United States Patent [19]

Greason

[11] **3,813,028**

[45] **May 28, 1974**

[54] **CONTINUOUS WEB WITH SEPARABLE SEGMENTED ENVELOPES AND ORDER COUPONS**

[76] Inventor: **Craig P. Greason,** Lloyd Ln., R.F.D. No. 3, Huntington, N.Y. 11743

[22] Filed: **Sept. 15, 1969**

[21] Appl. No.: **857,694**

[52] **U.S. Cl.** **229/70**
[51] **Int. Cl.** **B65d 27/00**
[58] **Field of Search** 229/70, 68, 69, 74, 72, 229/73

[56] **References Cited**

UNITED STATES PATENTS

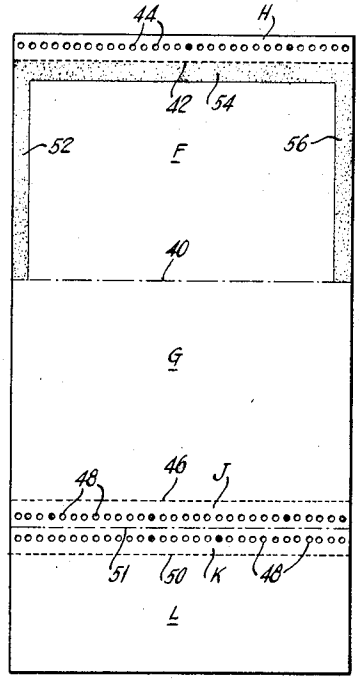
3,319,872	5/1967	Beckman et al.	229/69
3,329,332	7/1967	Dagher, Jr.	229/69
3,339,826	9/1967	Beskind	229/74 X
3,339,827	9/1967	Steidinger	229/69
3,448,178	6/1969	Flanagan	260/897
3,476,307	11/1969	Faltin et al.	229/69

Primary Examiner—Donald F. Norton
Attorney, Agent, or Firm—Albert C. Nolte, Jr.; Edward B. Hunter; Charles B. Hamburg

[57] **ABSTRACT**

A combination envelope and detachable paper card or coupon in which the paper panels constituting the unit are contiguous, scored, folded and gummed in such a manner that the card may be detached from the unit and the remainder of the panels folded to form an envelope for receiving the card. The entire unit is provided with a line of register holes so that the same may be driven by sprockets at high speed to the paper web of a rotary press for insertion into a publication.

4 Claims, 9 Drawing Figures



PATENTED MAY 28 1974

3,813,028

SHEET 1 OF 2

Fig. 1.

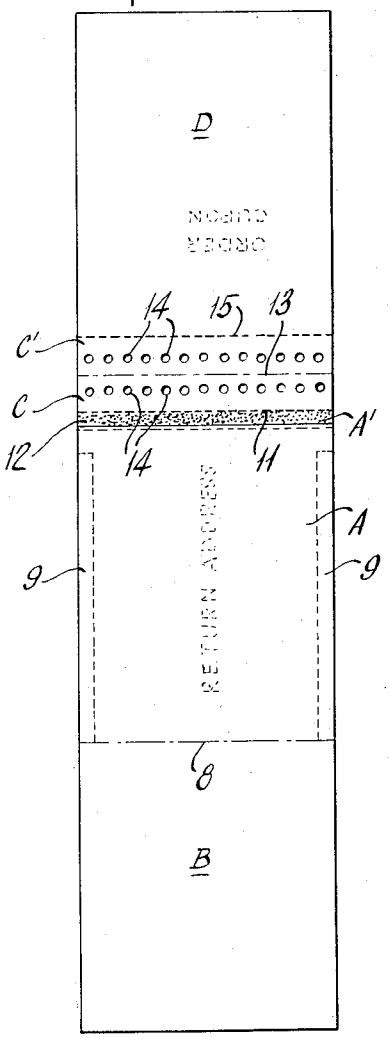


Fig. 4.

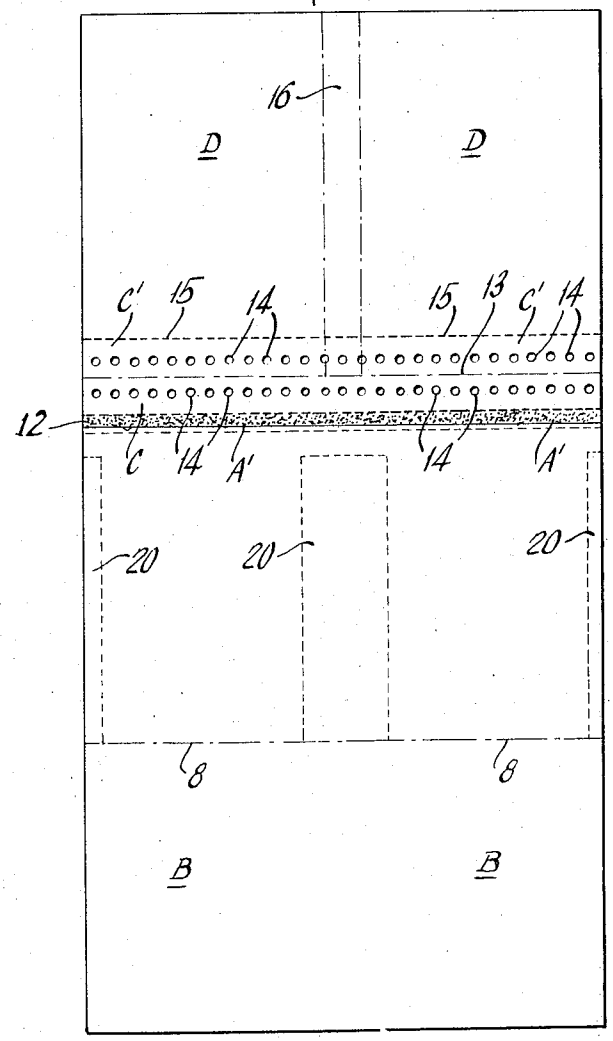


Fig. 2.

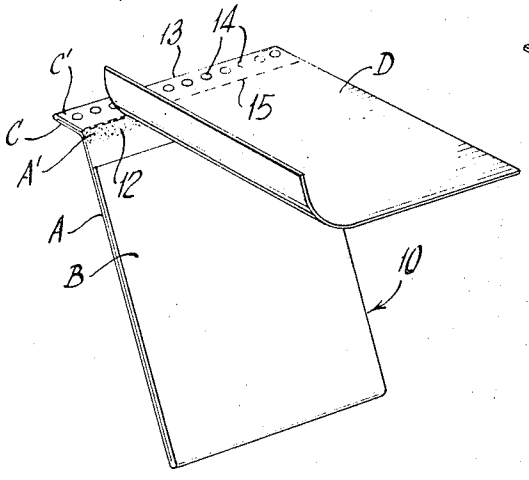
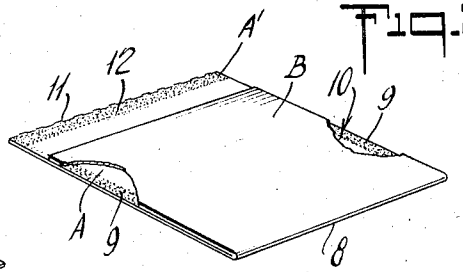


Fig. 3.



INVENTOR
CRAIG P. GREASON

BY

Nolte & Nolte
ATTORNEYS

Fig. 6.

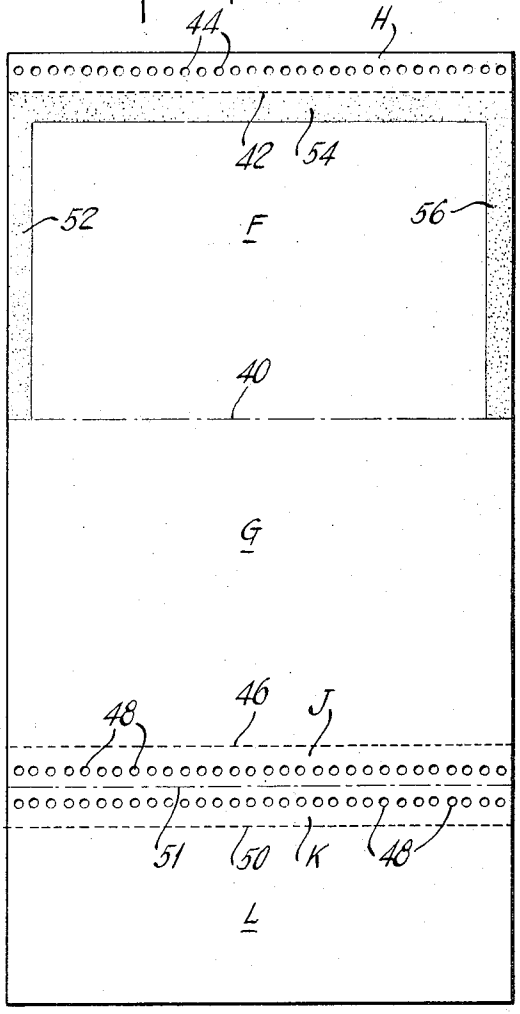


Fig. 7.

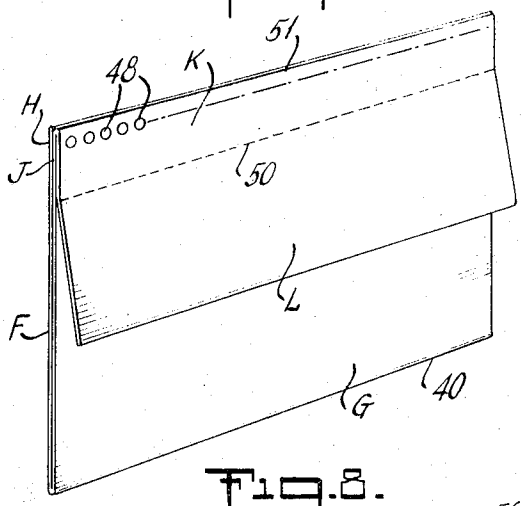


Fig. 8.

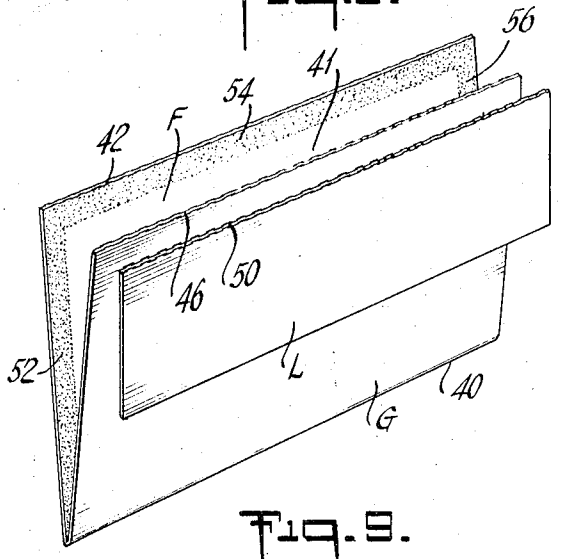


Fig. 9.

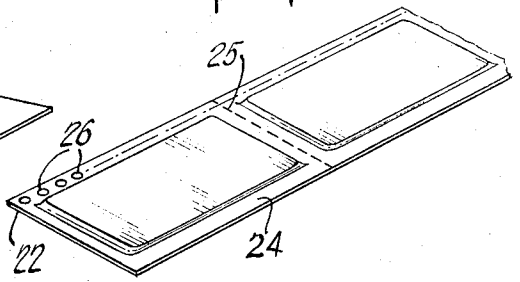
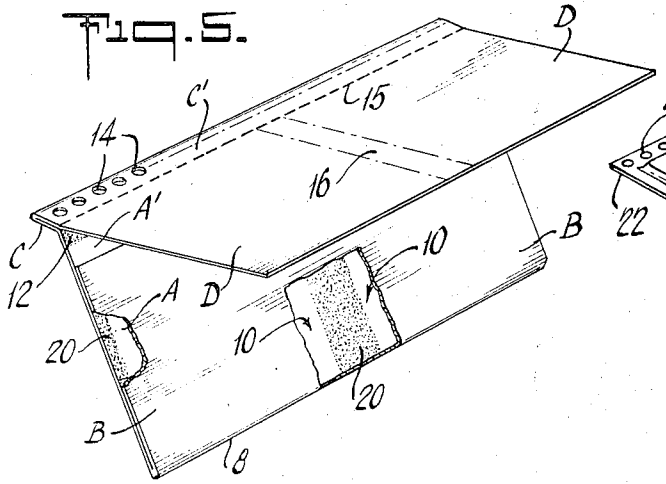


Fig. 5.



INVENTOR
CRAIG P. GREASON

BY
Nolte & Nolte
ATTORNEYS

CONTINUOUS WEB WITH SEPARABLE SEGMENTED ENVELOPES AND ORDER COUPONS

BACKGROUND OF THE INVENTION

In co-pending U.S. Pat. application Ser. No. 728,138, filed May 10, 1968, now Pat. No. 3,592,712 there is disclosed a method of preparing and applying to printed material separable advertising sheets with samples.

In the aforesaid co-pending application, a method of preparing strips of separable advertising cards having samples of the products, such as encapsulated fragrances or fabric swatches, was set forth. These samples were on a web strip which was separable in the form of individual cards. In addition, adhesive was applied to the cards and the cards were fed at high speed onto a publication being printed on a high speed press. In the previous known method of applying advertising cards to publications, cards were bound in to the publication. This method, of course, was costly and the aforesaid U.S. Pat. application No. 728,138 utilized a fast-setting, hot-melt adhesive for applying to cards fed at high speed between the web and idler roller of a press.

SUMMARY OF THE INVENTION

The present invention is directed to a structure utilizing the aforesaid technique in which, for example, an envelope unit consisting of a segment of a cross perforated continuous form is made up of a first panel of paper serving as a detachable order form card which is continuous with a second panel and scored at the juncture therewith. A third panel is contiguous with the second panel and scored at the juncture with the second panel for easy folding to form an envelope pocket with the latter, the third panel having a strip of remoistenable gum for sealing the envelope. Thus, an envelope and a detachable order coupon or card is provided on one and the same sheet, all of which may be handled by a machine that will feed the web of paper on a rotary press. In addition, double envelopes of the same type may be provided with a trim-out waste paper channel between the adjacent envelopes. It should be apparent that various dimensions of the envelopes may be fabricated and the maximum dimensions selected are dependent upon the machine that handles these envelopes for insertion on a publication.

IN THE DRAWINGS:

A more complete description of the manner in which the above objectives are accomplished will be given with reference to the following specification and drawings wherein:

FIG. 1 is a top plan view of the combination envelope and detachable card or order coupon in a flat, unfolded condition, including a double panel arrangement with register holes;

FIG. 2 is a perspective view of the combination envelope and order coupon shown in FIG. 1 in its folded and assembled condition, with an initial separation of the order form from the envelope;

FIG. 3 is a perspective view of the envelope section of FIG. 2 before the sealing flap is closed;

FIG. 4 is a top plan view similar to FIG. 1, however, showing a double combination envelope and order coupon with a tear-out paper channel therebetween;

FIG. 5 is a perspective view similar to FIG. 2 but with the double combination envelope and order coupon shown in FIG. 4;

FIG. 6 is a top plan view of an open-out envelope with a detachable control or order coupon in a flat, unfolded condition including a double panel arrangement with register holes;

FIG. 7 is a perspective view of the envelope and detachable card arrangement of FIG. 6 in a folded and assembled condition;

FIG. 8 is a perspective view similar to FIG. 7, but showing the envelope about to be sealed by the remoisten gum portions; and

FIG. 9 is a perspective view of another embodiment of the invention illustrating continuous strip packaging of samples.

More particularly, the structure shown in FIG. 1 is a combination envelope and return card or detachable order coupon in which a panel A of the unit serves as a return address space of the envelope. A contiguous panel B is scored at the juncture **8** with panel A and is folded up on the latter and sealed by gum strips **9** to form a pocket **10** with the panel A. A further panel A′ is contiguous with panel A and is scored at the juncture **11** with panel C for easy tearing and has a strip of remoisten gum **12** for sealing the envelope consisting of panels A and B. Further, a double panel C and C′ are contiguous with panel A′. The panels C and C′ are joined at the scored line **13.** Each of the double panels, C and C′, include a row of register holes **14** extending parallel with each other. Panel C′ is folded back on to panel C along their mutual juncture line **13** with the register holes **14** in alignment. It should be apparent that panel D serves as a convenient order form which is detachable along line **15.** Thus, a combination envelope and detachable order form is provided and this may be fed into and affixed to a publication at high speed.

The construction shown in FIG. **4** is similar to that shown in FIG. **1,** however, a double combination envelope and detachable card is shown in which both the envelope and order card arrangement are arranged in side-by-side relationship. In this positioning, a channel **16** is shown between the order coupons D which trims out in the final bindery operation. This double envelope and order coupon arrangement is gummed at **20** and fed by machine and gummed at right angles to the direction of flow of the web of paper on a rotary press.

A card folded or unfolded of 5 × 7 inches is the largest unit at present that can be fed through the machine and conveyed at right angles by the conveyor into a position where a gum strip is applied to the 5 × 7 inch unit parallel to the register holes. The position of the gummed strip at right angles to the web flow of the press produces a unit which tracks with the web around the turn bar and/or compensator rolls (not shown) without breaking loose. By printing the aforesaid card as a 7 inch long segment of a continuous web which is 10 inches wide, and forming the web over onto itself to a width of 5 inches and gumming together the two edges bearing register holes, a double thickness card is produced with a folded size of 5 × 7 inches in length and width respectively, as a cross perforated, continuous form ready for application to a web of paper by use of an inserting machine. The foregoing dimensions are an excellent size for a card unit that may be affixed to

a paper web at right angles of flow to the rotary press web.

As shown in FIG. **9**, the present invention may also be applied to continuous strip packaging of sample products, such as perfume, impregnated woven paper, etc. A strip of hot melt adhesive **22** is applied to the back of each sample and the samples which are on a continuous strip **24** are detached and delivered through appropriate mechanisms to a specific point on a fast-moving web, as it runs through a rotary press. Each sample is preferably 2 × 3 ½ inches and paralled to the 3½ inch dimension of each sample, a row of register holes **26** are formed at the time of manufacture in the continuous strip of sample packages to provide a positive timed relationship for the delivery of segments of strip sample packs to the rotary press web. Moreover, the continuous strip of samples are cross-perforated at **25** into segments at 3½ inch intervals in order to provide a precise means of separating the sample strip segments, one from another, at high speed.

Another unit which can be produced by the present arrangement is what is known as an open-out envelope and is illustrated specifically in FIGS. **6–8.** This unit consists of a segment of a strip in a cross-perforated, continuous form suitable for adhering at high speed to the paper web of a rotary press. The unit is made up of a panel F of paper serving as an envelope return address space. Contiguous with panel F is panel G, of the same width and depth as panel F, the latter being scored at the juncture **40** with panel F and folded up to form a pocket **41** with panel F. Panel H contiguous with panel F is perforated at the juncture **42** with panel F for easy detachment, and additionally bears a row of register holes **44** parallel with the perforations. A double panel J and K are contiguous with panel G. Panel J is is joined to G along perforated line **46** and each portion of the double panel J and K is the same width and depth as panel H and bears a row of register holes **48** parallel with the long dimension of the double panel. Panel K is folded back onto panel J along their mutual center lines **51** and adhere each to the other by means of a suitable glue with register holes **48** in alignment. Finally, a panel L extends from K and is joined to the latter along the perforated lines **50.** Panel L serves as a detachable order form. Thus, the present invention is provided with both an order form and an envelope. Furthermore, panel F bears a printed horseshoe pattern of remoisten gum **52, 54** and **56** permitting the user to moisten the gum and form panels F and G into a sealed envelope.

What is claimed is:

1. A combination open-out envelope and detachable paper card comprising a first paper panel, a second paper panel contiguous with said first paper panel and joined thereto by a scored line, remoisten gum on edges of at least one of the first and second panels, the first and second panels thereby being adapted to be formed by the user into a pocket by moistening the gum and folding the panels at the scored line into facing relationship and the faces of the first and second panels which are to face each other when the pocket is formed thereby being adapted to carry printed matter which is visible to the user before he forms the pocket, a relatively narrow panel contiguous with said first paper panel and perforated at the juncture therewith, said narrow panel being provided with a row of register holes, a double-panel contiguous with the second paper panel one of said double panels being joined to said second paper panel along a row of perforations, said double-panels being adhered together along their mutual center line and having register holes in alignment, and a third panel extending from one panel of said double-panel and connected thereto along a perforated line, said third panel being a detachable paper card.

2. A combination envelope and detachable paper card as claimed in claim **1** wherein said first paper panel is provided with remoisten gum along opposite marginal edges and along a strip of said first paper panel remote from said double-panel, thereby permitting the remainder of said panel to be used for printed matter.

3. A combination envelope as claimed in claim **1** wherein said relatively narrow panel and each panel of said double-panel are identical in size.

4. A combination envelope as claimed in claim claim **1** wherein said first and second paper panels are substantially identical in size.

* * * * *