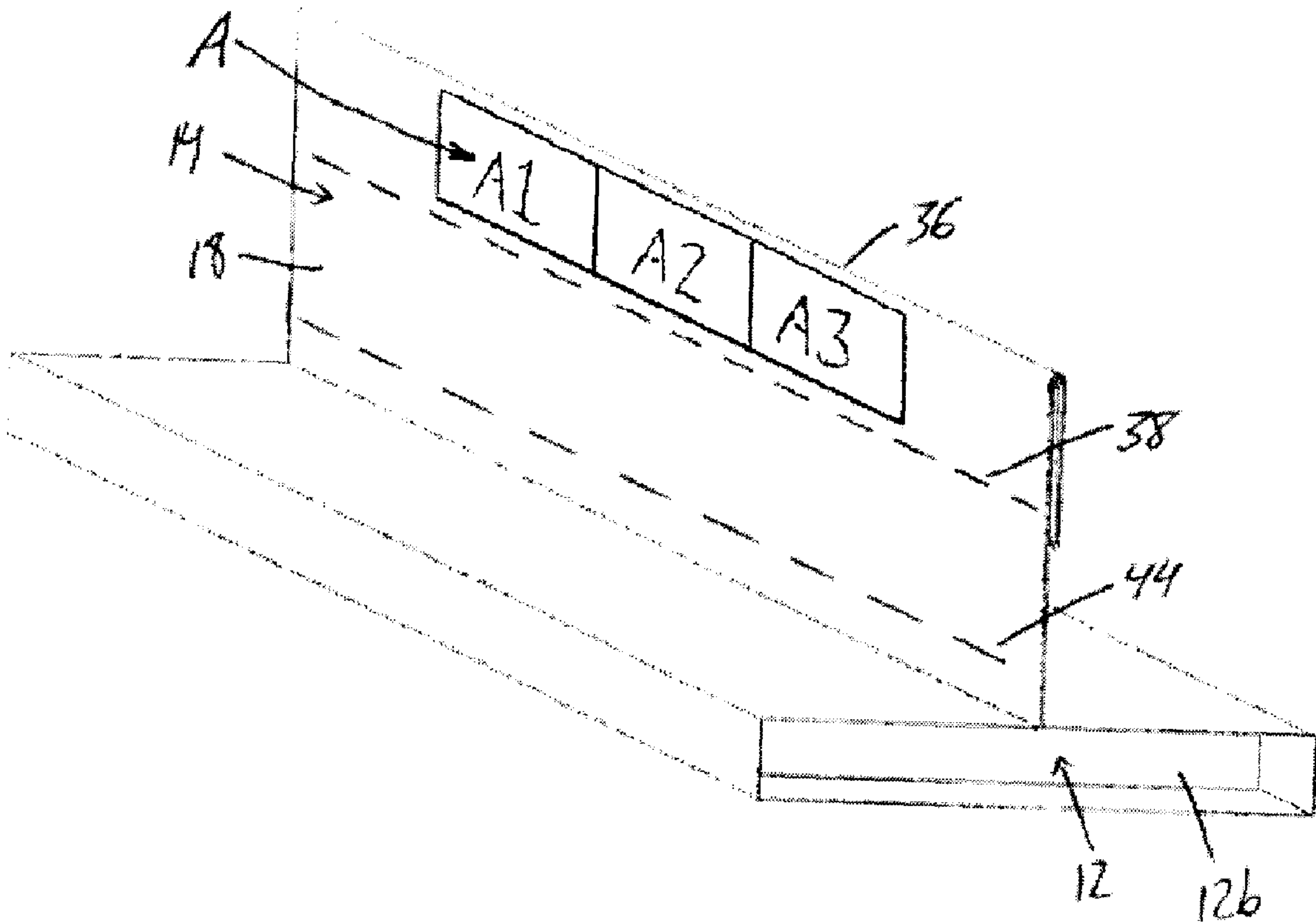




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(54) **Titre :** EMBALLAGE REVELANT UNE HISTOIRE
(54) **Title:** STORY REVEALING PACKAGING



(57) **Abrégé/Abstract:**
Story-revealing packaging features an inner container for holding one or more articles therein, and an outer wrapper situated in a pre-wrapped condition around said container. The outer wrapper features one or more story elements printed on said wrapper and occupying a plurality of discrete areas thereon that are separated from one another by folded creases in said wrapper and are each hidden from sight at an exterior of the wrapper. Individual unfolding of the folded creases of the outer wrapper gradually reveals an overall story collectively formed by said one or more story elements.

ABSTRACT

Story-revealing packaging features an inner container for holding one or more articles therein, and an outer wrapper situated in a pre-wrapped condition around said container. The outer wrapper features one or more story elements printed on said wrapper and occupying a plurality of discrete areas thereon that are separated from one another by folded creases in said wrapper and are each hidden from sight at an exterior of the wrapper. Individual unfolding of the folded creases of the outer wrapper gradually reveals an overall story collectively formed by said one or more story elements.

STORY REVEALING PACKAGING**FIELD OF THE INVENTION**

The invention relates generally to packaging solutions for consumer goods, and more particularly to a unique packaging solution with story elements printed
5 on a flexible wrapper at specifically folded areas thereof to reveal said story elements in a logical narrative order as the product is unwrapped.

BACKGROUND

Different techniques for combining written or other visual content with product or gift packaging solutions has been previously proposed in the prior art. U.S.
10 Patent US1609923 discloses printing of a product catalogue on the exterior side of a product wrapper. U.S. Patent US6883430 discloses printing of visual content on packaging tape. European Patent EP1302924 discloses double-sided sheet material with a gift wrap pattern on one side, and readable content on the other, with the intention that rather than simply discarding the sheet after the readable content has been served
15 its purpose, the user can retain the sheet for future gift-wrapping needs. US Patent Application Publication US2008/0121545 discloses an external sleeve for cylindrical candy containers that stores a comic strip in a wound state around the cylindrical container so that pulling one end of the wound comic strip from the sleeve will reveal the comic strip panels in a narrative-forming sequential order.

20 However, none of the forgoing packaging proposals provide the consumer with a novel package unwrapping experience using the printed content to add user enjoyment to the normally insignificant unwrapping process. The readable content of the catalogue packaging paper and packing tape is readily viewable upon receive of the wrapped package, and the subsequent cutting of the tape or tearing open
25 of the packaging paper destroys the printed content. The unwinding of the comic strip

from the sleeved candy container is an entirely separate and functionally-unrelated aspect from the opening of the candy container to gain access to the consumable product therein.

Accordingly, there remains room for an improved packaging solution
5 offering the package-opener a more meaningful, enjoyable and/or surprising unwrapping experience.

SUMMARY OF THE INVENTION

According to a first aspect of the invention, there is provided story-revealing packaging comprising:

- 10 an inner container for holding one or more articles therein;
- an outer wrapper situated in a wrapped condition around said container and comprising one or more story elements printed on said wrapper and occupying a plurality of discrete areas thereon that are separated from one another by folded creases in said wrapper and are each hidden from sight at an exterior of the wrapper,
- 15 such that individual unfolding of the folded creases of the outer wrapper gradually reveals an overall story collectively formed by said one or more story elements.

According to a second aspect of the invention, there is provided a method of wrapping a container comprising:

- obtaining an outer wrapper having one or more story elements printed on
- 20 said wrapper and occupying a plurality of discrete areas thereon;
- folding said wrapper in a manner creating folded creases between the discrete areas occupied by the story elements and stowing said story elements in hidden positions beneath an exterior of the folded wrapper; and
- securing said folded wrapper in a wrapped state around an inner

container within which one or more articles are held.

BRIEF DESCRIPTION OF THE DRAWINGS

Preferred embodiments of the invention will now be described in conjunction with the accompanying drawings in which:

5 Figure 1 is a perspective view of a unique packaging solution according to one embodiment of the present invention prior to wrapping of an interior container thereof with an outer wrapper that is specially printed and folded to gradually and sequentially reveal story elements to the package-opener during unfolding of the wrapper to access the inner container.

10 Figure 2A is a perspective view of the unique packaging solution from a first side thereof at a first stage of folding the wrapper into place around the inner container.

 Figure 2B is a perspective view of the unique packaging solution of Figure 2A from a second side thereof.

15 Figure 3A is perspective view of the unique packaging solution from the first side thereof at a second stage of the folding process.

 Figure 3B is perspective view of the unique packaging solution of Figure 3A from the second side thereof.

20 Figure 4A is a perspective view of the unique packaging solution from the first side thereof at a third stage of the folding process.

 Figure 4B is perspective view of the unique packaging solution of Figure 4A from the second side thereof.

 Figure 5A is a perspective side view of the unique packaging solution from the first side thereof at a fourth stage of the folding process.

25 Figure 5B is perspective view of the unique packaging solution of Figure

5A from the second side thereof.

Figure 6 is a perspective side view of the unique packaging solution from the second side thereof at a fifth stage of the folding process.

Figure 7 is a perspective side view of the unique packaging solution from the second side thereof at a final sixth stage denoting completion of the folding process to achieve a fully wrapped state of inner container.

Figure 8 is an exploded perspective view of a second embodiment of the packaging solution, wherein instead of a flat sheet of wrapping material, the outer wrapper is a bag for receiving the inner container.

Figure 9 is a perspective view of the second embodiment once the inner container has been placed inside the bag.

Figure 10 is a perspective view of the second embodiment at a start of the folding process.

Figure 11A is a perspective view of the second embodiment from the first side thereof at a first stage of the folding process.

Figure 11B is a perspective view of the second embodiment of Figure 11A from a second side thereof.

Figure 12A is perspective view of the second embodiment from the first side thereof at a second stage of the folding process.

Figure 12B is perspective view of the second embodiment of Figure 12A from the second side thereof.

Figure 13A is a perspective view of the second embodiment from the first side thereof at a third stage of the folding process.

Figure 13B is perspective view of the second embodiment of Figure 13A from the second side thereof.

Figure 14A is a perspective side view of the second embodiment from the first side thereof at a fourth stage of the folding process.

Figure 14B is perspective view of the second embodiment of Figure 14A from the second side thereof.

5 Figure 15 is a perspective side view of the second embodiment from the second side thereof at a final fifth stage that denotes completion of the folding process to achieve a fully wrapped state of inner container. In the drawings like characters of reference indicate corresponding parts in the different figures.

DETAILED DESCRIPTION

10 Figure 1 shows the two constituent components of a novel two-component packaging solution 10 according to one embodiment of the present invention. One component is an inner container 12 for holding one or more articles, and the other component is a wrapper 14 in the form of a flexible wrapping sheet for folding into a wrapped condition around the inner container in order to fully encapsulate
15 same. The inner container may be a conventional cardboard box, for example a two-piece card box having a lower base tray and a mating upper lid tray fitted externally over the upper rim of the lower base tray, but this is only one possible example, and the inner container may be made from any number of different materials and have any number of different openable/closeable constructions by which the internal contents of
20 the container are accessible. In one particular non-limiting example, the inner container may hold a plurality of chocolates or other edible goods, for example respectively seated in individual cavities of a support tray inside the box. However, the principles of the present invention may be applied regardless of the particular product within the inner container. Likewise, while the illustrated embodiment features a container of
25 rectangular shape, other container shapes may be employed without departing from

the scope of the present invention.

The wrapping sheet 14 has two opposing sides, particularly an inner side 16 and an opposing outer side 18. The inner side is referred to as such since it is areas of this side which reside face-to-face with the surfaces of the inner container once the wrapping sheet is fully folded and wrapped into a finished state around the container. The outer side 18 of the wrapping sheet 14 has printed matter thereon, which in the instant embodiment is provided in the form of a series of comic strips, each containing a plurality of panels. In the drawings, each panel is schematically illustrated as a rectangular box containing an alpha-numeric code designating a sequential position occupied by that respective panel in a story narrative conveyed by the overall collection of comic strips. In actuality, each panel would instead contain a visual illustration, often accompanied by written text matter, most commonly in a speech or thought balloon intended to denote spoken words or thoughts of an illustrated character in the panel, though sometimes also or instead in the form of a context or transition statement that is not attributed to a particular illustrated character of that panel, but instead refers more generally to the overall scene illustrated therein.

The illustrated embodiment features three comic strips, each having three panels, though the number of comic strips and the number of panels therein may vary. Comic strip A refers to a first and introductory comic strip in the logical narrative sequence, whose three panels are accordingly labeled A1, A2, A3 in a left-to-right order in which they are intended to be read. Comic strip B refers to a second and intermediate comic strip in the logical narrative sequence, whose three panels are accordingly labeled B1, B2, B3 in the same left-to-right reading direction. Finally, Strip C refers to a third and final or conclusory comic strip in the logical narrative sequence, whose three panels are accordingly labeled C1, C2, C3 in the same left-to-right reading direction.

The number of intermediate strips may be increased to tell a longer overall story.

5 The final comic strip C is placed closely adjacent a respective free end 20 of the wrapping sheet 14, as defined by one of the four perimeter edges of the sheet's rectangular shape, and the reading direction of each strip is oriented parallel to this free end 20 of the sheet. Intermediate comic strip B is printed in parallel relation to final comic strip C on the side thereof opposite the sheet's free end 20, and first comic strip A resides on the side of intermediate comic strip B opposite the final comic strip C. Accordingly, the sequential order of the comic strips escalates toward the free end 20 of the sheet 14. In the illustrated example, the sheet is longer in a longitudinal direction
10 that separates free end 20 from an opposing and parallel free end 22 than it is in a transverse direction in which two longer parallel side edges 24, 26 of the sheet are separated. Each comic strip is readable right-side-up from the opposing free end 22 furthest from comic strip C when the sheet is laid out flat with the outer side 18 facing up.

15 The greater longitudinal dimension of the sheet exceeds a circumferential measure of the inner container to enable wrapping of the longitudinal dimension of the sheet fully around the inner container in a manner covering the topside, underside and two perimeter side edges thereof. The transverse dimension of the sheet also exceeds a corresponding measure of the inner container 12 in the same direction, but only by
20 an amount allowing the sheet to fold up over the two remaining perimeter edges of the box that are separated in this direction, and not by a sufficient amount to wrap fully around both the top and bottom of the inner container in this transverse direction. The two perimeter edges separated in the transverse direction of the sheet are referred to herein as the ends of the inner container to distinguish same from the perimeter side
25 edges referenced above.

While these statements of dimension alone do not differ from conventional cutting of gift-wrapping paper to fit a particular box, the wrapping sheet of the present invention not only differs in the inclusion of its printed comic strips, but also in that the longitudinal dimension is intentionally selected to exceed the container's

5 circumference by at least a value of $h \times (N+1)$, where N is the number of comic strips in the overall story, and h is the height of each comic strip measured in the longitudinal direction of the sheet. In the illustrated embodiment, the longitudinal dimension exceeds the circumferential measure of the inner container by approximately twice this distance, i.e. $2h \times (N+1)$. As described below, this excess length in the wrapper's

10 longitudinal dimensions is provided in order to accommodate a folding pattern by which the comic strips are hidden from site in the finished wrapped state of the packing, and then revealable one-by-one in sequential fashion during later unfolding of the wrapping sheet by the end-consumer of the product.

Figure 1 shows the first stage of the wrapping process, where the

15 wrapping sheet is laid out outer-side-down, and the inner container 12 is placed atop the inner side 16 of the laid-out sheet 14. To bring the sheet into the second stage illustrated in Figure 2, both free ends 20, 22 of the sheet are lifted up into alignment with one another in an elevated state above the topside 12a of the inner container, which places two end-adjacent areas of the sheet's inner side 16 in face-to-face

20 overlapping relation with one another. The end-adjacent area of the sheet's inner side near free end 20 coincides with the area within which all of the comic strips A, B, C reside at the opposing outer side 18 of the sheet 14. To transition to the third stage shown in Figure 3, the two overlapping areas adjacent the free ends 20, 22 are folded over along a fold-line 28 that lies centrally between comic strips B and C in parallel

25 relation thereto, thus folding comic strip C 180-degrees from its initial position facing

the same direction as comic strips A and B into a folded position facing the opposite direction, as shown in Figure 3. Figure 3B shows comic strip C as being visible in upside-down orientation from one side of the container 12, while comic strips A and B remain visible in right-side up orientation on the opposing side of the container, as shown in Figure 3A.

Fold line 28 is shown in broken lines in Figure 2 to denote that it may initially be an imaginary line until actually folded, whereupon a visible folded crease 30 then exists between the now oppositely-facing comic strips B and C. Alternatively, fold line 28 may be an actual printed line to provide visual guidance as to where to form folded crease 30 during this step of the wrapping process. Likewise, other fold lines described below may initially be imaginary or visually detectable.

To transition to the next stage shown in Figure 4, the overlapping areas of the wrapping sheet above container 12 are folded again in the same direction, this time along a second fold line 34 that lies centrally between comic strips A and B in parallel relation thereto. This causes folding of comic strip B 180-degrees from its initial position facing the same direction as comic strip A into a folded-over position facing the opposite direction as comic strip A, as shown in Figure 4. This folding action thus creates a second folded crease 36 between the now oppositely-facing comic strips A and B. In addition, this second folding of the overlapped areas of the sheet 14 re-orient comic strip C back into its originally facing direction, and hides comic strip C between the areas of the sheet on which comic strips A and B are printed. Therefore, Figure 4B shows comic strip B as visible from one side of the container in upside-down orientation, while comic strip A is still visible from the other side in its original right-side-up orientation, as shown in Figure 4A.

To transition to the next stage shown in Figure 5, a final 180-degree fold

of the overlapping areas of the sheet 14 is made along a third fold line 38 that lies parallel to the other fold lines on the side of comic strip A opposite the other comic strips B, C and free end 20. This causes folding of comic strip A 180-degrees from its initial position into a folded-over position facing the opposite direction, as shown in Figure 5B.

5 This folding action thus creates a third folded crease 40 along the bottom of comic strip A. In addition, this third folding of the overlapped areas of the sheet re-orient's comic strip B back into its originally facing direction, and hides comic strip B behind comic strip A. Therefore, Figure 5B shows comic strip A as the only visible comic strip, but now shown in an upside-down orientation due to its 180-degree flip out of its original right-
10 side up orientation on the other side of the overlapping sheet areas.

Finally, to complete the folding of the comic strips and hide comic strip A from sight in the finished wrapped state of the packaging, the folded-over comic-containing layers 42 of the sheet created atop the container by the forgoing folding process is folded down 90-degrees about a fourth fold line 44 running parallel to the
15 other fold lines near where the two overlapping areas of the sheet first meet up with one another at the topside 12a of the container. This lays the collection of folded-over layers 42 flush atop the container, as shown in Figure 6.

Since the transverse dimension of the sheet 14 exceeds the corresponding dimension of the container 12, the wrapping sheet overhangs the ends
20 of the container in this direction, as shown in Figures 2 through 6 where the sheet overhangs the visible end 12b of the container. This overhanging part of the folded sheet 14 at each end of the container 12 can be folded up in a conventional fashion commonly employed in gift wrapping and other paper-wrapped packages and products, resulting in coverage of each container end in the recognizable manner of Figure 7 by
25 a combination of a folded top flap 46 of the wrapping sheet 14 that is downturned from

the topside 12a of the container 12, a folded bottom flap 48 of the wrapping sheet that is upturned from the underside of the container 12, and two tucked in side-flaps 50, 52 turned in from the two perimeter side edges of the container. In Figure 7, it can be seen that downturned top flap 46 includes a thickened portion 46a resulting from the folded-over layers 42 in which the comic strips are stacked over one another in hidden fashion not visible from the exterior of the wrapping.

In this fully wrapped state of the package, the comic strips are all hidden from site in the folded-over layers 42 stacked flush atop the container 12, and reside in their printed locations on the outer side 18 of the wrapping paper at discrete areas thereof that are separated from one another only by the folded creases 30, 36, 40 that connect the folded layers of wrapping together. While the illustrated embodiment shows folded crease 40 as being spaced from the nearest perimeter side edge of the container, the folded-over layers 42 may be laid down on the container closer to the side edge of the container to place the folded crease 40 flush therewith so that as not to create such a visually noticeable line across the top of the wrapped container.

With the container fully wrapped, the top and bottom end flaps 46, 48 of the wrapping sheet and the stack of folded-over layers 42 may then be adhesively secured in place to secure this fully wrapped condition of the package. When an end consumer receives the finished, fully wrapped package of Figure 7, they first open up the ends of the package by freeing the top and bottom end flaps 46, 48, and then lift up the collection of folded-over layers 42 by unfolding the 90-degree folded-crease at fold line 44, thereby lifting the folded-over layers into the upright position of Figure 5A. Holding and viewing the package from the first side thereof, the end consumer unfolds the 180-degree crease 40 at fold line 38 to thereby lift up comic strip A into a readable, right-side-up position facing the first side of the container as shown in Figure 4A,

thereby enabling the consumer to read the introductory portion of the comic strip narrative.

After reading introductory comic strip A, continued reading of the overall comic in a logical sequential fashion is enabled by then unfolding the 180-degree folded crease 36 at fold line 34 to lift up comic strip B into a readable position above comic strip A in a legible right-side up orientation facing the first side of the container, as shown in Figure 3A. After reading comic strip B, reading of the comic is completed by unfolding the 180-degree folded crease 30 at fold line 28 to lift comic Strip C into a readable position above comic strip B in a legible right-side up orientation facing the first side of the container, as shown in Figure 2A. Following this predetermined unfolding pattern that is essentially a reversal of the packager's original folding process, the consumer ends up having all of the comic strips visible together in a common-facing direction, whereby the overall story can be conveniently re-read or shared with others. Complete removal of the wrapper may be completed by tearing the wrapper, sliding the wrapper transversely off either end of the container, or separating the overlapped areas of the sheet from one another to withdraw sheet from over the topside of the container.

As outlined above, the illustrated embodiment involves overlapping the end-adjacent areas of the sheet so that each folded-over comic strip area is backed by a respectively overlapping area near the other end of the sheet to create a thicker, more robust, tear-resistant collection of folded layers 42. Such embodiments employ a longitudinal sheet dimension that exceeds the container circumference by at least $2h \times (N+1)$, and more specifically by approximately $2d \times (N+1)$ where d is the approximate distance measured between any two adjacent fold lines 44, 38, 34, 28 and between first fold line 28 and free end 20. This way, each overlapping area possesses half of this excess sheet length to account for the area between final fold line 44 and the

respective free end 20, 22 of the sheet. Distance d therefore equates to the distance measured across each discrete area of the sheet that possess a respective one of the comic strips either between two folded creases or between a free end 20, 22 of the sheet and the nearest folded crease 28.

5 Other embodiments may employ a sheet of shorter longitudinal dimension exceeding the container circumference by at least $h \times (N+1)$, and more specifically by approximately $d \times (N+1)$, in order to account for the area between fold line 44 and free end 20 where the comic strips are printed. In such shorter embodiments of the wrapping sheet, one simply folds the discrete comic-containing areas near the free end
10 20 in an isolated manner, without folding them up with corresponding overlap areas near the opposing free end 22. This still achieves the same effect of sequentially revealed comic strips during the unwrapping process.

 Figures 8 through 15 illustrate a second embodiment of the inventive packing solution, which employs a bag 14' as the outer wrapper rather than initially flat
15 sheet of paper or other foldable wrapping material. Like the sheet of the first embodiment, the bag is made of paper or other similarly foldable material capable of retaining folded creases therein. The bag features a rectangular bottom wall 60, two opposing side walls 62, 64 standing upright from the bottom wall 60 at opposing perimeter edges thereof, and two opposing end walls 66, 68 standing upright from the
20 two other remaining perimeter edges of the bottom wall 60 to interconnect the two sides walls. The four side walls thus delimit an interior space of the bag above the bottom wall. The floor of this interior space is thus defined by the topside of the bag's bottom wall 60. The size of the bag is selected so that the perimeter of the bottom wall closely matches the perimeter measurement of the inner container around the four perimeter
25 edges thereof. Figure 9 shows the inner container placed inside the bag atop the

bottom wall thereof to occupy the floor of the bag's interior space, where due to this similar perimeter sizing of the bag and container, the four upstanding walls of the bag closely surround the container.

Figure 10 illustrates the start of the folding process, where just like the
 5 folding together of the two free ends of the wrapping sheet 14 above the topside of the container in the first embodiment, the top ends of the two opposing side walls 62, 64 of the bag are brought together above the topside 12a of the container 12 to place end-adjacent areas of these side walls in face-to-face abutment with one another. During this process a triangular area 66a of end wall 66 is folded down down over the topside
 10 12b of the container 12, leaving a bottom rectangular area 66b intact below this folded triangular area 66a to cover the respective end 12b of the container 12. A remainder of the end wall 66 situated above the folded-down triangular area 66a gets pleated between the two folded together side walls 62, 64. Though not shown in the illustrated views, the other end wall 686 of the bag 12 is likewise folded into a rectangular lower
 15 area standing upright over the end of the container, a folded-down triangular area lying atop the container above the rectangular lower area, and a pleated upper area sandwiched between the two folded-together side walls.

Figure 11 illustrates the bag 12 after the end-adjacent areas of the two side walls folded fully together in face-to-face relation above the container. Figure 11A
 20 shows how the comic strips A, B, C are printed on the outer side 18a of the bag's first side wall 62 in the same manner as the wrapping sheet of the first embodiment such that comic strip C resides closely adjacent the free top end 20 of the bag's first side wall 62. Once again, this free end 20 lines in an orientation that is parallel to the horizontal reading direction of each comic strip. Intermediate comic strip B is printed in parallel
 25 relation to final comic strip C on the side thereof opposite the first side wall's free top

end 20, and first comic strip A resides on the side of intermediate comic strip B opposite the final comic strip C. Accordingly, the sequential order of the comic strips escalates toward the free end 20 of the bag's side wall 62. Prior to the wrapping process, each comic strip is readable right-side-up when the bag is stood right-side-up on its bottom wall.

The subsequent folding steps illustrated sequentially from Figures 11 through 15 are identical to those described above for in relation to Figures 2 through 6 of the first embodiment, except that the overlapping end-adjacent areas being folded are now end-adjacent overlapping areas of a bag's opposing side walls, rather than end-adjacent areas of a wrapping sheet. The final sixth stage of the wrapping process of the first embodiment is not necessary in the second embodiment, since the bag structure of the wrapper in the second embodiment means that the two ends of the container are already concealed by the closed state of the bag around the perimeter of the container. Therefore, the step of folding down the collection of folded-over layers 42 into flush positions atop the container, as shown in Figure 15, finishes off the folding process in the second embodiment. Since no portion of the folded-over layers 42 overhangs the end the bag-enclosed container 12 in the second embodiment, no additional end-wrapping step is required.

As described above for the wrapping sheet embodiment, a longitudinal dimension of the wrapper must exceed a particular minimum value relative to the container size in order to accommodate the described folding pattern. In the bag embodiment, the longitudinal dimension is measured from the free top end of one side wall to the free to end of the other side around the bottom of the bag. In other words, the longitudinal dimension is the sum of the two side wall heights and the width of the bottom wall, as measured between the two side walls. So, the bag's longitudinal

dimension $L = 2h_{sw} + W_B$, where h_{sw} is the side wall height of the bag and W_B is the bottom width or floor width of the bag. To accommodate the described folding pattern, this longitudinal dimension of the bag is intentionally selected to exceed the container's circumference by at least a value of $2h \times (N+1)$, and more specifically by approximately
 5 $2d \times (N+1)$, where N is the number of comic strips in the overall story, h is the height of each comic strip measured in the longitudinal direction of the sheet, and d is the distance measured between any two adjacent fold lines and between the first fold line and the free top ends of the bag side walls.

While the illustrated bag embodiment employs a bag whose floor size is
 10 chosen to closely conform to the perimeter size of the container, it will be appreciated that in other embodiments, an oversized bag may be used, for example to accommodate placement of one or more additional objects inside the same bag as the container.

While the illustrated embodiments use comic strips to gradually reveal an
 15 overall story in a logical manner on a strip-by-strip basis, it will be appreciated that other types of narrative conveyance may be used, including blocks of printed text with no accompanying illustration, or illustrative/graphic content not specifically bound in panels or boxes, whether accompanied by printed text or not. Strings of emoji are another form of expression that may take printed form, and by which a story may be told in a
 20 sequentially revealed manner. The story expressed may be factual, fictitious, entertaining, educational, historic, comedic, promotional, etc. In one particular embodiment, the story may be concerned with the background of the producer of the product found in the container, the inspiration for the particular product, particular ingredients or unique processes used in the production of the product, etc. This may
 25 prove particularly appealing for products prepared by skilled artisans (e.g. chocolatiers)

looking add extra personality to their packaging and provide an added experience not found in mass-produced products.

It will also be appreciated that although the illustrated embodiments feature multiple story elements each revealed one-by-one in sequential relation to each unfolding step of the unwrapping process, other embodiments may depart from this particular configuration. A single comic strip or other story element may span across one or more of the fold lines to occupy a plurality of the discrete fold-separated areas, whereby multiple unfolds are required to reveal that single element. This single element may constitute an entirety of the overall story, or just a partial portion thereof that cooperates with other story elements to convey the entire story. In instances where there are multiple story elements each revealed by a different unfolding step or different sequence of multiple unfolding steps, the story elements need not necessarily be ordered in a sequential fashion matching the unfolding sequence. For example, in some embodiments, the first sequential story element may only be revealed once the entire collection of folded-over layers 42 has been unfolded.

Furthermore, while the illustrated embodiments employ comic-strips that are read horizontally left to right, other embodiments may employ comic strips, written text or content read in other directions, as may be the convention among different languages, cultures or regions. So, for example, vertically read story elements could be situated sequentially along the free end of the wrapping sheet or bag wall to enable reading of multiple story elements on a singular unfolded layer, or could be arranged in parallel relation to the side edges of the sheet or bag wall to span a plurality of the discrete fold-separated areas, thus requiring multiple unfolds before any given story element is fully revealed. In another example, the comic strips or other story elements could be read horizontally, but in a right to left sequence.

Since various modifications can be made in my invention as herein above described, and many apparently widely different embodiments of same made, it is intended that all matter contained in the accompanying specification shall be interpreted as illustrative only and not in a limiting sense.

CLAIMS:

1. Story-revealing packaging comprising:
an inner container for holding one or more articles therein;
an outer wrapper situated in a wrapped condition around said container
5 and comprising one or more story elements printed on said wrapper and occupying a plurality of discrete areas thereon that are separated from one another by folded creases in said wrapper and are each hidden from sight at an exterior of the wrapper such that individual unfolding of the folded creases of the outer wrapper gradually reveals an overall story collectively formed by said one or more story elements.
- 10 2. The packaging of claim 1 wherein the said one or more story elements comprises a series of story elements placed relative to the folded creases such that individual unfolding of the folded creases of the outer wrapper in a predetermined order individually reveals said story elements one-by-one in a sequential fashion matching a reading sequence by which said story elements combine to form a
15 logical narrative of the overall story.
3. The packaging of claim 1 or 2 wherein said outer wrapper comprises a continuous flexible sheet defining said discrete areas on which the story elements are printed and in which the folded creases are formed.
4. The packaging of claim 1 or 2 wherein said outer wrapper
20 comprises a bag.
5. The packaging of any one of claims 1 to 4 wherein the one or more story elements are printed on a same side of the outer wrapper.
6. The packaging of any one of claims 1 to 5 wherein said outer wrapper encapsulates an entirety of the inner container.

7. The packaging of any one of claims 1 to 6 wherein said outer wrapper is folded about the container in a manner wrapped over itself to form overlapping areas of said wrapper, and at least one of said folded creases exists in multiple layers of said wrapper at said overlapping areas.

5 8. The packaging of any one of claims 1 to 6 wherein said outer wrapper is folded about the container in a manner wrapped over itself to form overlapping areas of said outer wrapper, and at least one of said discrete areas is backed by a respective overlapping area.

9. The packaging of any one of claims 1 to 8 where the folded creases
10 are parallel to one another.

10. The packaging of any one of claims 1 to 9 wherein the discrete areas of the outer wrapper reside immediately adjacent one another.

11. The packaging of any one of claims 1 to 10 wherein the discrete areas of the outer wrapper are separated by one another solely by the folded creases.

12. The packaging of any one of claims 1 to 11 wherein the outer wrapper comprises flexible material at each of the discrete areas.

13. The packaging of one of claims 1 to 12 wherein said story elements are placed in an order of escalating sequence toward a common perimeter edge of the outer wrapper.

14. The packaging of any one of claims 1 to 13 wherein the story elements comprise comic strips.

15. The packaging of claim 14 wherein the story elements are sequentially arranged in a longitudinal dimension of the wrapper, and said longitudinal dimension exceeds a circumferential measure of the inner container by at a distance of
25 least $h \times (N+1)$, where h is a height of each comic strip and N is the number of comic

strips.

16. The packaging of claim 15 wherein said longitudinal dimension of the wrapper exceeds the circumferential measure of the inner container by at least $2h \times (N+1)$.

5 17. The packaging of any one of claims 1 to 14 wherein the story elements are sequentially arranged in a longitudinal dimension of the wrapper, and said longitudinal dimension exceeds a circumferential measure of the inner container by at least a value of $d \times (N+1)$, where d is a distance measured between adjacent folded creases in said longitudinal direction and N is the number of story elements.

10 18. The packaging of claim 17 wherein said longitudinal dimension of the wrapper exceeds the circumferential measure of the inner container by at least $2d \times (N+1)$.

19. The packaging of any one of claims 1 to 18 wherein the one or more story elements comprise multiple story elements, and all of said one or more story
15 elements are all printed in a same orientation on the wrapper.

20. A method of wrapping a container comprising:

obtaining an outer wrapper having one or more story elements printed on said wrapper and occupying a plurality of discrete areas thereon;

20 folding said wrapper in a manner creating folded creases between the discrete areas occupied by the story elements and stowing said story elements in hidden positions beneath an exterior of the folded wrapper; and

securing said folded wrapper in a wrapped state around an inner container within which one or more articles are held.

25 21. The method of claim 20 wherein said one or more story elements comprises a series of story elements, and the folding of said wrapper comprises

defining said folded creases according to a predetermined unfolding sequence by which later individual unfolding of the folded creases according to said predetermined unfolding sequence individually reveals said story elements one-by-one in a sequential fashion matching a reading sequence by which said story elements combine to form a
5 logical narrative.

22. The method of claim 20 or 21 wherein said outer wrapper comprises a continuous flexible sheet defining said discrete areas on which the story elements are printed, and the method comprises forming the folded creases in said continuous flexible sheet.

10 23. The method of claim 20 or 21 wherein said wrapper comprises a bag.

24. The method of any one of claims 20 to 23 wherein the story elements are printed on a same side of the wrapper.

15 25. The method of any one of claims 20 to 24 wherein the wrapped state fully encapsulates an entirety of the inner container.

26. The method of any one of claims 20 to 25 comprising placing the wrapper in a self-overlapping condition, and forming at least one of said folded creases in overlapping areas of said wrapper.

20 27. The method of any one of claims 20 to 25 comprising placing the wrapper in a self-overlapping conditioning, and folding the wrapper in manner backing at least one of said discrete areas with a respective overlapping area of the wrapper.

28. The method of any one of claims 20 to 27 comprising forming the folded crease lines parallel to one another.

25 29. The method of any one of claims 20 to 28 wherein the discrete areas of the outer wrapper reside immediately adjacent one another.

30. The method of any one of claims 20 to 29 comprising placing the folded crease lines so as to define the only separation between the discrete areas of at which the story elements are printed.

31. The method of any one of claims 20 to 30 wherein the outer
5 wrapper comprises flexible material at each of the discrete areas.

32. The method of any one of claims 20 to 31 wherein said story elements are placed in an order of escalating sequence toward a common perimeter edge of the outer wrapper.

33. The method of any one of claims 20 to 32 wherein the story
10 elements comprise comic strips.

34. The packaging of claim 33 wherein a longitudinal dimension of the wrapper in which are story elements are sequentially arranged exceeds a circumferential measure of the inner container by at a distance of least $h \times (N+1)$, where h is a height of each comic strip and N is the number of comic strips.

35. The method of claim 34 wherein said longitudinal dimension of the
15 wrapper exceeds the circumferential measure of the inner container by at least $2h \times (N+1)$.

36. The method of any one of claims 20 to 33 wherein a longitudinal dimension of the wrapper in which are story elements are sequentially arranged
20 exceeds a circumferential measure of the inner container by at least a value of $d \times (N+1)$, where d is a distance measured between adjacent folded creases and N is the number of story elements.

37. The method of claim 36 wherein said longitudinal dimension of the wrapper exceeds the circumferential measure of the inner container by at least $2d \times$
25 $(N+1)$.

38. The method of any one of claims 20 to 37 wherein the one or more story elements comprise multiple story elements, and the story elements are all printed in a same orientation on the wrapper.

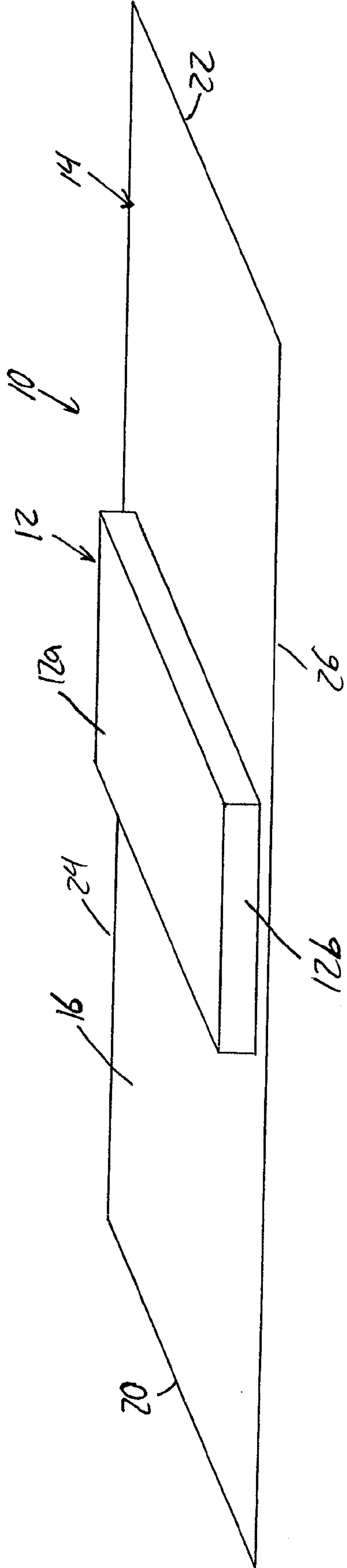
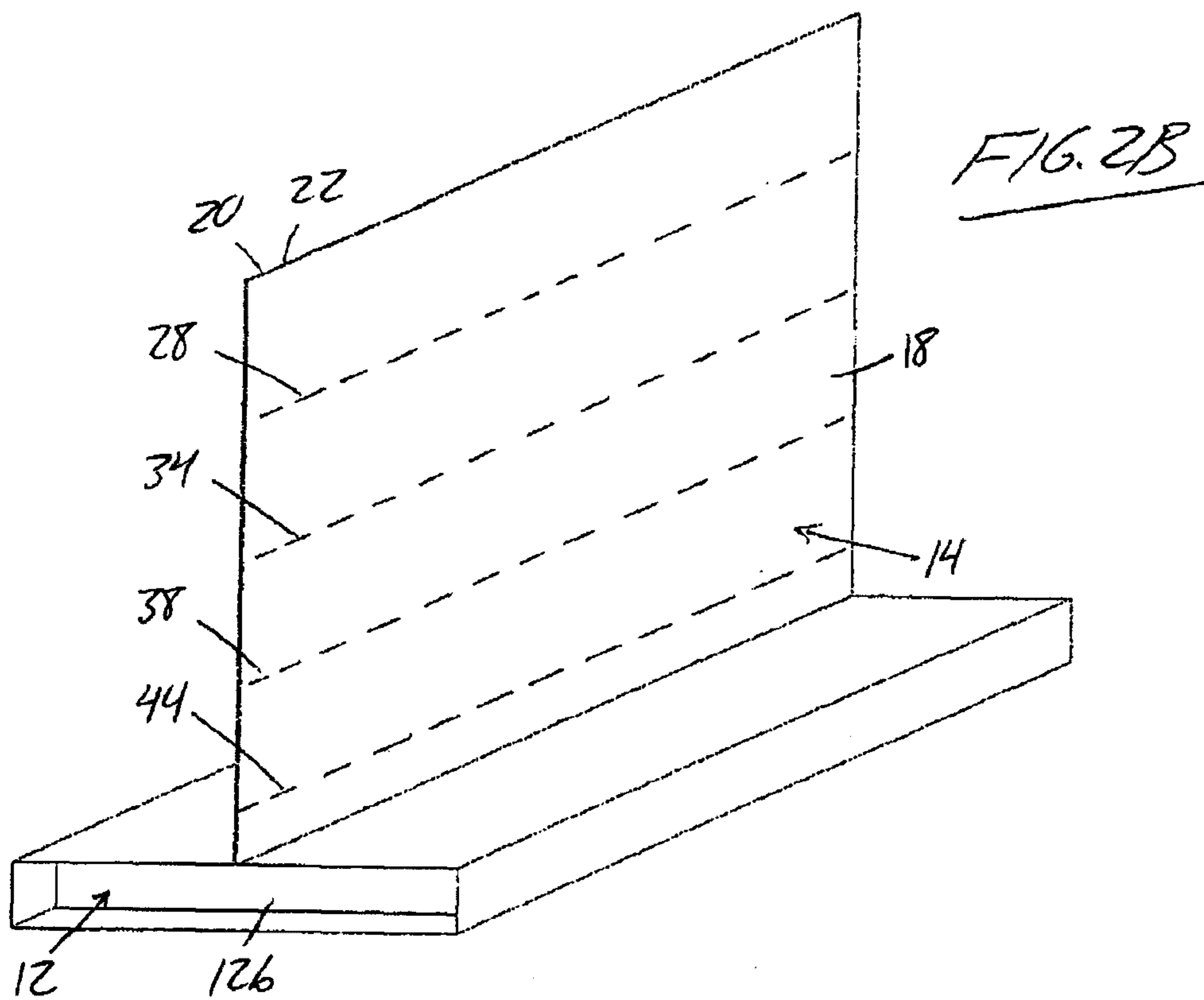
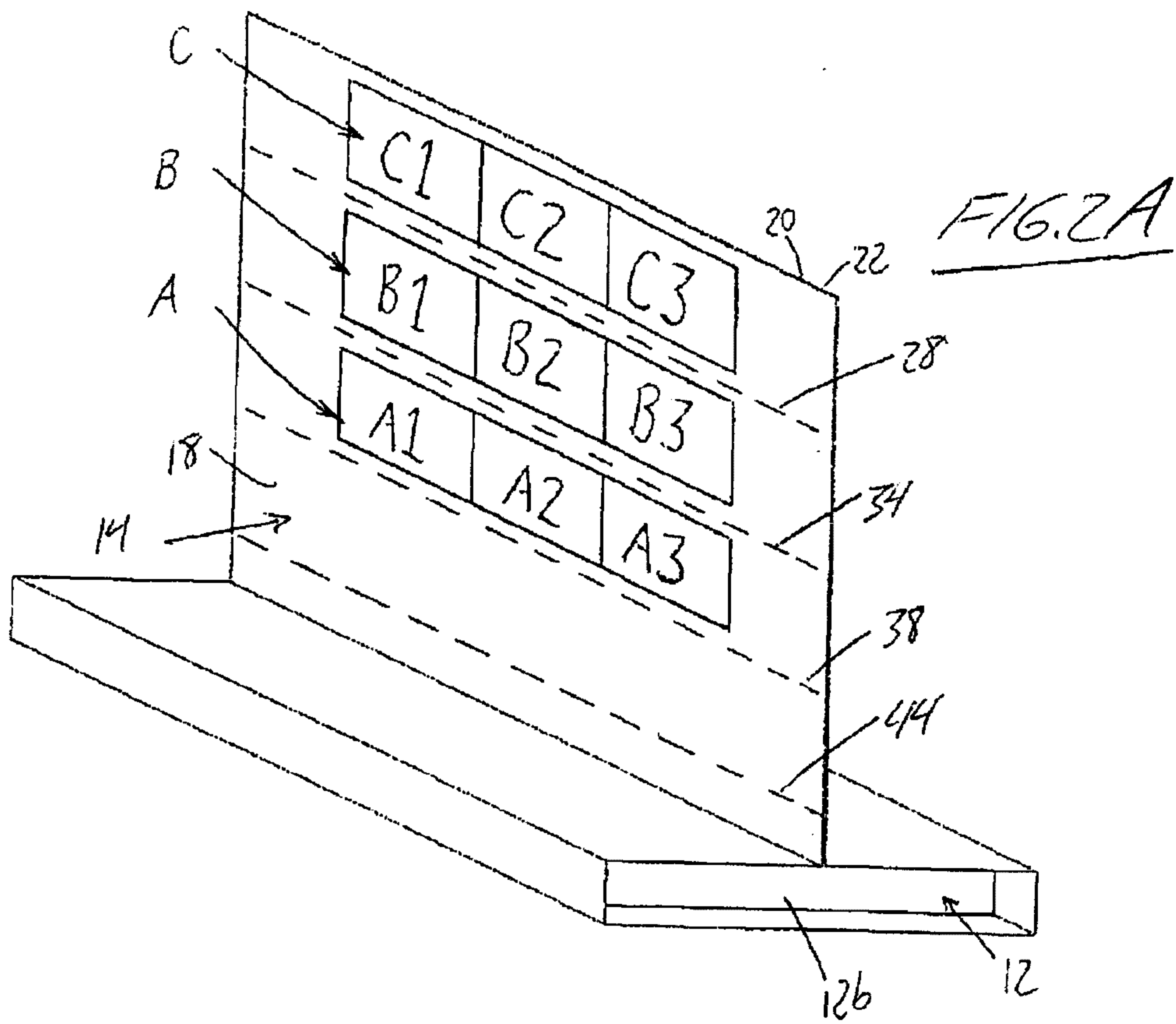
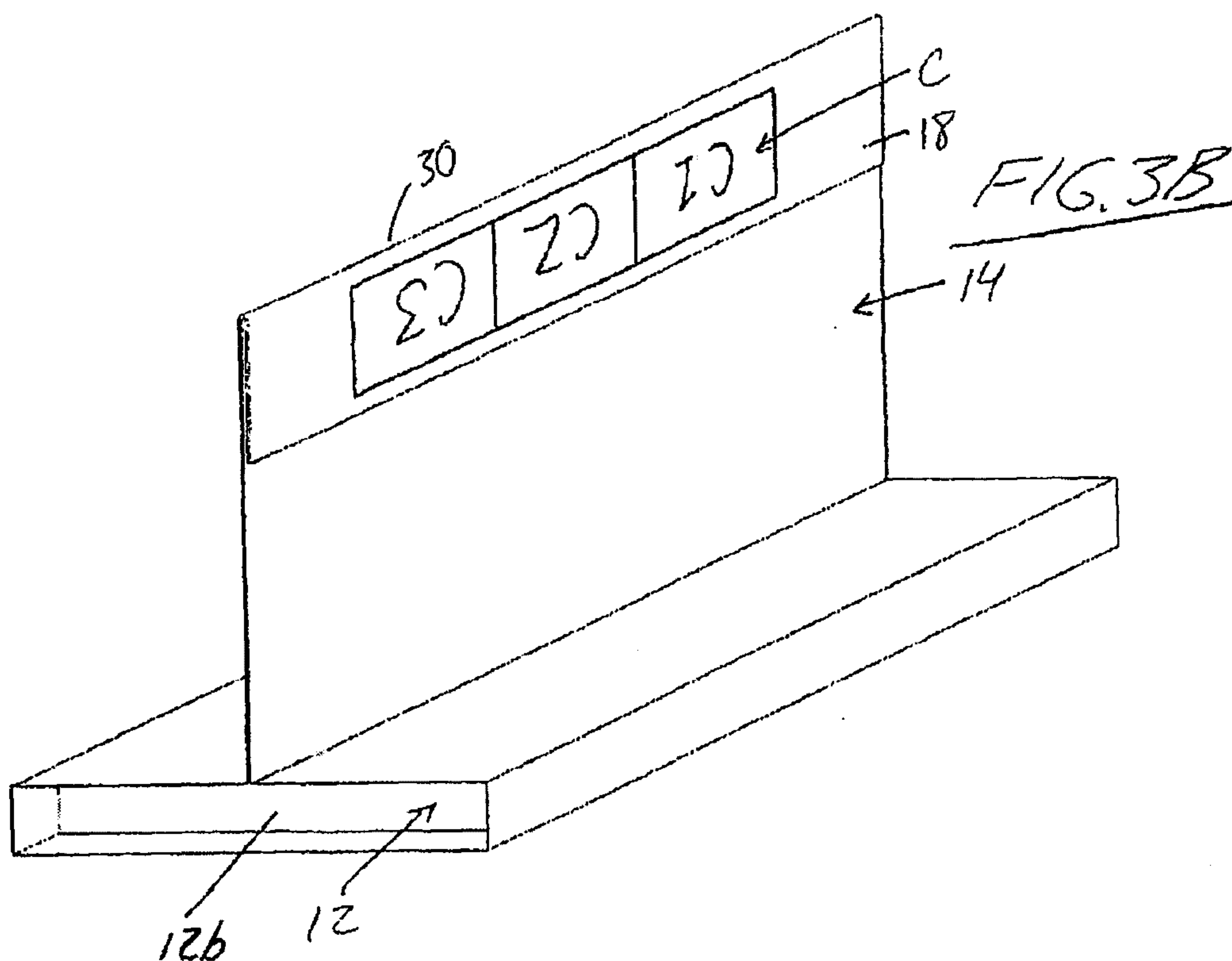
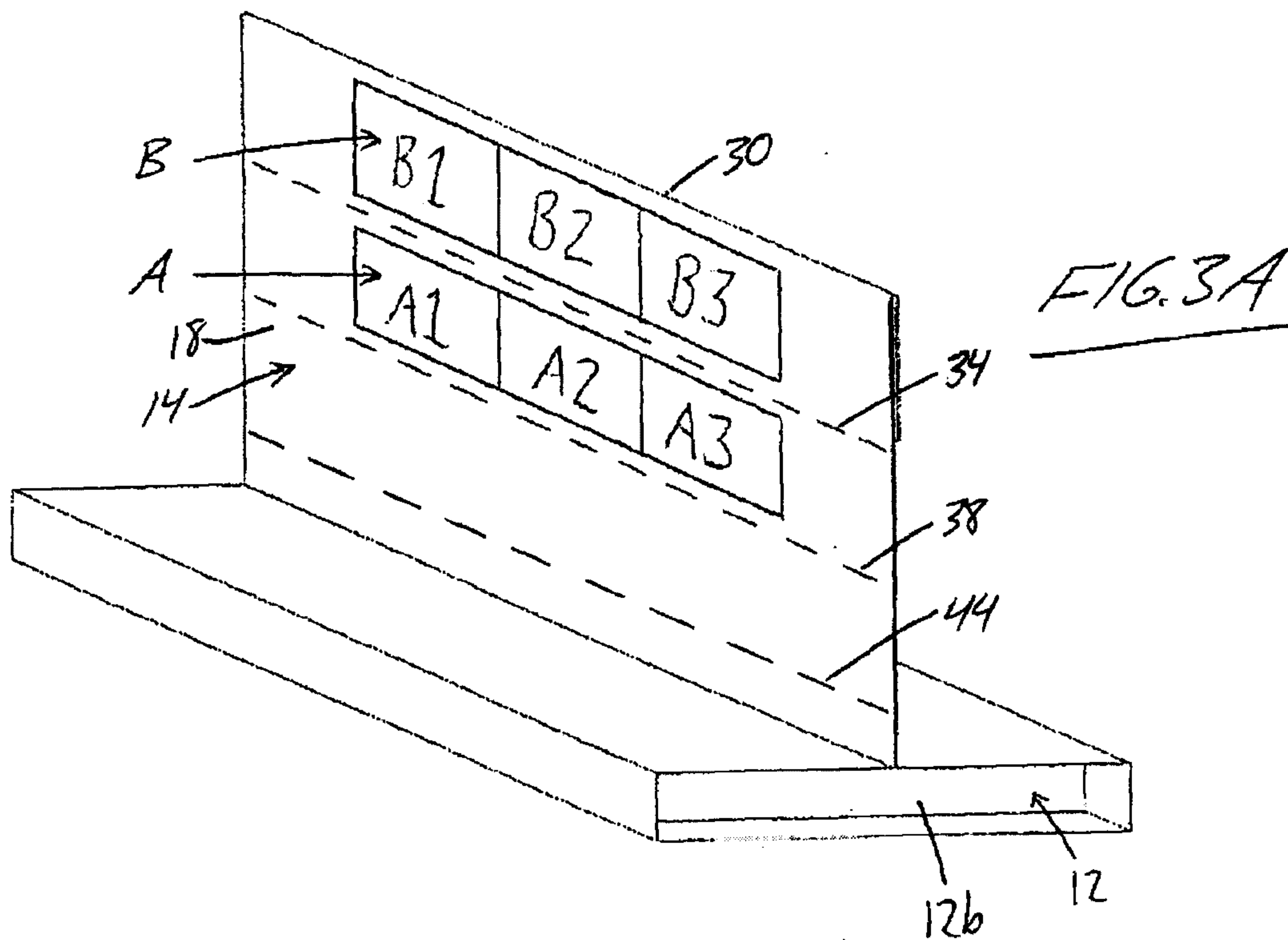
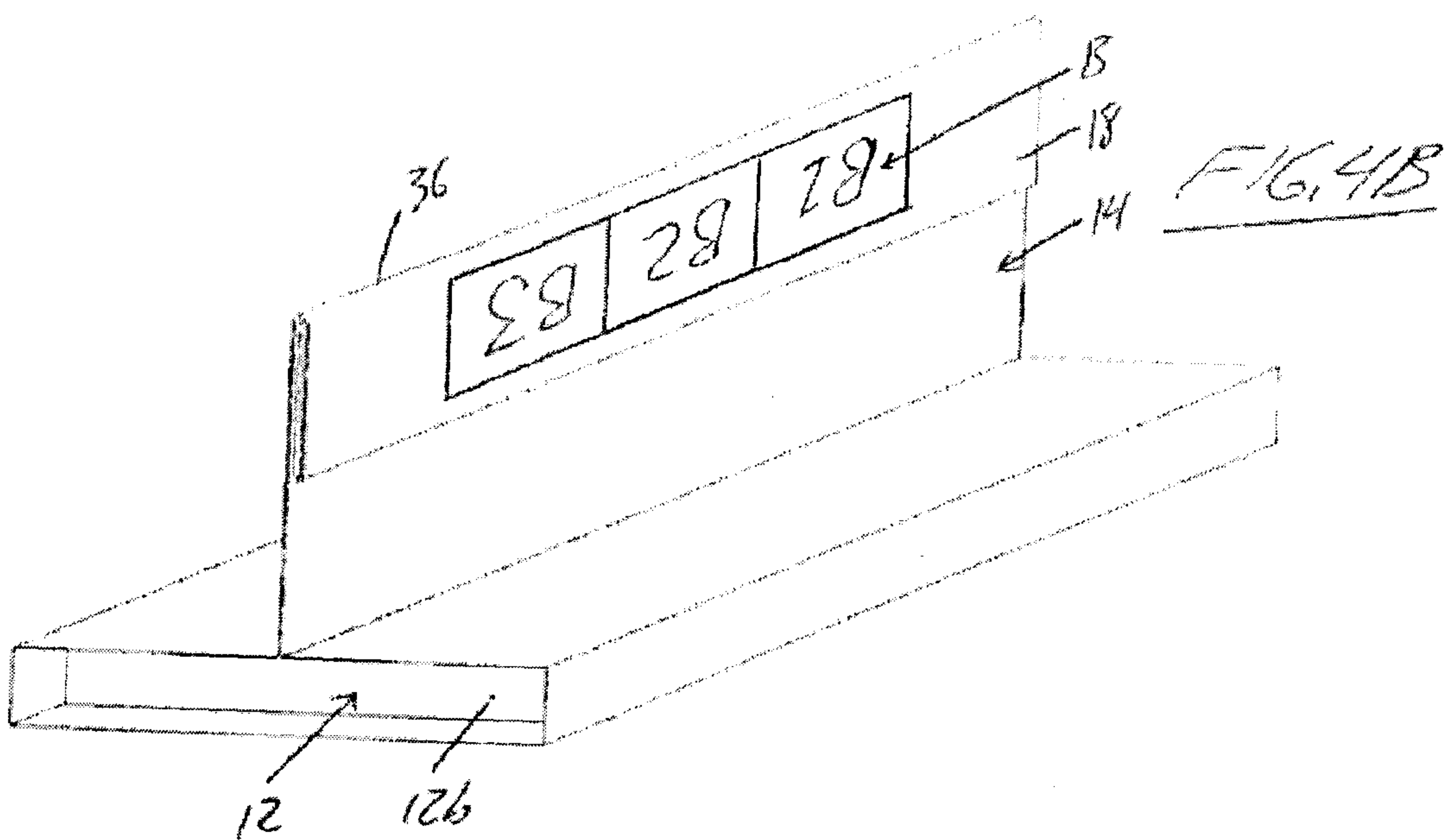
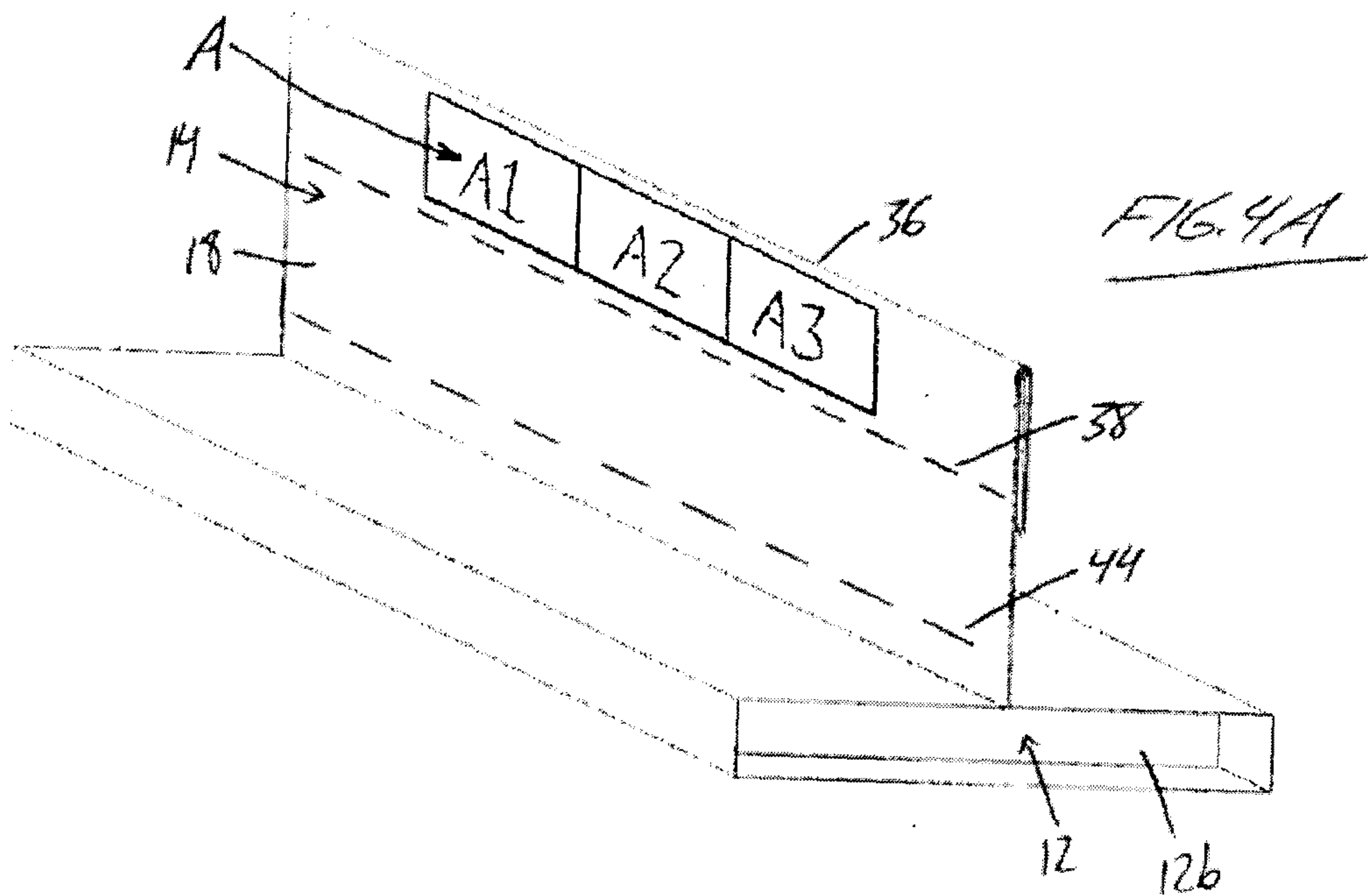
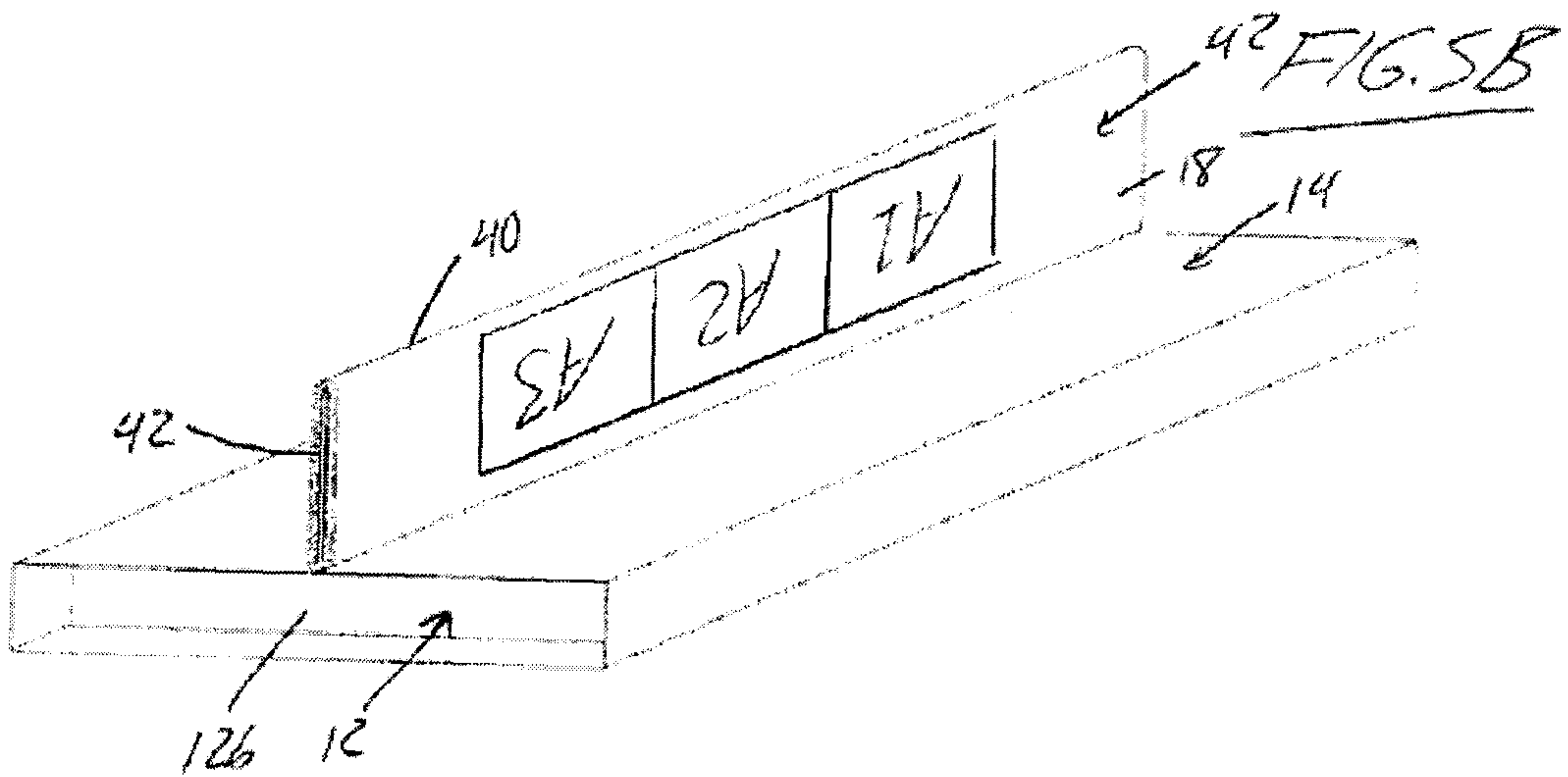
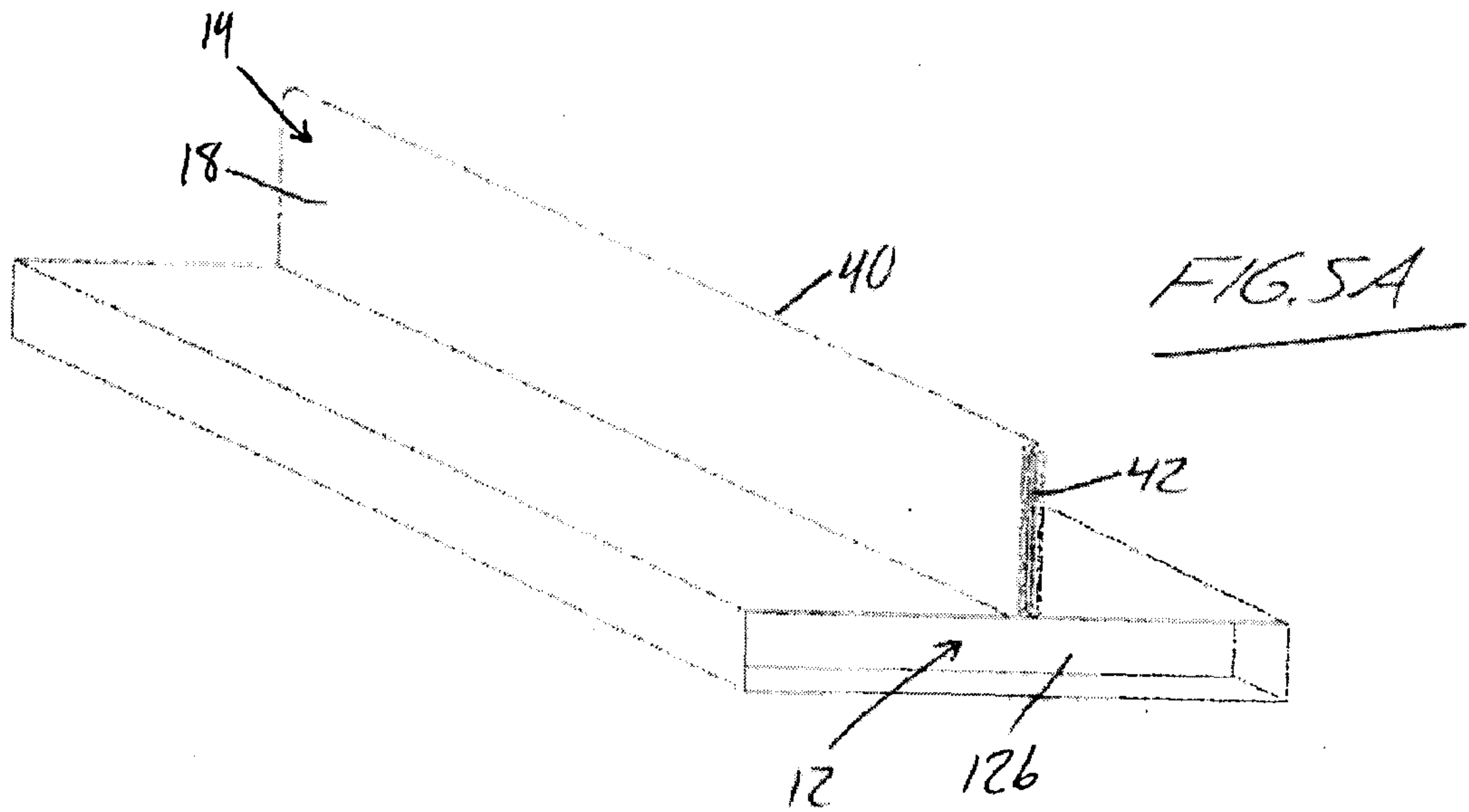


FIG. 1









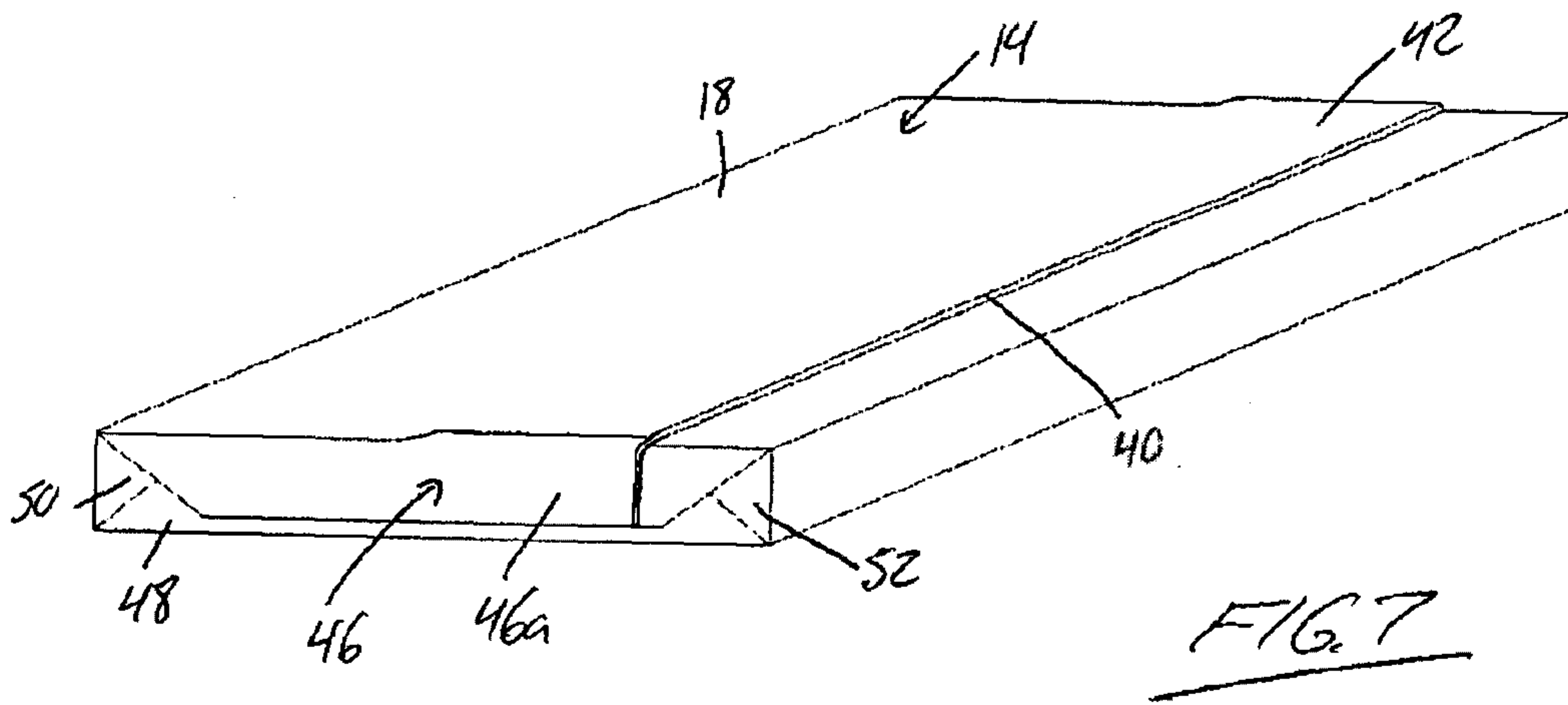
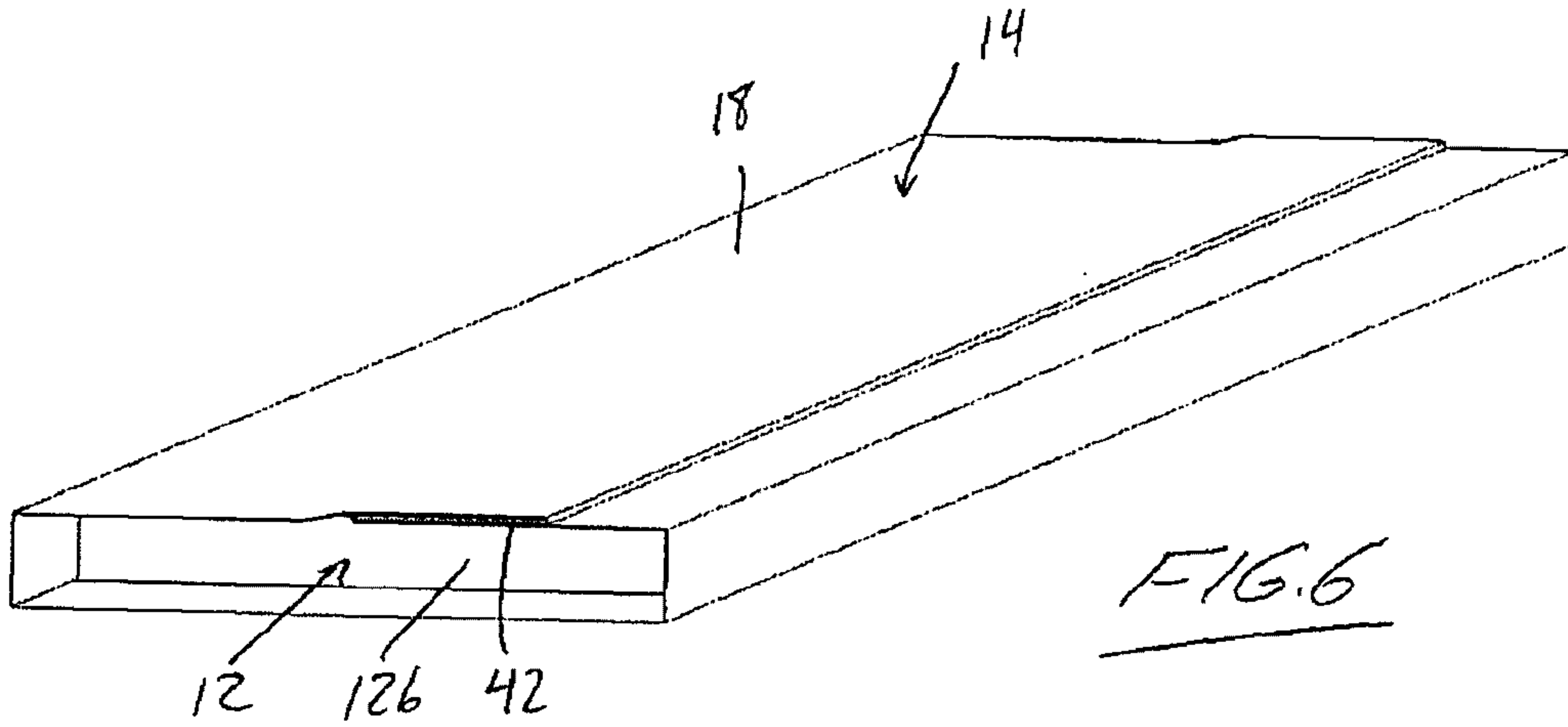


FIG. 8

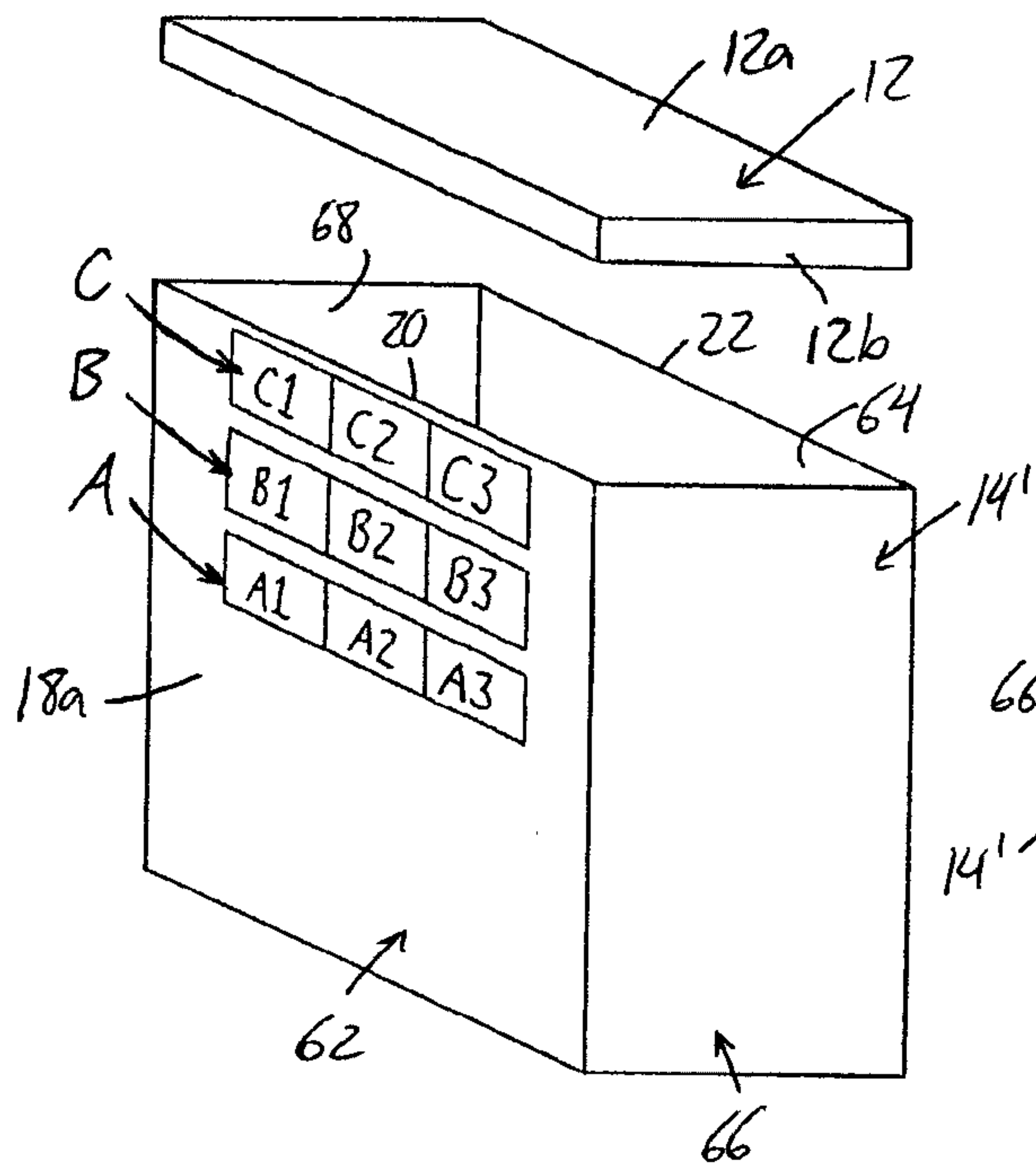


FIG. 9

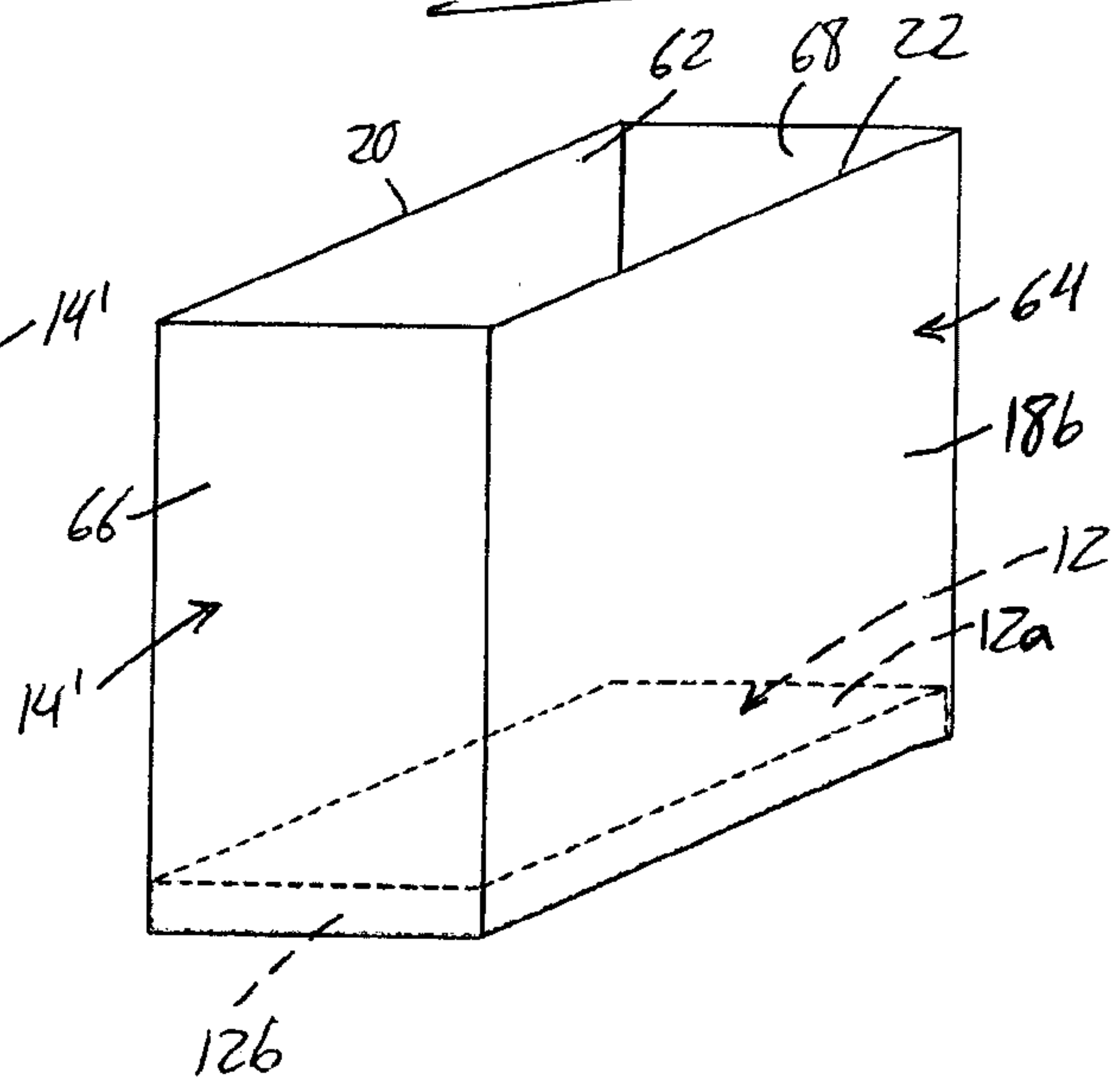
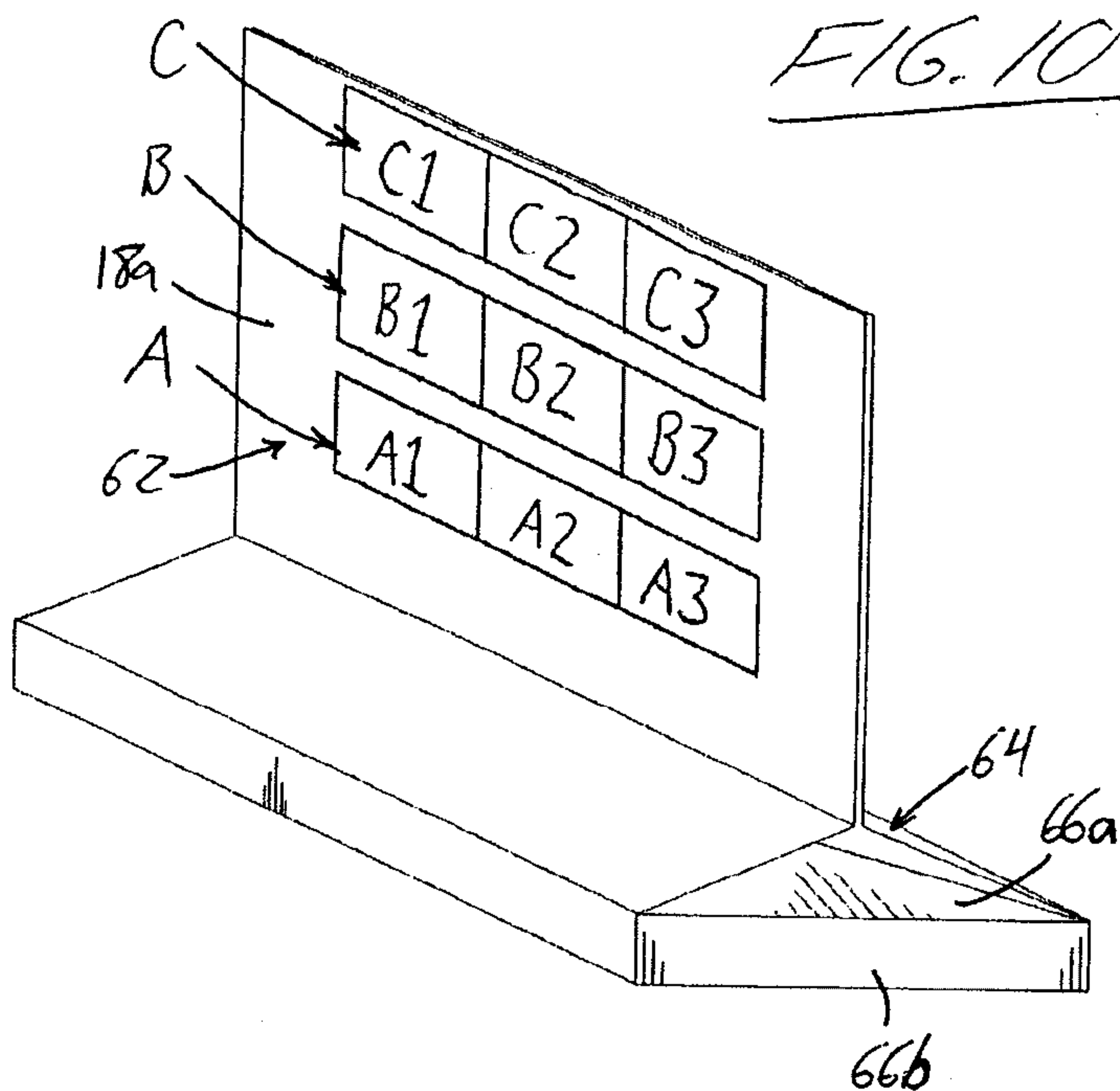
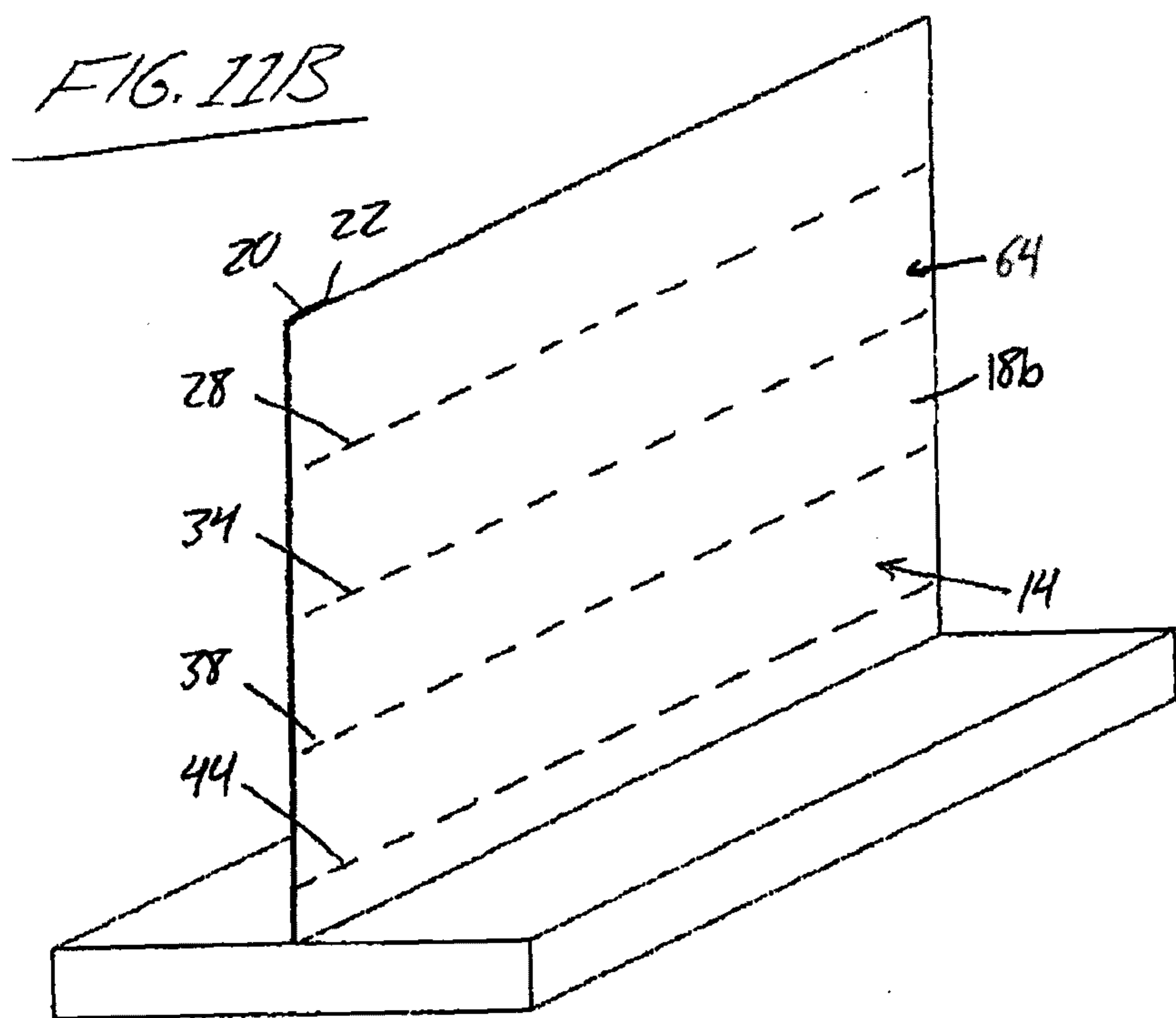
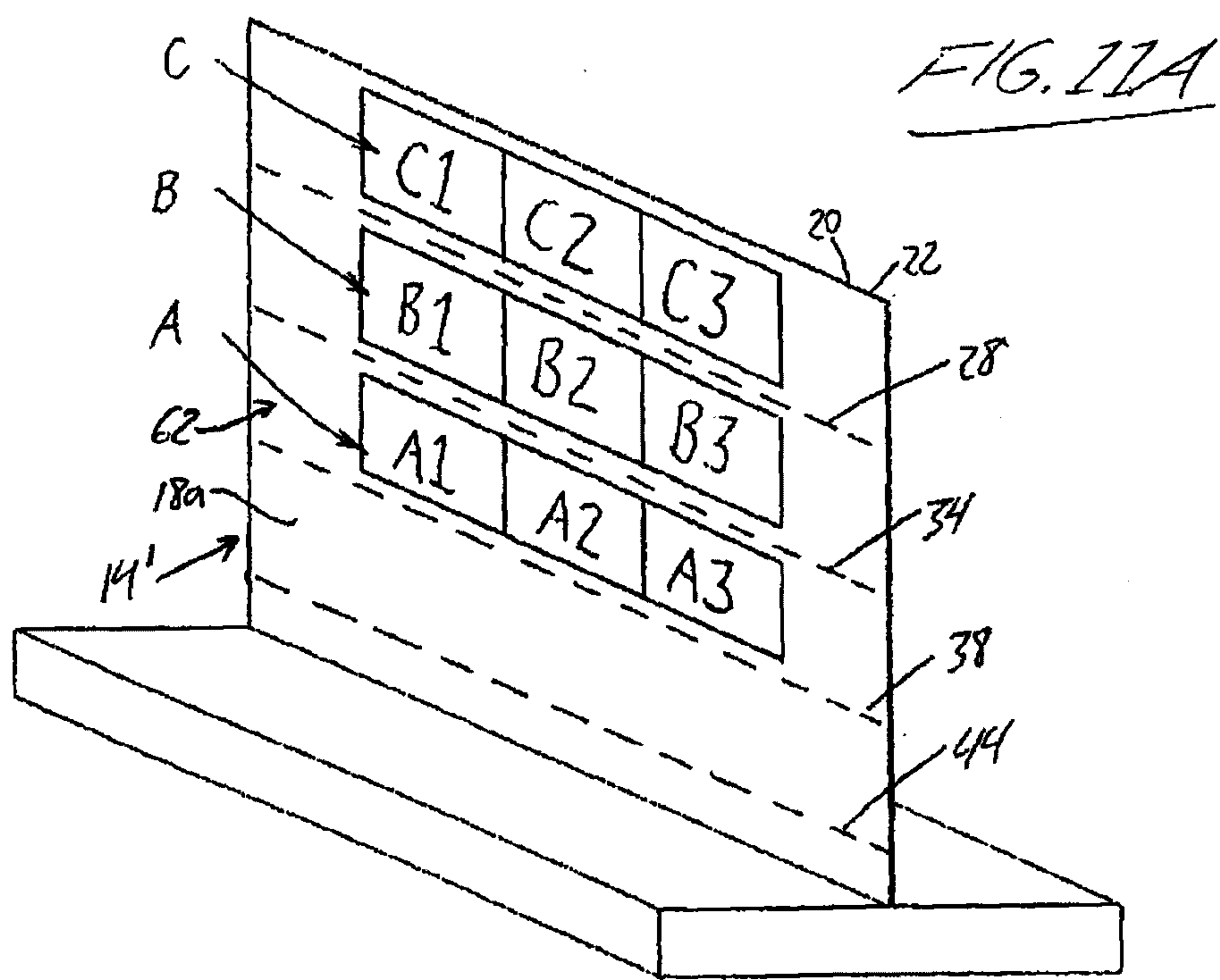
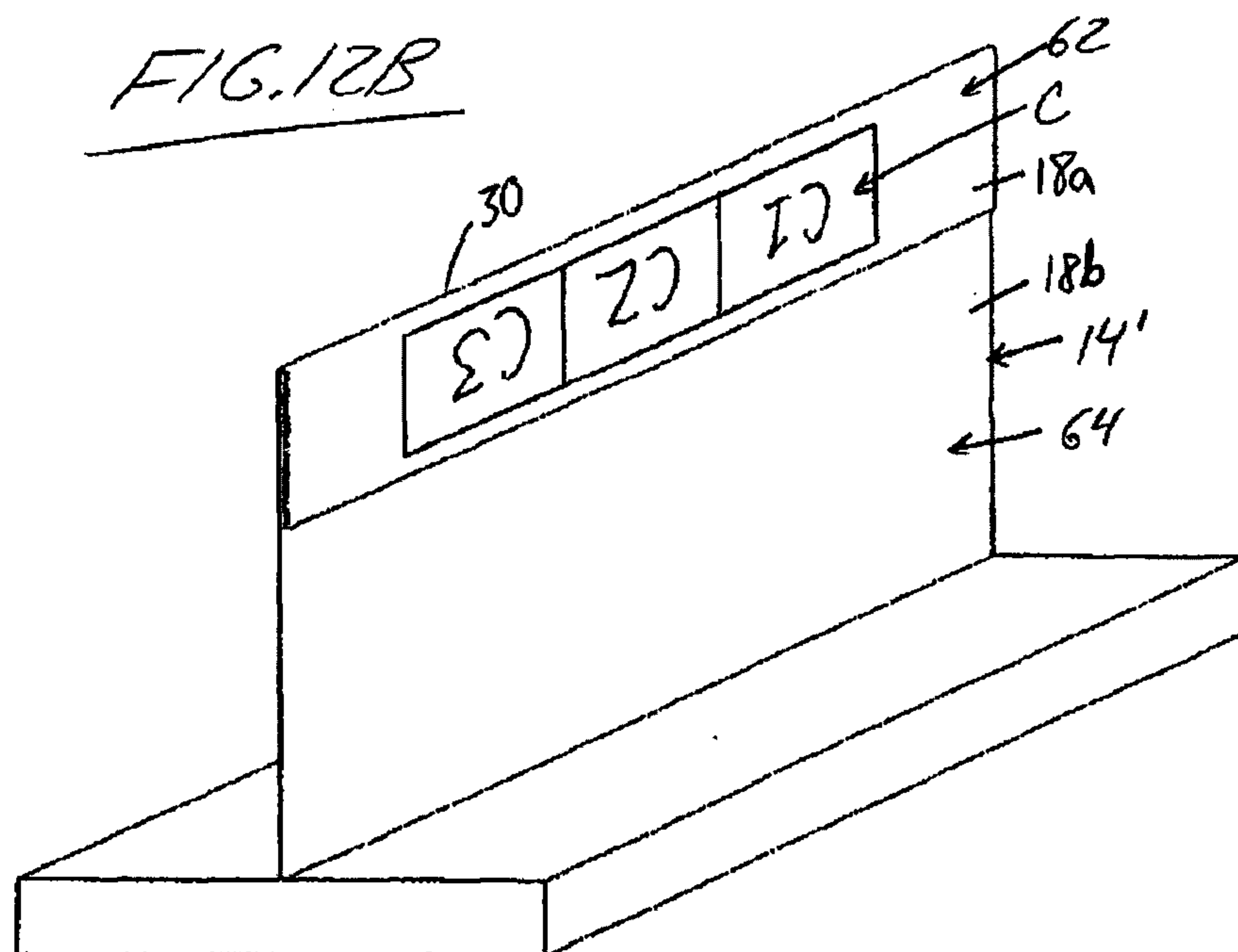
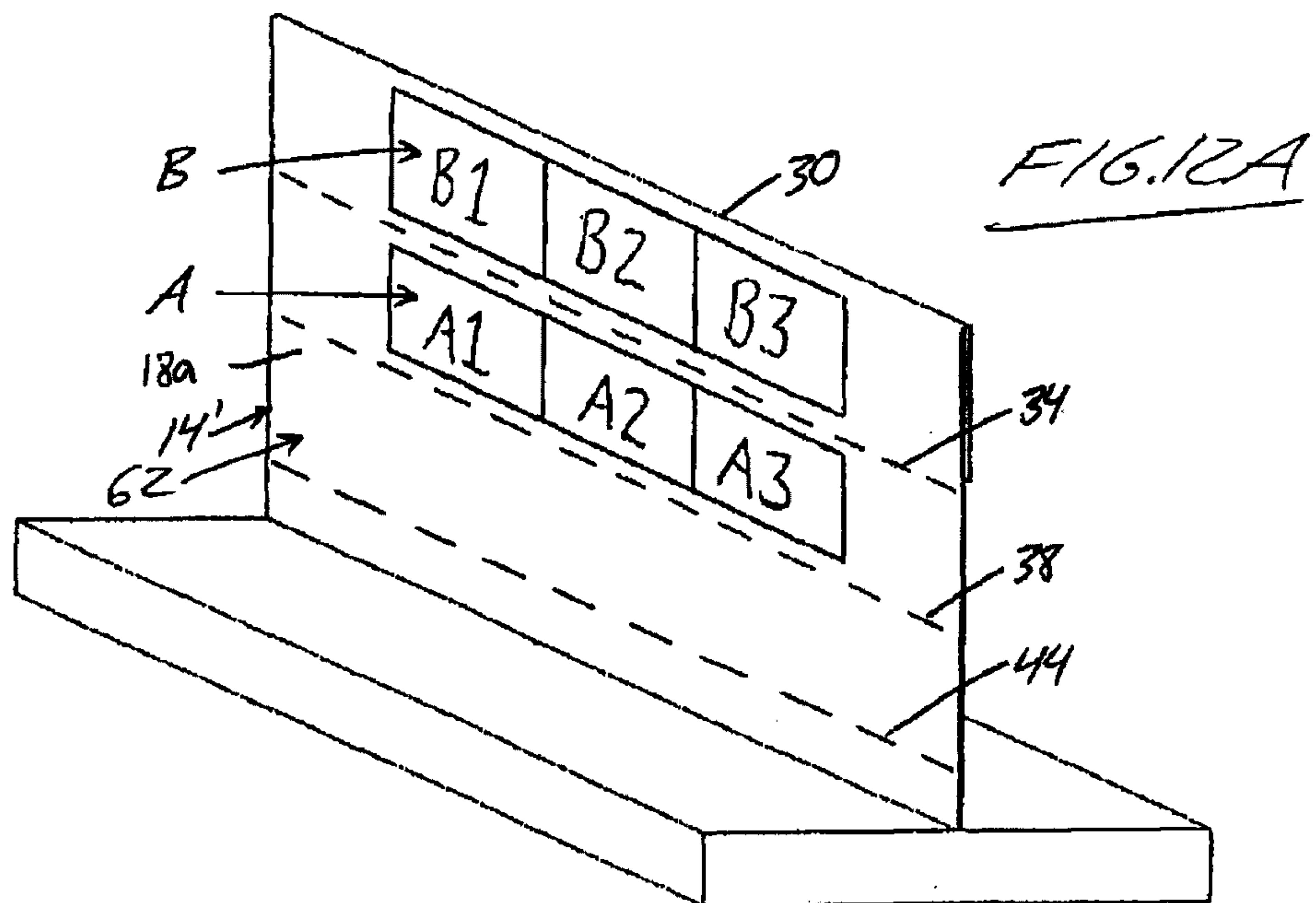
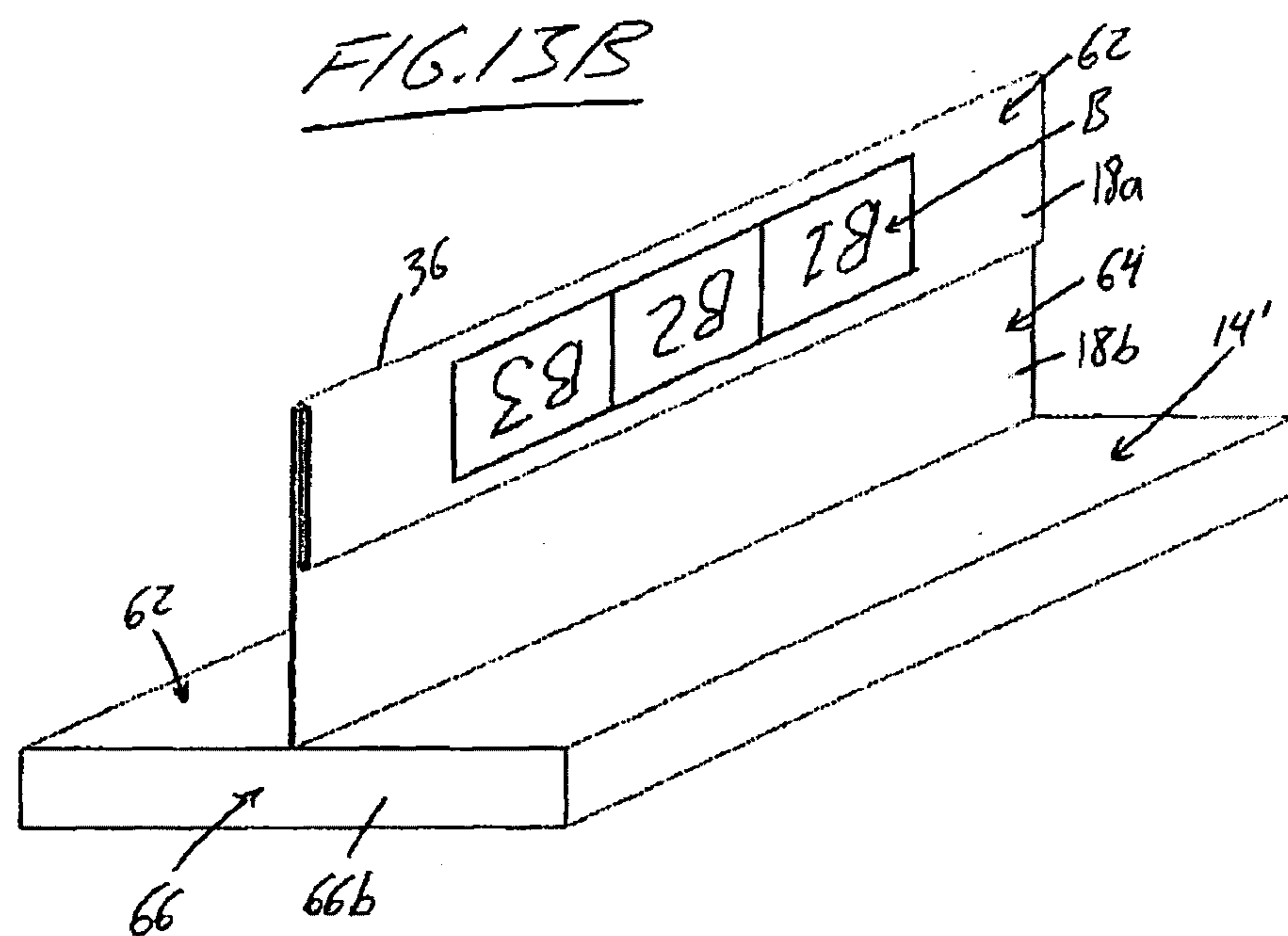
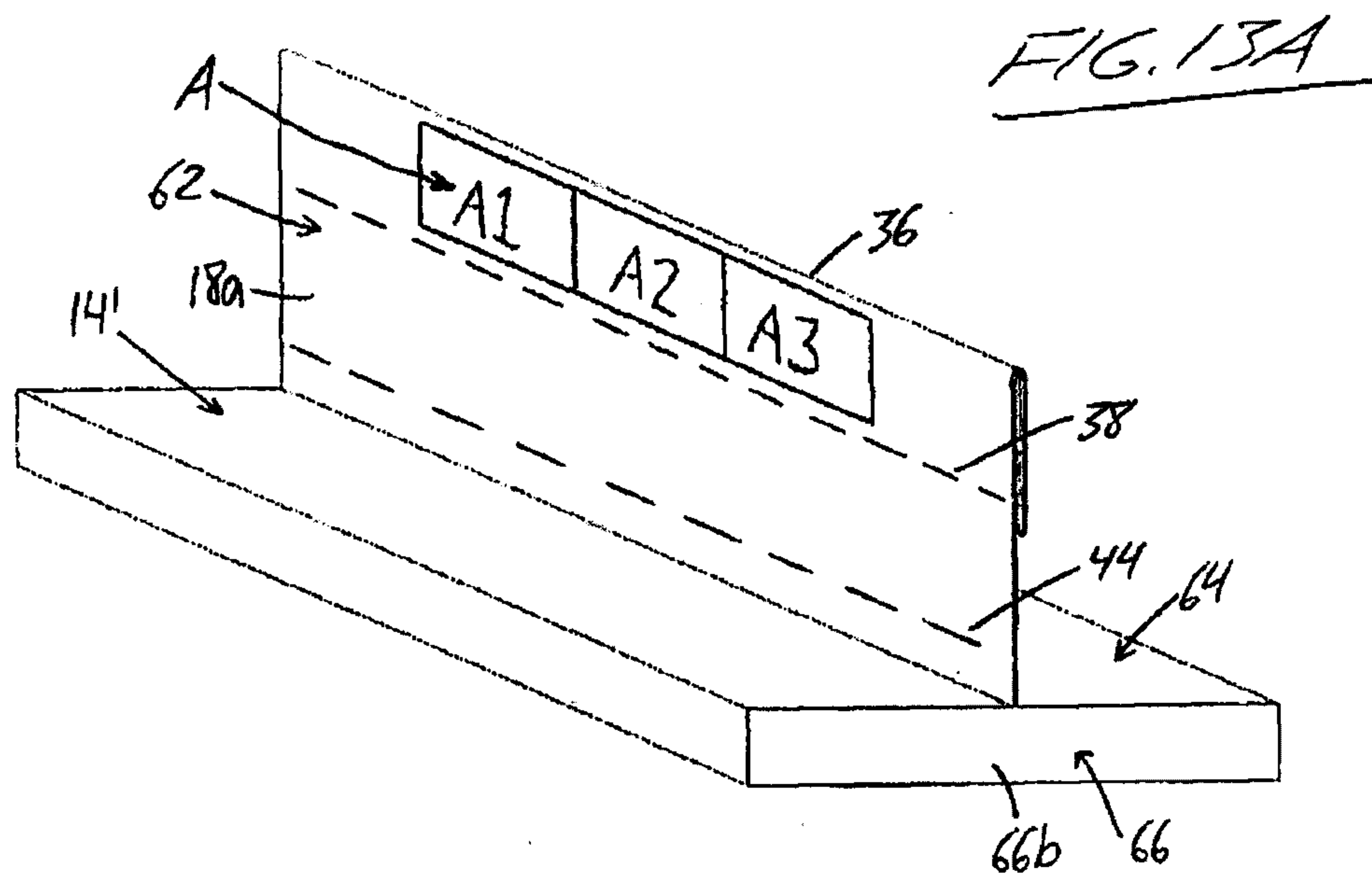


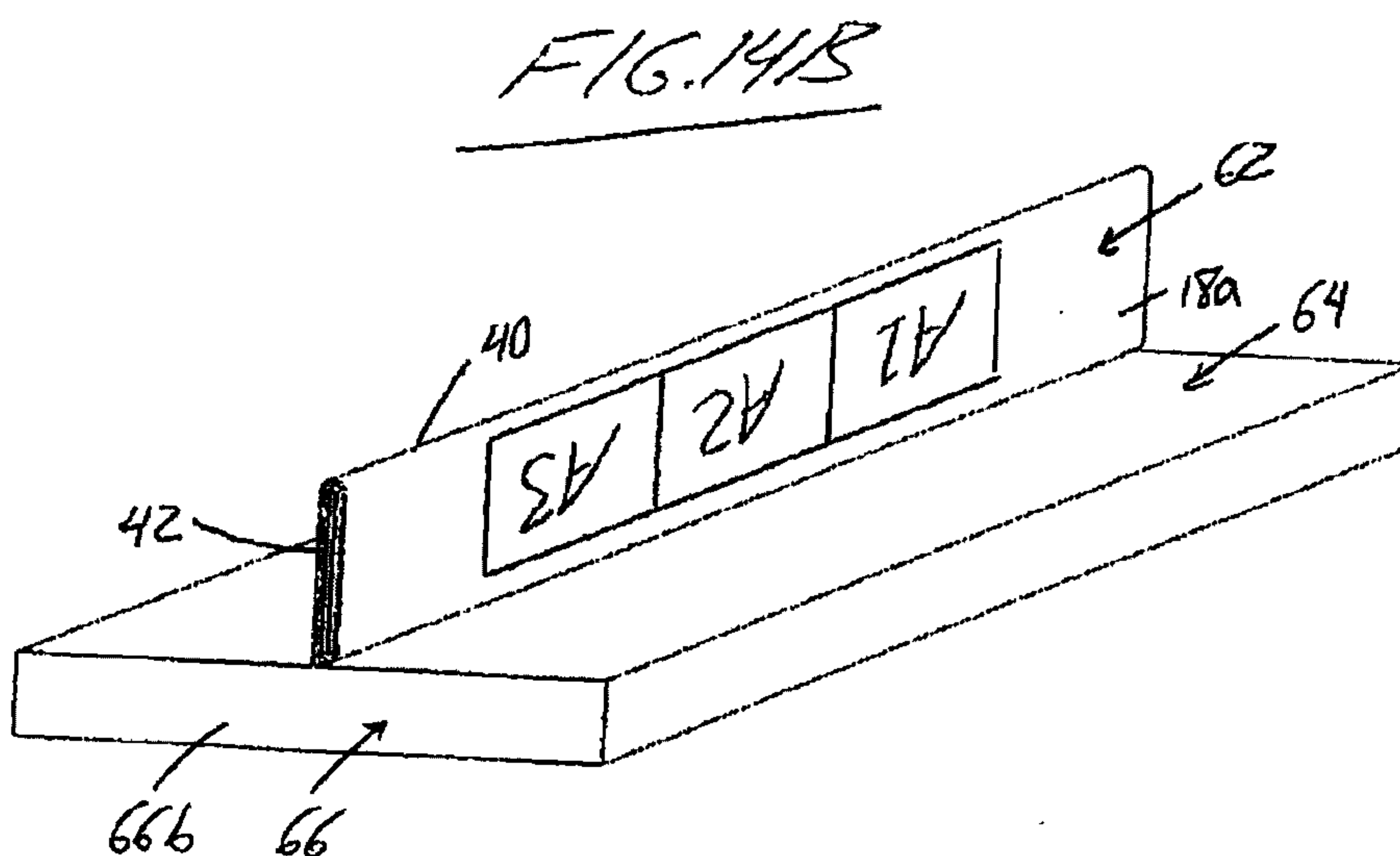
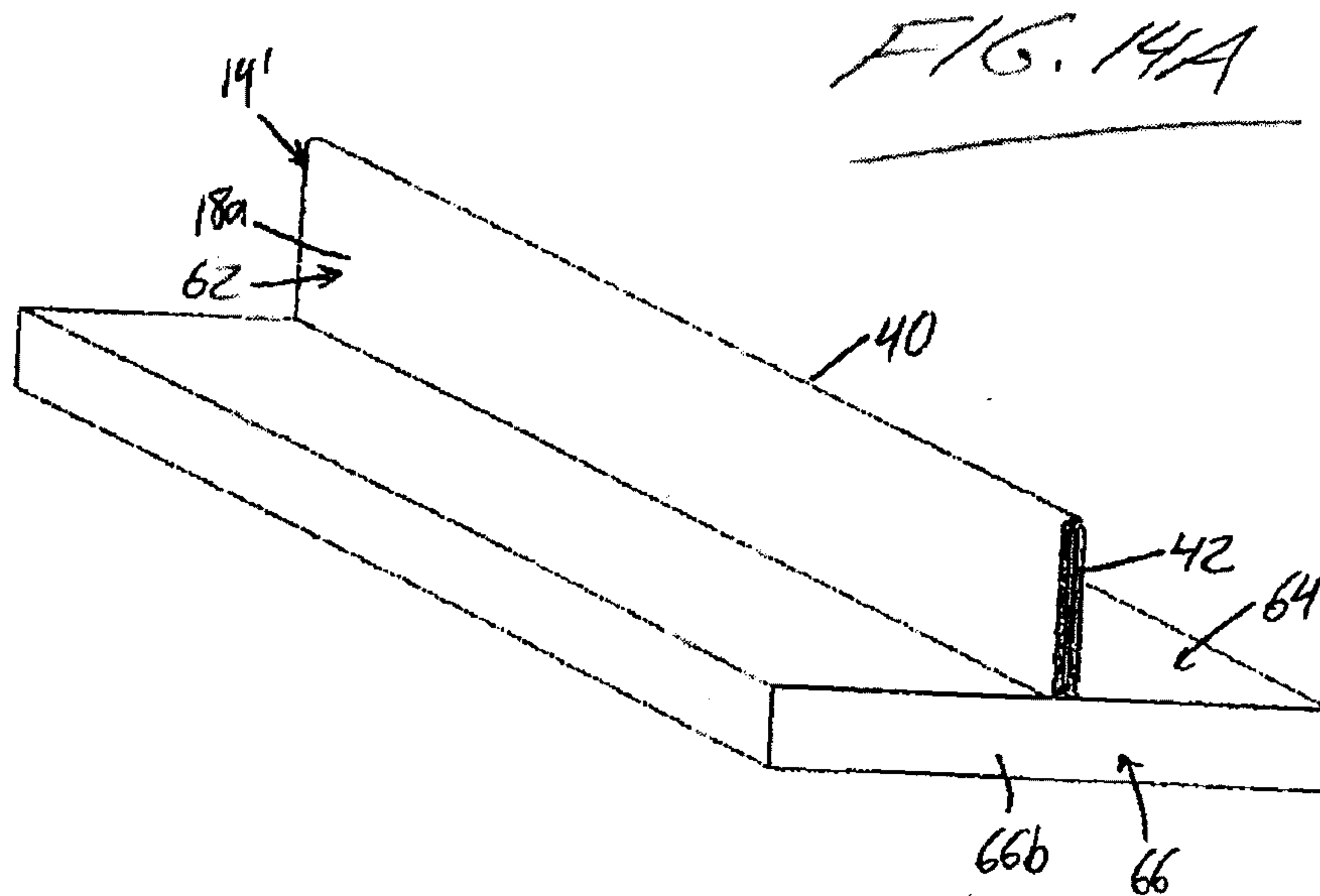
FIG. 10











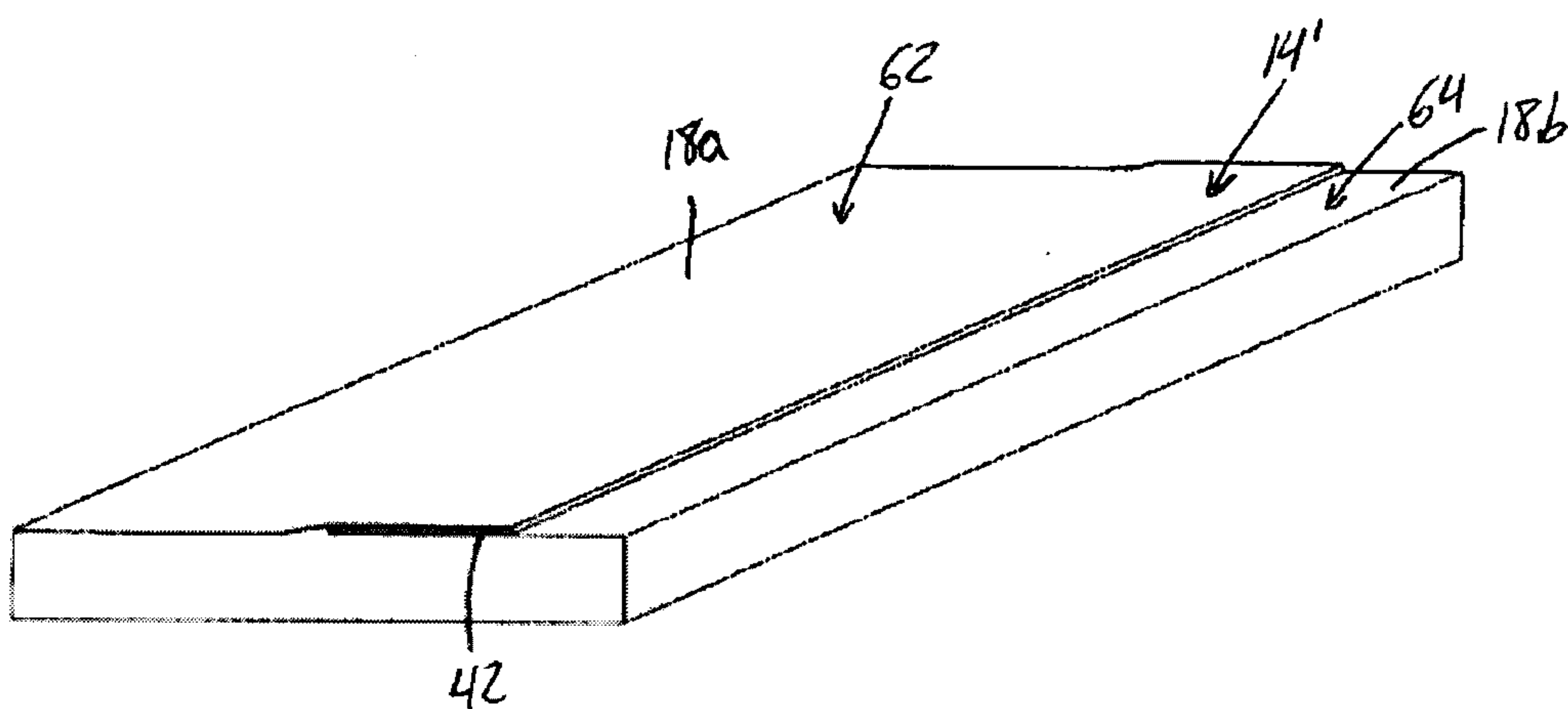
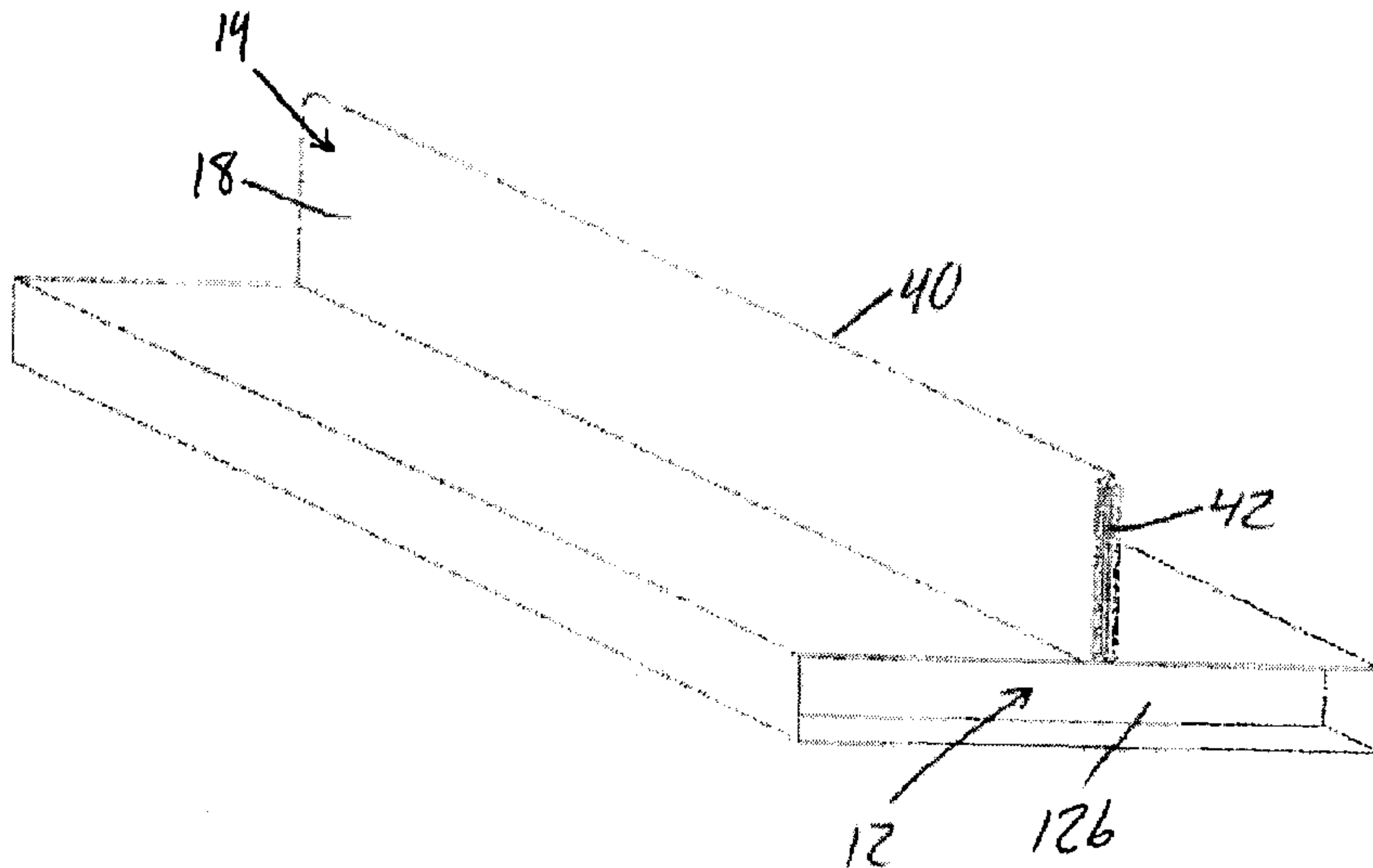


FIG. 15



A