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S. ROSEN

2,007,003

COMMODITY WRAPPER

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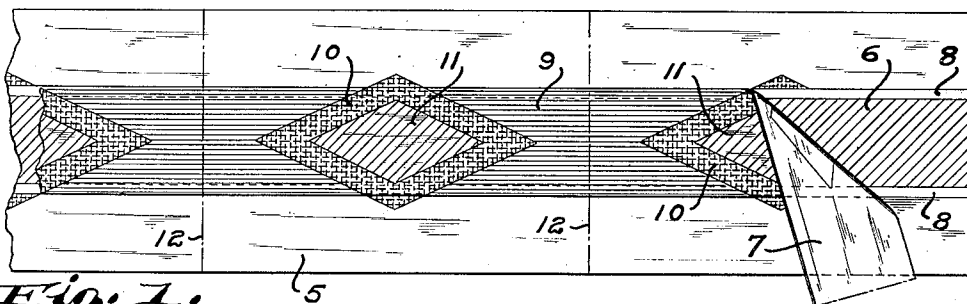


Fig. 1.

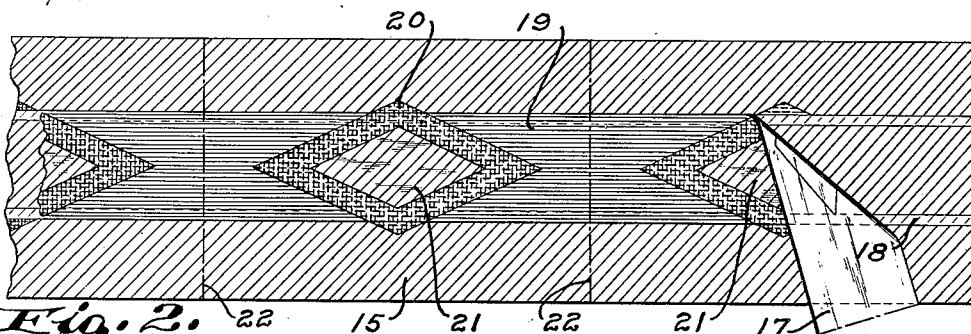


Fig. 2.

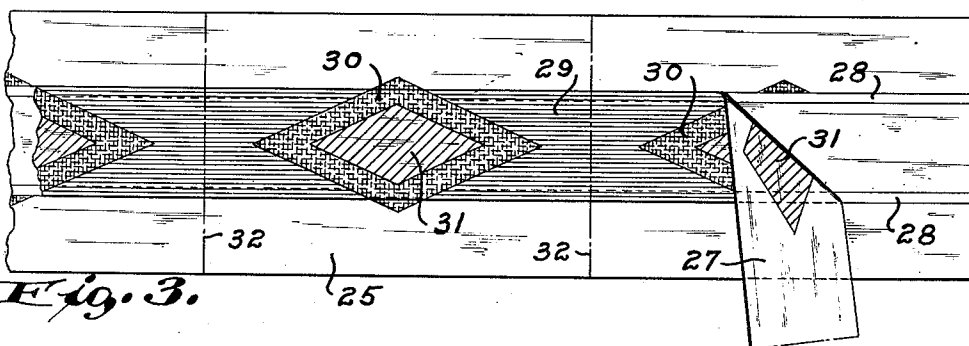


Fig. 3.

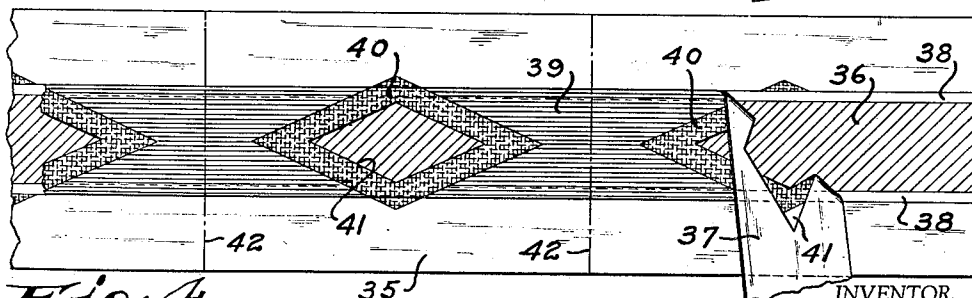


Fig. 4.

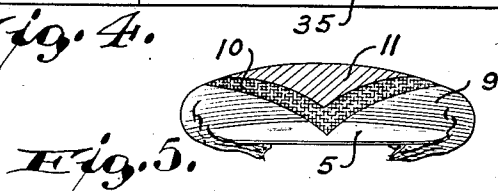


Fig. 5.

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COMMODITY WRAPPER

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8 Claims. (Cl. 229—87)

The present invention relates in general to improvements in the art of producing wrappers for diverse commodities, and relates more specifically to improvements in the construction of moisture-proof and otherwise protective flexible wrappings formed of sheet material.

Generally defined, an object of the invention is to provide a simple yet durable wrapper for various commodities, which is highly protective and which can be readily manufactured and applied to successive objects.

It has heretofore been common practice to wrap certain commodities such as chocolate bars in double or compound wrappers, the inner wrapping being formed of a single translucent sheet uniformly colored to simulate the external appearance of the commodity, and the outer or covering wrapping comprising a composite sheet formed of parallel strips of relatively opaque sheet material separated by an intervening transparent strip of sheet material through which the adjacent portion of the inner wrapping is visible, thus giving the general impression that the wrapped article is directly viewable through the window formed by the transparent strip. The opaque strips of the outer wrapping may also be formed of translucent stock of any desired color, and these strips as well as portions of the transparent strip, are ordinarily provided with identifying printing and decorative borders for the window formed by the transparent strip. In fabricating the outer composite wrappings, the opposite edges of the medial transparent strip are adhesively attached to the adjacent edges of the opaque strips, and the successive wrappers are usually formed by severing sections from a continuous band or compound ribbon produced by adhesively connecting one longitudinal edge of the inner wrapper forming strip and a corresponding edge of one of the opaque outer wrapper forming strips. This interconnection between the inner and outer wrappers permits convenient handling of the compound wrapper during application thereof to the goods. Because of the difficulties in applying the windows to the outer wrappers of these prior structures, there is considerable waste of material, and the use of the double thickness of material throughout the entire areas of these prior wrappers furthermore enhances the cost of production thereof.

It is therefore a more specific object of the present invention to provide a new type of wrapper which possesses all of the important advantages of these prior compound wrappings,

but which can be produced at minimum cost and without excessive waste of material.

Another specific object of the present invention is to provide an improved single wrapper which embodies all of the advantageous features of an ordinary window wrapping, without necessitating perforation of the main wrapper at the window.

A further specific object of the invention is to provide a durable substantially single-ply wrapper especially adapted for the concealment of chocolate bars or the like, and means associated with the exterior of the wrapper for creating a local window effect and for simultaneously reinforcing the wrapper structure.

Still another specific object of the invention is to provide an attractive commodity wrapper which can be conveniently fabricated with minimum effort and waste of stock.

An additional specific object of the invention is to provide an improved wrapper of the window type, wherein the difficulties encountered in the fabrication of ordinary continuous window wrappings, are entirely eliminated, and whereby a strong final wrapping material results.

These and other objects and advantages of the invention will be apparent from the following detailed description.

A clear conception of several embodiments of the invention, and of the mode of producing and of utilizing the improved single-ply window wrappers manufactured in accordance therewith, may be had by referring to the drawing accompanying and forming a part of this specification in which like reference characters designate the same or similar parts in the various views:

Fig. 1 is a plan view of a section of wrapper forming ribbon showing several successive wrapper areas, and comprising a main wrapper forming strip having a medial chocolate covered stripe covered by a strip of normally transparent material portions of which have been coated so as to provide a window on each wrapper section through which the chocolate color is visible;

Fig. 2 is a similar view of a section of a modified form of wrapper forming ribbon, comprising a uniformly chocolate colored main wrapper forming strip covered medially by a transparent strip having a coating thereon to provide a window on each individual wrapper through which the chocolate color of the main wrapper is visible;

Fig. 3 is a similar plan view of a section of a

further modified form of wrapper forming ribbon, comprising an uncolored main wrapper forming strip covered at its center by a transparent strip coated to provide a window on each of the successive wrappers, the window area of the transparent strip being colored to simulate chocolate;

Fig. 4 is a similar plan view of a section of another modified form of wrapper forming ribbon, comprising a main wrapper forming strip having a medial chocolate colored stripe covered by a strip of opaque sheet material having local openings therein forming a window on each wrapper through which the colored stripe is visible; and

Fig. 5 is a side elevation of a chocolate bar packed in one of the improved wrappings.

While the invention has been shown and described herein as being applied to a wrapper for chocolate bars, it is not intended to restrict the scope by such specific embodiment, and some of the novel features may obviously be more generally applicable to the wrapping of other commodities.

Referring to Fig. 1, the improved wrapper shown therein is formed of a ribbon 5 of normally uncolored translucent moisture-proof flexible sheet material such as glassine paper, having a chocolate colored stripe 6 extending along the center thereof; and a strip 7 of normally transparent moisture-proof flexible sheet material such as "Cellophane", adhesively attached at the areas 8 to the exterior of the main ribbon 5 and disposed over the stripe 6. The major portion of the transparent strip 7 is covered by a blue coating 9 cooperating with gold borders 10 which form local window areas 11 through which the color of the stripe 6 is visible, thus giving an observer the impression that a chocolate bar is directly viewable through each of the areas 11. The ribbon 5 and the strip 7 after being pasted or glued together, are cut into lengths as indicated by the dot-and-dash lines 12, to produce the individual successive wrappers, and the coating or printing may be applied to the outer surface of the wrapping material, either before or after the severing operation.

Referring to Fig. 2, the modified improved wrapper illustrated therein, is formed of a ribbon 15 of uniformly chocolate colored translucent moisture-proof flexible sheet material such as glassine paper; and a strip 17 of normally transparent moisture-proof flexible sheet material such as "Cellophane", adhesively attached at the areas 18 directly to the exterior of the main ribbon 15 to cover the medial portion thereof. The major portion of the transparent strip 17 is covered by a blue coating 19 cooperating with gold borders 20 which provide local window areas 21 through which the chocolate color of the ribbon 15 is visible, thus giving the desired impression that a chocolate bar is directly observable through each window area 21. As in the case of Fig. 1, the ribbon 15 and the strip 17 after being fastened together, are severed into lengths as indicated by the dot-and-dash lines 22, to produce the individual successive wrappers, and the desired coating or printing may be applied to the outer surface of this wrapping material, either before or after cutting.

Referring to Fig. 3, the further modified improved wrapper disclosed therein, is formed of a ribbon 25 of uncolored translucent moisture-proof flexible sheet material such as glassine paper; and a strip 27 of normally transparent mois-

ture-proof flexible sheet material such as "Cellophane", adhesively attached at areas 28 directly to the exterior of the main ribbon 25 so as to cover the mid-portion of the latter. The major portion of the normally transparent strip 27 is made opaque by the application of a blue coating 29 and gold borders 30, the latter providing window areas 31. The inner surface of the strip 27 at the window areas 31, is colored in any suitable manner to simulate chocolate, so that viewing these areas 31 from the exterior, will give the observer the impression that a chocolate bar is directly observable through each window. As previously described, the ribbon 25 and the strip 27 after being secured to each other, are severed into proper lengths as indicated by the dot-and-dash lines 32 in order to produce the successive individual wrappers, and the external coating or printing may be applied to the outer wrapper surface, either before or after the severing operation.

Referring to Fig. 4, the modified improved wrapper disclosed therein, is formed of a ribbon 35 of normally uncolored translucent moisture-proof flexible sheet material such as glassine paper, having a central chocolate colored stripe 36 applied thereto; and a strip 37 of either transparent or opaque moisture-proof flexible sheet material such as either "Cellophane" or glassine paper, adhesively attached along areas 38 directly to the exterior of the main ribbon 35 to cover the colored stripe 36. If the strip 37 is formed of transparent material, the major portion thereof is preferably coated with a blue or otherwise colored coating 39 and gold or otherwise colored borders 40, the latter of which directly surround cut-out window openings 41 formed in the strip. With the strip 37 disposed over the stripe 36, the window areas or openings 41 make the chocolate coloring visible, thereby giving an observer the impression of a direct view of the concealed chocolate article. As heretofore indicated, the ribbon 35 and the strip 37 after being united, are severed into suitable wrapper lengths along the dot-and-dash lines 42 in order to produce the individual wrappers, and the coating 39, borders 40 and any other printed matter, may be applied to the external wrapper surfaces either before or after cutting.

Referring to Fig. 5, wherein is shown an object or article such as a chocolate bar, packed within a wrapper of the form shown in Fig. 1, it will be apparent that practically the same appearance will be produced by wrapping a similar article in wrappers of the form shown in Figs. 2, 3 and 4. When the article has been wrapped as indicated, the transparent strip 7 substantially covers the top and side portions of the article, but does not cover the back thereof which is in fact covered only by the main wrapper 5. The colored area 9 and the border 10 are visible from above, and the chocolate colored stripe 6 is visible through the window area 11, as shown. The severed ends of the wrapper are folded beneath the article as indicated, and remain thus folded by virtue of the double thickness afforded at these ends by the superimposed wrapper 5 and strip 7.

In fabricating wrappers of the above described type, the main ribbon of material 5 is first properly prepared after which a continuous strip 7 of the desired material is glued to the main ribbon by applying glue to the edges of the strip 7 and placing the same in contact with the main ribbon along the areas 8. This glue may be applied in any suitable manner, and may be subsequently dried by heating or otherwise. The compound

ribbon may then be passed through a printing press for the application of the coating 9, the borders 10, and any other printed matter which may be desired. The printing may also be applied to the individual wrappers after they have been severed from the main ribbon, and in any case each of the individual wrappers has one or more window areas through which a colored area is visible to give the desired effect.

strip of transparent material attached directly to the exterior of the main sheet to provide a local window through which the underlying portion of the main sheet is visible, one of said sheets being colored at the window area to simulate the external appearance of the confined object.

3. A commodity wrapper, comprising, a main sheet for directly concealing an object and having an outwardly exposed area colored to simulate the appearance of the object, and a transparent sheet attached directly to the exterior of the main sheet over said colored area.

4. A commodity wrapper, comprising, a main sheet for directly concealing an object and having an outwardly exposed area colored to simulate the appearance of the object, and a transparent sheet attached directly to the exterior of the main sheet over said colored area, said transparent sheet being of a width adapted to cover only the top and sides of the article.

5. A commodity wrapper, comprising, a main sheet for directly concealing an object, and a transparent sheet attached directly to the exterior of the main sheet, at least a portion of the area covered by said transparent sheet being colored to simulate the external appearance of the object to be concealed in said wrapper.

6. A commodity wrapper, comprising, a main sheet for directly concealing an object, and a transparent sheet attached directly to the exterior of the main sheet, at least a portion of the area covered by said transparent sheet being colored to simulate the external appearance of the concealed object and said transparent sheet being of a width sufficient to cover only the top and sides of the article.

7. A package comprising, an article completely concealed with a translucent wrapper member, and a transparent strip member attached directly to the exterior of the translucent wrapper member, at least a portion of one of said members being decorated to simulate the hue and actual appearance of the article enclosed in said wrapper.

8. A package comprising, an article completely concealed with a translucent wrapper member, and a transparent strip member attached directly to the exterior of the translucent wrapper member, at least a portion of one of said members being decorated to simulate the visual characteristics and external appearance of the article and said strip being of a width sufficient to cover only the top and sides of the article enclosed in said wrapper.

From the foregoing description it will be apparent that the present invention provides a simple wrapper having a window area therein through which a colored area simulating the external appearance of the object or article, is visible. When the coloring at the window area is covered by the transparent sheet, the effect upon the observer is to produce a more natural appearance, than when the window areas are exposed as in Fig. 4. The use of an imperforate strip, also prevents subsequent tearing of the wrapper during handling, and the double thickness provided by the window bearing strip in each case, reinforces the wrapper at the place where such reinforcement is most needed. Any of the improved wrappers can be produced at far lower cost than the double wrappers heretofore utilized for the same purpose, and waste of material such as is inevitable with the prior wrappers having composite external layers, is entirely eliminated with wrappers constructed in accordance with the present improvement. The improved wrappers, however, possess all of the advantages of the prior wrappers, and have been found to be highly successful in actual use.

It should be understood that it is not desired to limit the invention to the exact details of construction and to the precise mode of producing the wrappers herein shown and described, for various modifications within the scope of the claims may occur to persons skilled in the art.

It is claimed and desired to secure by Letters Patent:—

1. A commodity wrapper, comprising, a main sheet of wrapping material for directly concealing an object, and another sheet of lesser area attached directly to the exterior of the main sheet and having a transparent area forming a window through which the underlying portion of the main sheet is visible, said window area being colored to simulate the external appearance of the confined object.

2. A commodity wrapper, comprising, a main one-piece imperforate sheet of wrapping material for directly concealing an object, and a narrower

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