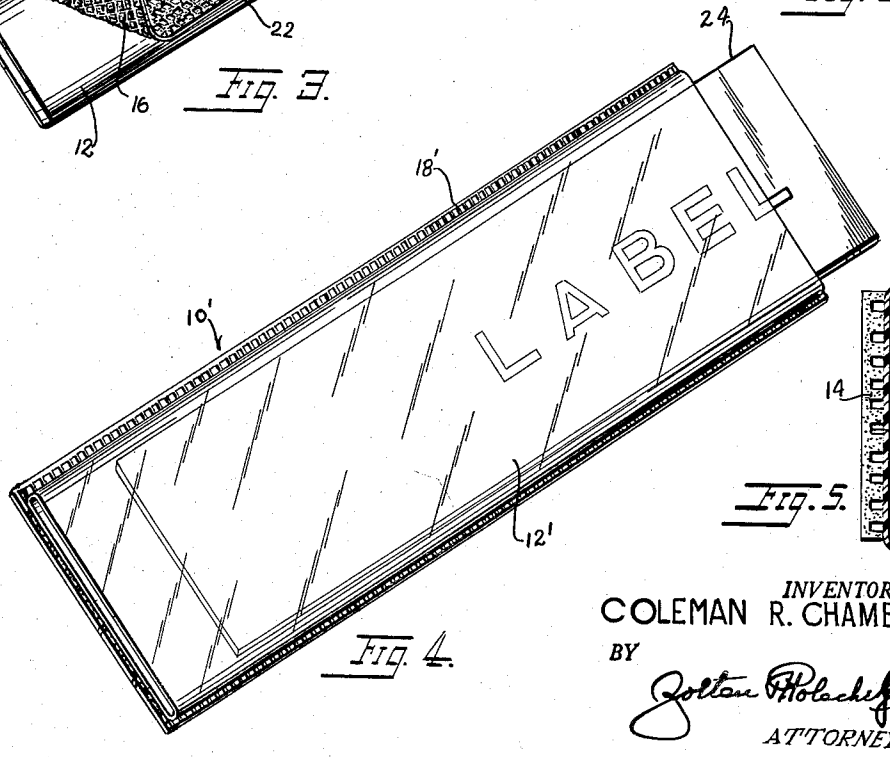

Fig. 4.

Fig. 5.

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SELF ADHESIVE LABEL HOLDER

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3 Claims. (Cl. 40—16)

The present invention relates to holders for preserving and displaying flat material such as labels, cards and the like such as disclosed in my copending application Serial Number 773,608 filed November 13, 1958, now Patent No. 2,952,087 granted September 13, 1960.

A principal object of the present invention is to provide a tubular sheath adapted to receive a flat strip such as a label and the like for displaying the label, with means for readily attaching the sheath to a supporting surface.

Another object of the invention is to provide such a label protecting and displaying sheath with means for protecting the attaching means until ready for use.

A further object is to provide a transparent label mounting and protecting sheath that is simple in construction and efficient in use.

It is also an object to provide such a label displaying and protecting sheath which can be cheaply formed and attached to a supporting surface in a simple and expenditious manner.

For further comprehension of the invention, and of the objects and advantages thereof, reference will be had to the following description and accompanying drawings, and to the appended claims in which the various novel features of the invention are more particularly set forth.

In the accompanying drawings forming a material part of this disclosure:

Fig. 1 is a top plan view of a transparent sheath embodying the invention, a label strip being shown partially inserted therein.

Fig. 2 is an enlarged cross-sectional view taken on the line 2—2 of Fig. 1.

Fig. 3 is a bottom perspective view thereof, with parts being shown turned out, the label strip being omitted.

Fig. 4 is a top perspective view of a transparent sheath embodying a modified form of the invention, a label being shown partially inserted therein.

Fig. 5 is a view similar to Fig. 2 but showing the tube and binder strip before the protective strip is applied.

Referring in detail to the drawings, in Fig. 1 a label display and protective holder made in accordance with one form of the invention is shown and designated generally by the reference numeral **10**. The label holder **10** comprises an elongated flattened tube **12** of thin smooth transparent material such as cellulose acetate, celluloid or the like and may be produced in various transparent colors. The tube is open at both ends.

A fabric binder strip **14** of a length equal to the length of the sheath **10** and of a width substantially the width of the sheath is placed on one of the flat outer surfaces of the tube. One surface of the strip **14** is preformed with spaced pockets or cups **16** throughout its area and the other surface thereof is initially smooth. The binder strip is preferably of the type having both of its surfaces coated with a pressure-sensitive adhesive, which serve to secure the binder strip to the surfaces with which it is brought into contact. The surface of the binder strip formed with the pockets or cups **16** is placed on one of

the surfaces of the tube **12** and is pressed thereagainst whereupon the air is forced out of the pockets and a suction is created between the strip and surface of the tube thereby tenaciously fastening the strip to the tube.

Another elongated flexible fabric or plastic strip **18** of the same length as strip **14** but considerably wider is provided for protecting the outer adhesive surface of strip **14** and for preserving its permanent sticking quality. Strip **18** is formed with indentations or hills **20** throughout its area on one surface thereof. In assembling the holder, the protective strip **18** is placed on the smooth outer surface of the strip **14** so that more of the strip **18** projects laterally of one long edge of the tube than projects over the other as shown in Fig. 1. This overhanging edge facilitates handling and manipulation of the strip **18**. The strip **18** is pressed against the impressible smooth surface of strip **14** whereby the indentations or hills **20** are impressed into said surface forming pockets or cups **22** in said smooth surface and thereby interlocking the adjacent surfaces of the strips as well as adhesively securing said surfaces together. The indentations or hills **20** are pressed against the smooth surface of the strip **14** at points between the pockets **16** on the opposite surface of said strip **14**, said pockets becoming deformed and smaller from said pressure.

By reason of this method of making the holder **10**, when the protective strip **18** is peeled off of the strip **14**, the indentations will leave the pockets **22** formed in the outer exposed surface of the strip **14** whereby when said surface is pressed against a supporting surface the air in said pockets will be forced out and a suction created thereby tenaciously holding the holder against the supporting surface.

In use, a label strip such as the strip **24** shown in Fig. 1 is inserted through one of the open ends of the tube **12** with the indicia **26** thereon visible through the uncovered surface of the tube. The protective strip **18** is peeled off of the binder strip **14** whereupon the pockets **22** are formed on the exposed surface of the strip **14**. The exposed surface of the strip **14** is pressed against the supporting surface whereupon the air is expelled from the pockets **22** therein and a suction created between the strip **14** and the supporting surface to supplement the adhesive that binds said surfaces together.

The modified form of label holder **10'** shown in Fig. 4 differs from the form of Figs. 1 to 3, inclusive, in that the holder **10'** is wider than holder **10** and in that the protective strip **18'** is substantially the same width as the tube **12'**.

It is to be understood that the plastic tube can be formed of any suitable shape and then flattened. Also that latex adhesive can be applied direct to the under-surface of the tube itself to produce the adhesive effect being obtained by using the cloth saturated latex backing.

While I have illustrated and described the preferred embodiments of my invention, it is to be understood that I do not limit myself to the precise constructions herein disclosed and that various changes and modifications may be made within the scope of the invention as defined in the appended claims.

Having thus described my invention, what I claim as new, and desire to secure by United States Letters Patent is:

1. A label holder for a label strip comprising an elongated flattened rectangular-shaped plastic tube open at both ends adapted to receive and hold a label strip, an adhesive binder strip on one outer surface of the tube for the entire area of said surface, said binder strip having pressure sensitive adhesive on both surfaces thereof, one surface of said binder strip having shallow spaced pockets throughout its area and contacting the surface of the tube, and a protective cover in strip form on the

opposite surface of said binder strip, said protective cover being wider than the binder strip and extending laterally of one long edge thereof, said protective cover having indentations on one surface thereof penetrating into said opposite surface of the binder strip, said protective cover being removable by hand pressure leaving indentations on said opposite surface.

2. A label holder for a label strip comprising an elongated flattened rectangular-shaped plastic tube open at both ends adapted to receive and hold a label strip, an adhesive binder strip on one outer surface of the tube for the entire area of said surface, said binder strip having pressure sensitive adhesive on both surfaces thereof, one surface of said binder strip having shallow spaced pockets throughout its area and contacting the surface of the tube, and a protective cover in strip form on the opposite surface of said binder strip, said pockets forming a suction between the binder strip and tube to augment the adhesion on the binder strip, said protective cover being removable by hand pressure.

3. A label holder for a label strip comprising an elongated flattened rectangular-shaped plastic tube open at both ends adapted to receive and hold a label strip, an adhesive binder strip on one outer surface of the tube for

the entire area of said surface, said binder strip having pressure sensitive adhesive on both surfaces thereof, one surface of said binder strip having shallow spaced pockets throughout its area and contacting the surface of the tube, and a protective cover in strip form on the opposite surface of said binder strip adapted to be removed by hand pressure, said protective cover being wider than the binder strip and extending laterally of one long edge thereof, said protective cover having indentations on one surface thereof penetrating into said opposite surface of the binder strip, said indentations leaving pockets in said opposite surface of the binder strip upon peeling of the protective cover off of the binder strip, said pockets adapted to create a suction when the binder strip is pressed against a supporting surface.

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