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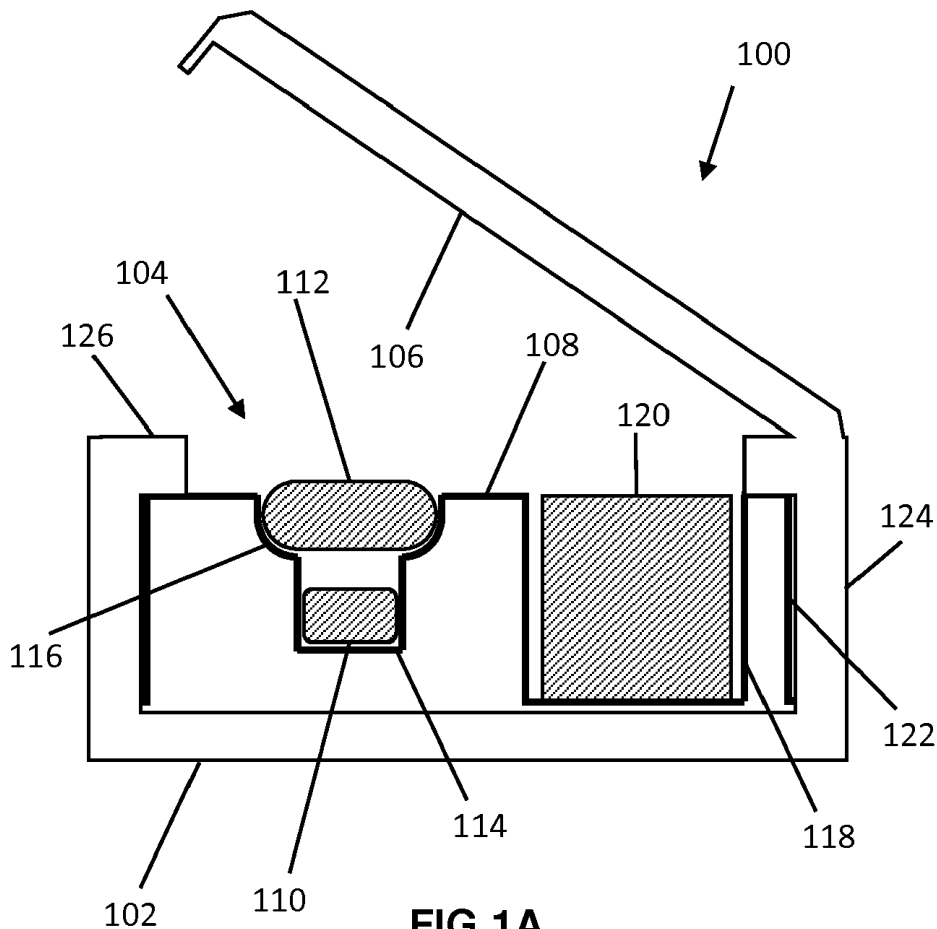
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(54) **PACKAGING FOR SMOKING SUBSTITUTE APPARATUS**

(57) 1. Packaging for a smoking substitute apparatus and method of packaging a smoking substitute apparatus, the packaging comprising a compartment for receiving a smoking substitute apparatus, and an aromatic additive.



**FIG 1A**

## Description

### Field of the Invention

**[0001]** The present invention relates to packaging for a smoking substitute apparatus and, in particular, to packaging which includes an aromatic additive.

### Background

**[0002]** The smoking of tobacco is generally considered to expose a smoker to potentially harmful substances. It is generally thought that a significant amount of the potentially harmful substances are generated through the heat caused by the burning and/or combustion of the tobacco and the constituents of the burnt tobacco in the tobacco smoke itself.

**[0003]** Combustion of organic material such as tobacco is known to produce tar and other potentially harmful byproducts. There have been proposed various smoking substitute apparatuses in order to avoid the smoking of tobacco.

**[0004]** Such smoking substitute apparatuses can form part of nicotine replacement therapies aimed at people who wish to stop smoking and overcome a dependence on nicotine.

**[0005]** Smoking substitute apparatuses include electronic systems that permit a user to simulate the act of smoking by producing an aerosol (also referred to as a "vapour") that is drawn into the lungs through the mouth (inhaled) and then exhaled. The inhaled aerosol typically bears nicotine and/or a flavourant without, or with fewer of, the odour and health risks associated with traditional smoking.

**[0006]** In general, smoking substitute apparatuses are intended to provide a substitute for the rituals of smoking, whilst providing the user with a similar experience and satisfaction to those experienced with traditional smoking and with combustible tobacco products.

**[0007]** The popularity and use of smoking substitute apparatuses has grown rapidly in the past few years. Although originally marketed as an aid to assist habitual smokers wishing to quit tobacco smoking, consumers are increasingly viewing smoking substitute apparatuses as desirable lifestyle accessories. There are a number of different categories of smoking substitute apparatuses, each utilising a different smoking substitute approach.

**[0008]** One approach is the so-called "vaping" approach, in which a vaporisable liquid, typically referred to (and referred to herein) as "e-liquid", is heated by a heating device (referred to herein as an electronic cigarette or "e-cigarette" device) to produce an aerosol vapour which is inhaled by a user. The e-liquid typically includes a base liquid as well as nicotine and/or a flavourant. The resulting vapour therefore also typically contains nicotine and/or a flavourant. The base liquid may include propylene glycol and/or vegetable glycerine.

**[0009]** A typical e-cigarette device includes a mouth-

piece, a power source (typically a battery), a tank for containing e-liquid, as well as a heating device. In use, electrical energy is supplied from the power source to the heating device, which heats the e-liquid to produce an aerosol (or "vapour") which is inhaled by a user through the mouthpiece.

**[0010]** E-cigarettes can be configured in a variety of ways. For example, there are "closed system" vaping smoking substitute apparatuses, which typically have a sealed tank and heating element. The tank is pre-filled with e-liquid and is not intended to be refilled by an end user. One subset of closed system vaping smoking substitute apparatuses include a main body which includes the power source, wherein the main body is configured to be physically and electrically coupled to a consumable including the tank and the heating element. In this way, when the tank of a consumable (or "cartridge") has been emptied, that consumable is disposed of. The main body can be reused by connecting it to a new, replacement, consumable. Another subset of closed system vaping smoking substitute systems are completely disposable, and intended for one-use only.

**[0011]** There are also "open system" vaping smoking substitute apparatuses which typically have a tank that is configured to be refilled by a user. In this way the device can be used multiple times.

**[0012]** An example vaping smoking substitute apparatus is the myblu™ e-cigarette. The myblu™ e-cigarette is a closed system which includes a main body and a consumable (cartridge). The main body and consumable are physically and electrically coupled together by pushing the consumable into the main body. The main body includes a rechargeable battery. The consumable includes a mouthpiece, a sealed tank which contains e-liquid, as well as a heater, which for this device is a heating filament coiled around a portion of a wick. The wick is partially immersed in the e-liquid, and conveys e-liquid from the tank to the heating filament. The device is activated when a microprocessor on board the main body detects a user inhaling through the mouthpiece. When the device is activated, electrical energy is supplied from the power source to the heating device, which heats e-liquid from the tank to produce a vapour which is inhaled by a user through the mouthpiece.

**[0013]** An alternative to the "vaping" approach is the so-called Heated Tobacco ("HT") approach in which tobacco (rather than an e-liquid) is heated or warmed to release vapour. HT is also known as "heat not burn" ("HNB"). The tobacco may be leaf tobacco or reconstituted tobacco. In the HT approach the intention is that the tobacco is heated but not burned, i.e. the tobacco does not undergo combustion.

**[0014]** The heating, as opposed to burning, of the tobacco material is believed to cause fewer, or smaller quantities, of the more harmful compounds ordinarily produced during smoking. Consequently, the HT approach may reduce the odour and/or health risks that can arise through the burning, combustion and pyrolytic degrada-

tion of tobacco.

**[0015]** A typical HT smoking substitute system may include a device and a consumable. The consumable may include the tobacco material. The device and consumable may be configured to be physically coupled together. In use, heat may be imparted to the tobacco material by a heating element of the device, wherein airflow through the tobacco material causes components in the tobacco material to be released as vapour. A vapour may also be formed from a carrier in the tobacco material (this carrier may for example include propylene glycol and/or vegetable glycerine) and additionally volatile compounds released from the tobacco. The released vapour may be entrained in the airflow drawn through the tobacco.

**[0016]** As the vapour passes through the consumable (entrained in the airflow) from the location of vapourisation to an outlet of the consumable (e.g. a mouthpiece), the vapour cools and condenses to form an aerosol for inhalation by the user. The aerosol may contain nicotine and/or flavour compounds.

**[0017]** For a smoking substitute device it is desirable to deliver nicotine into the user's lungs, where it can be absorbed into the bloodstream. As explained above, in the so-called "vaping" approach, e-liquid is heated by a heating device to produce an aerosol vapour which is inhaled by a user. Many e-cigarettes also deliver flavour to the user to enhance the experience. In such e-cigarettes, flavour compounds are contained in the e-liquid that is heated. However, toxicology restrictions are placed on the amount of flavour that can be contained in the e-liquid, and this can result in some e-liquid flavours delivering a weak and underwhelming taste sensation to consumers in the pursuit of safety. Further, there is a view that providing a flavourant as part of the e-liquid, such that the flavourant is vaporised with the e-liquid, may be disadvantageous.

**[0018]** There may be a need for improved design of smoking substitute apparatuses, in particular in regards to the delivery of flavour to a user.

**[0019]** The present disclosure has been devised in the light of the above considerations.

### **Summary of the Invention**

**[0020]** At its most general, the present invention relates to packaging for a smoking substitute apparatus, the packaging including an aromatic additive. The aromatic additive may serve to produce an aroma (e.g. scent) when a user opens the packaging to use the smoking substitute apparatus, so that the user may perceive the aroma when using the smoking substitute apparatus. The aroma perceived by the user may result in a flavour sensation for the user, so that they may experience a flavour when using the smoking substitute apparatus. The packaging may also impart some of the aromatic additive to a smoking substitute apparatus contained therein. This may produce a flavour for the user when the user uses the smoking substitute apparatus, e.g. as the smoking

substitute apparatus may be located near the user's nose and/or in the user's mouth.

**[0021]** Thus, the packaging of the invention may enable flavour to be delivered to a user of a smoking substitute apparatus. As a result, there may be no need to include any flavourants in the aerosol-former (e.g. e-liquid) of the smoking substitute apparatus.

**[0022]** According to a first aspect of the invention, there is provided packaging for a smoking substitute apparatus, the packaging comprising a compartment for receiving a smoking substitute apparatus, and an aromatic additive. Thus, in use, a smoking substitute apparatus may be contained within the compartment of the packaging. For example, the packaging may be arranged to form an enclosure around the smoking substitute apparatus. The packaging may be any suitable packaging for displaying, storing, protecting and/or transporting the smoking substitute apparatus. The compartment for receiving the smoking substitute apparatus may be shaped to receive the smoking substitute apparatus.

**[0023]** In use, when a user opens the packaging to retrieve a smoking substitute apparatus contained therein, the aromatic additive may be perceived by the user (e.g. via their sense of smell), which may produce a flavour sensation when using the smoking substitute apparatus.

**[0024]** The aromatic additive may be incorporated into the packaging in any suitable manner. For example, the aromatic additive may be sprayed or coated onto a portion of the packaging (e.g. on an inner surface of the packaging). The aromatic additive may be incorporated into a material forming the packaging.

**[0025]** The term "aromatic additive" (also referred to as a "flavourant") is used to describe a compound or combination of compounds that provide aroma and/or flavour. For example, the aromatic additive may be configured to interact with a sensory receptor of a user (such as an olfactory or taste receptor). The aromatic additive may include one or more volatile substances. Where a volatile substance is used, the volatile substance may diffuse within the compartment for receiving the smoking substitute apparatus, so that an aroma is produced upon opening the packaging.

**[0026]** The aromatic additive may be provided in solid or liquid form. The aromatic additive may be natural or synthetic. For example, the aromatic additive may include menthol, liquorice, chocolate, fruit flavour (including e.g. citrus, cherry etc.), vanilla, spice (e.g. ginger, cinnamon) and tobacco flavour. The flavourant may be evenly dispersed or may be provided in isolated locations and/or varying concentrations throughout the packaging.

**[0027]** The packaging may be arranged to prevent release of the aromatic additive before the packaging is opened. In this manner, the packaging may only produce an aroma that is perceived by a user when the packaging is opened.

**[0028]** In some cases, the compartment of the packaging may be arranged to receive multiple smoking sub-

stitute apparatuses, so that multiple smoking substitute apparatuses may be provided in the same packaging. In some cases, the compartment of the packaging may be arranged to receive different component parts of a smoking substitute apparatus.

**[0029]** The packaging may include: an outer housing forming the compartment for receiving the smoking substitute apparatus; and an inner packaging component disposed within the outer housing, the inner packaging component being configured to hold the smoking substitute apparatus; wherein the inner packaging component comprises at least a part of the aromatic additive. In this manner, at least part of the aromatic additive may be disposed on a component of the packaging that is in contact with the smoking substitute apparatus when the smoking substitute apparatus is disposed in the packaging. The inner packaging component may be separate from the outer housing, e.g. the inner packaging component and outer housing may be formed as separate components. This may facilitate integrating the aromatic additive into the packaging, as only the fabrication process for the inner packaging component need be modified to incorporate the aromatic additive.

**[0030]** As the inner packaging component includes aromatic additive, some of the aromatic additive may be imparted to the smoking substitute apparatus while it is held in the inner packaging component. This may enhance flavour delivery to the user.

**[0031]** The outer housing may be a box or other suitable packaging container which defines a compartment in which the inner packaging component is received. For example, the outer housing may be a box made of cardboard or other suitable material. The box may have an openable lid for accessing the compartment.

**[0032]** The inner packaging component may be made of a same or different material as the outer housing. For example, the inner packaging component may be made of a plastic material. The inner packaging component may, for example, be formed using a thermoforming or vacuum forming technique.

**[0033]** In some cases, the inner packaging component may be arranged to hold multiple smoking substitute apparatuses, or different component parts of a smoking substitute apparatus.

**[0034]** The inner packaging component may include a recess for holding the smoking substitute apparatus, the recess having a shape that is complementary to a shape of the smoking substitute apparatus. In this manner, the smoking substitute apparatus may be placed in the recess in the inner packaging component. The recess may serve to hold the smoking substitute in place in the packaging when the smoking substitute apparatus is placed in the recess. This may ensure that the smoking substitute apparatus does not move around within the packaging, which may avoid the smoking substitute apparatus being damaged. For example, a cross-sectional shape of the recess may be complementary to a cross-sectional shape of the smoking substitute apparatus.

**[0035]** The recess may be arranged to form an interference fit with the smoking substitute apparatus when the smoking substitute apparatus is placed in the recess, so that the smoking substitute is securely held in place.

5 **[0036]** Where the inner packaging is arranged to hold multiple smoking substitute apparatuses, it may include multiple recesses, i.e. one recess for each smoking substitute apparatus, each recess having a shape that is complementary to a shape of the corresponding smoking substitute apparatus.

10 **[0037]** At least part of the aromatic additive comprised by the inner packaging component may be provided on a surface of the inner packaging component. For example, the aromatic additive may be provided as a coating on the surface of the inner packaging component. In some cases, the aromatic additive may be a volatile substance that is applied to the surface of the inner packaging component. Then when the inner packaging component is placed in the compartment in the outer housing, the aromatic additive may evaporate and diffuse throughout the compartment. In this manner, an aroma may be conveyed to a smoking substitute apparatus held in the inner packaging component as well as to the rest of the packaging.

25 **[0038]** The surface of the inner packaging component on which the aromatic additive may be provided may be arranged to contact the smoking substitute apparatus when the smoking substitute apparatus is held in the inner packaging component. In this manner, the smoking substitute apparatus may be in direct contact with the surface of the inner packaging component comprising the aromatic additive, so that aromatic additive may be transferred from the inner packaging component to the smoking substitute apparatus. Thus, after storage of the smoking substitute apparatus, some aromatic additive may be imparted to an outer surface of the smoking substitute apparatus. This may enhance flavour delivery to the user. For example, the aromatic additive may be a solid or a liquid (e.g. volatile substance) which is arranged to be transferred to the smoking substitute apparatus when the smoking substitute apparatus is placed in the inner packaging component.

35 **[0039]** At least part of the aromatic additive comprised by the inner packaging component may be integrated into a material forming the inner packaging component. In this manner, the aromatic additive may be directly incorporated into the material forming the inner packaging component. The aromatic additive may be incorporated into the material forming the inner packaging component during manufacture of the inner packaging component. For example, where the inner packaging component is made of plastic material, an aromatic additive may be added to a polymer solution which is used to make the plastic material.

40 **[0040]** In some embodiments, the compartment for receiving the smoking substitute apparatus may be a sealed enclosure containing an atmosphere comprising at least part of the aromatic additive. Then, when the

sealed enclosure is opened, the atmosphere comprising aromatic additive may be released, which may produce an aroma perceived by a user. Some of the aromatic additive from the atmosphere in the sealed enclosure may settle on an inner surface of the packaging and on a smoking substitute apparatus contained within the sealed enclosure. In this manner, the user may perceive an aroma when they use the smoking substitute apparatus, e.g. due to aromatic additive which has settled on the smoking substitute apparatus.

**[0041]** As an example, the aromatic additive comprised in the atmosphere in the sealed enclosure may be in the form of a mist of ethanol and flavourant. For example, a mixture of ethanol and flavourant may be sprayed into the compartment using an atomiser. The mist may settle in the packaging and/or on the smoking substitute apparatus. Over time, the ethanol may evaporate, leaving the flavourant on the packaging and the smoking substitute apparatus. This may produce an aroma in the packaging and on the smoking substitute apparatus, and may also produce a taste or scent when a user uses the smoking substitute apparatus.

**[0042]** A smoking substitute apparatus may be introduced into the compartment of the packaging, prior to introducing the atmosphere comprising aromatic additive into the compartment and sealing the compartment to form the sealed enclosure. The atmosphere comprising aromatic additive may replace air in the sealed enclosure, to produce a strong aroma.

**[0043]** The sealed enclosure may be formed by a plastic pouch. The plastic pouch may be formed using a flow wrapping technique. The plastic pouch may be sealed following introduction of a smoking substitute apparatus and the atmosphere comprising aromatic additive into the plastic pouch.

**[0044]** In some embodiments, the packaging may further comprise a scented card disposed within the compartment for receiving the smoking substitute apparatus, wherein the scented card comprises at least part of the aromatic additive. This may facilitate introducing an aromatic additive into the packaging, as the scented card may be introduced into the packaging without having to otherwise modify a manufacturing process for the packaging. Thus, the scented card may be placed together with a smoking substitute apparatus into the compartment in the packaging. Aromatic additive from the scented card may diffuse throughout the packaging and/or be transferred from the scented card to the smoking substitute apparatus (e.g. where the scented card and smoking substitute apparatus are in contact), so that an aroma may be produced when the packaging is opened. The scented card may thus enable flavour delivery to a user of the smoking substitute apparatus.

**[0045]** The aromatic additive comprised by the scented card may be a non-tobacco scented aromatic additive. In other words, the aromatic additive may be arranged to produce an aroma that does not correspond to a tobacco aroma.

**[0046]** According to a second aspect of the invention, there is provided a smoking substitute product comprising: packaging according to the first aspect of the invention; and a smoking substitute apparatus contained within the compartment for receiving a smoking substitute apparatus. In this manner, as discussed above in relation to the first aspect of the invention, a user may perceive an aroma produced by the aromatic additive when opening the packaging to retrieve the smoking substitute apparatus. The user may also experience a flavour produced by the aromatic additive when using the smoking substitute apparatus, e.g. due to aromatic additive from the packaging which has been imparted to the smoking substitute apparatus. Thus, the smoking substitute produce may enable flavour to be experienced by the user when using the smoking substitute apparatus, without having to include a flavourant in an aerosol-former of the smoking substitute apparatus.

**[0047]** The smoking substitute apparatus may be in the form of a consumable for a smoking substitute system. By providing an aromatic additive in packaging containing a consumable for a smoking substitute system, an aroma or flavour may be delivered to the user each time the user uses a new consumable. For example, the consumable may be a cartridge (or "pod") for a substitute smoking system.

**[0048]** The consumable may be configured for engagement with a main body (i.e. so as to form a closed smoking substitute system). For example, the consumable may comprise components of the system that are disposable, and the main body may comprise non-disposable or non-consumable components (e.g. power supply, controller, sensor, etc.) that facilitate the delivery of aerosol by the consumable. In such an embodiment, the aerosol former (e.g. e-liquid) may be replenished by replacing a used consumable with an unused consumable.

**[0049]** Alternatively, the smoking substitute apparatus may be a non-consumable apparatus (e.g. that is in the form of an open smoking substitute system). In such embodiments an aerosol former (e.g. e-liquid) of the system may be replenished by re-filling e.g. a reservoir of the smoking substitute apparatus with the aerosol former (rather than replacing a consumable component of the apparatus).

**[0050]** In light of this, it should be appreciated that some of the features described herein as being part of the smoking substitute apparatus may alternatively form part of a main body for engagement with the smoking substitute apparatus (i.e. when the smoking substitute apparatus is in the form of a consumable).

**[0051]** Where the smoking substitute apparatus is in the form of a consumable, the main body and the consumable may be configured to be physically coupled together. For example, the consumable may be at least partially received in a recess of the main body, such that there is an interference fit between the main body and the consumable. Alternatively, the main body and the

consumable may be physically coupled together by screwing one onto the other, or through a bayonet fitting.

**[0052]** Thus, the smoking substitute apparatus may comprise one or more engagement portions for engaging with a main body. In this way, one end of the smoking substitute apparatus may be coupled with the main body, whilst an opposing end of the smoking substitute apparatus may define a mouthpiece of the smoking substitute system.

**[0053]** The smoking substitute apparatus may comprise a reservoir configured to store an aerosol former, such as an e-liquid. The e-liquid may, for example, comprise a base liquid and e.g. nicotine. The base liquid may include propylene glycol and/or vegetable glycerine. The e-liquid may be flavourless. That is, the e-liquid may not contain any flavourants and may consist solely of a base liquid of propylene glycol and/or vegetable glycerine and nicotine.

**[0054]** The reservoir may be in the form of a tank. At least a portion of the tank may be translucent. For example, the tank may comprise a window to allow a user to visually assess the quantity of e-liquid in the tank. A housing of the smoking substitute apparatus may comprise a corresponding aperture (or slot) or window that may be aligned with a translucent portion (e.g. window) of the tank. The reservoir may be referred to as a "clearomizer" if it includes a window, or a "cartomizer" if it does not.

**[0055]** The smoking substitute apparatus may comprise a passage for fluid flow therethrough. The passage may extend through (at least a portion of) the smoking substitute apparatus, between openings that may define an inlet and an outlet of the passage. The outlet may be at a mouthpiece of the smoking substitute apparatus. In this respect, a user may draw fluid (e.g. air) into and through the passage by inhaling at the outlet (i.e. using the mouthpiece). The passage may be at least partially defined by the tank. The tank may substantially (or fully) define the passage. In this respect, the tank may surround the passage.

**[0056]** The smoking substitute apparatus may comprise an aerosol-generator. The aerosol generator may comprise a wick. The aerosol generator may further comprise a heater. The wick may comprise a porous material. A portion of the wick may be exposed to fluid flow in the passage. The wick may also comprise one or more portions in contact with liquid stored in the reservoir. For example, opposing ends of the wick may protrude into the reservoir and a central portion (between the ends) may extend across the passage so as to be exposed to fluid flow in the passage. Thus, fluid may be drawn (e.g. by capillary action) along the wick, from the reservoir to the exposed portion of the wick.

**[0057]** The heater may comprise a heating element, which may be in the form of a filament wound about the wick (e.g. the filament may extend helically about the wick). The filament may be wound about the exposed portion of the wick. The heating element may be electrically connected (or connectable) to a power source.

Thus, in operation, the power source may supply electricity to (i.e. apply a voltage across) the heating element so as to heat the heating element. This may cause liquid stored in the wick (i.e. drawn from the tank) to be heated so as to form a vapour and become entrained in fluid flowing through the passage. This vapour may subsequently cool to form an aerosol in the passage.

**[0058]** The smoking substitute apparatus (or main body engaged with the smoking substitute apparatus) may comprise a power source. The power source may be electrically connected (or connectable) to a heater of the smoking substitute apparatus (e.g. when engaged with the main body). The power source may be a battery (e.g. a rechargeable battery). A connector in the form of e.g. a USB port may be provided for recharging this battery.

**[0059]** When the smoking substitute apparatus is in the form of a consumable, the smoking substitute apparatus may comprise an electrical interface for interfacing with a corresponding electrical interface of the main body. One or both of the electrical interfaces may include one or more electrical contacts. Thus, when the main body is engaged with the consumable, the electrical interface may be configured to transfer electrical power from the power source to a heater of the consumable.

**[0060]** The electrical interface may also be used to identify the smoking substitute apparatus (in the form of a consumable) from a list of known types. For example, the consumable may have a certain concentration of nicotine and the electrical interface may be used to identify this. The electrical interface may additionally or alternatively be used to identify when a consumable is connected to the main body.

**[0061]** Again, where the smoking substitute apparatus is in the form of a consumable, the main body may comprise an interface, which may, for example, be in the form of an RFID reader, a barcode or QR code reader. This interface may be able to identify a characteristic (e.g. a type) of a consumable engaged with the main body. In this respect, the consumable may include any one or more of an RFID chip, a barcode or QR code, or memory within which is an identifier and which can be interrogated via the interface.

**[0062]** The smoking substitute apparatus or main body may comprise a controller, which may include a micro-processor. The controller may be configured to control the supply of power from the power source to the heater of the smoking substitute apparatus (e.g. via the electrical contacts). A memory may be provided and may be operatively connected to the controller. The memory may include non-volatile memory. The memory may include instructions which, when implemented, cause the controller to perform certain tasks or steps of a method.

**[0063]** The main body or smoking substitute apparatus may comprise a wireless interface, which may be configured to communicate wirelessly with another device, for example a mobile device, e.g. via Bluetooth®. To this end, the wireless interface could include a Bluetooth®

antenna. Other wireless communication interfaces, e.g. WiFi®, are also possible. The wireless interface may also be configured to communicate wirelessly with a remote server.

**[0064]** A puff sensor may be provided that is configured to detect a puff (i.e. inhalation from a user). The puff sensor may be operatively connected to the controller so as to be able to provide a signal to the controller that is indicative of a puff state (i.e. puffing or not puffing). The puff sensor may, for example, be in the form of a pressure sensor or an acoustic sensor. That is, the controller may control power supply to the heater of the consumable in response to a puff detection by the sensor. The control may be in the form of activation of the heater in response to a detected puff. That is, the smoking substitute apparatus may be configured to be activated when a puff is detected by the puff sensor. When the smoking substitute apparatus is in the form of a consumable, the puff sensor may form part of the consumable or the main body.

**[0065]** According to a third aspect of the invention, there is provided a method of packaging a smoking substitute apparatus, the method comprising: forming a compartment for receiving the smoking substitute apparatus; including an aromatic additive in the compartment; and placing the smoking substitute apparatus in the compartment. The method of the third aspect of the invention may be used, for example, to produce a smoking substitute produce according to the second aspect of the invention, using packaging according to the first aspect of the invention. Accordingly, features of the previous aspects of the invention may be shared with the third aspect of the invention and are not repeated.

**[0066]** The aromatic additive may be included in the compartment using any suitable method. For example the aromatic additive may be coated (e.g. sprayed) onto a surface of the compartment, and/or incorporated into a material forming the packaging during manufacture of the packaging.

**[0067]** In some embodiments, the method may further comprise: forming an outer housing of the packaging to provide the compartment for receiving the smoking substitute apparatus; forming an inner packaging component for holding the smoking substitute apparatus, the inner packaging component comprising at least part of the aromatic additive; placing the smoking substitute apparatus in the inner packaging component, and placing the inner packaging component in the outer housing. The outer housing and inner packaging component may be similar to those discussed above in relation to the first aspect of the invention.

**[0068]** The method may further include the steps of forming a recess in the inner packaging component, the recess having a shape complementary to a shape of the smoking substitute apparatus, and placing the smoking substitute apparatus in the recess.

**[0069]** Forming the inner packaging component may include making the inner packaging component out of plastic using a vacuum forming technique. This may fa-

cilitate manufacture of the inner packaging component. The aromatic additive may be incorporated directly into the plastic of the inner packaging component during manufacture. For example, the aromatic additive may be added to a polymer solution which is used to make the plastic.

**[0070]** In other embodiments, the method may further comprise: introducing into the compartment an atmosphere comprising at least part of the aromatic additive; and sealing the compartment to form a sealed enclosure around the smoking substitute apparatus containing the atmosphere. The atmosphere and sealed enclosure may be similar to those discussed above in relation to the first aspect of the invention.

**[0071]** The compartment may be in the form of a sealable pouch, e.g. a plastic pouch. Thus, the method may include forming the compartment as a sealable pouch, introducing the smoking substitute apparatus and atmosphere comprising the aromatic additive into the sealable pouch, and sealing the sealable pouch to form a sealed enclosure around the smoking substitute apparatus containing the atmosphere.

**[0072]** Where the sealable pouch is made of plastic, the sealable pouch may be made using a flow wrapping technique.

**[0073]** In some embodiments, the method may comprise: placing a scented card in the compartment for receiving the smoking substitute apparatus, the scented card comprising at least part of the aromatic additive. The scented card may be similar to the scented card discussed above in relation to the first aspect of the invention.

**[0074]** The aromatic additive comprised by the scented card may be a non-tobacco scented aromatic additive.

**[0075]** According to a fourth aspect of the invention, there is provided a method of delivering flavour to a user of a smoking substitute apparatus, the method comprising: providing a smoking substitute apparatus in packaging, the packaging including an aromatic additive; opening the packaging to retrieve the smoking substitute apparatus; perceiving, by the user, the aromatic additive; and using, by the user, the smoking substitute apparatus. Thus, aroma and/or flavour may be delivered to the user via packaging of the smoking substitute apparatus, rather than through a flavourant in the smoking substitute apparatus (e.g. in an e-liquid of the apparatus).

**[0076]** The method of the fourth aspect of the invention may, for example be performed using a smoking product according to the second aspect of the invention. Providing smoking substitute apparatus in packaging may be performed using a method according to the third aspect of the invention. Accordingly, features of the previous aspects of the invention may be shared with the fourth aspect of the invention, and are not repeated.

**[0077]** Using the smoking substitute apparatus may, for example, involve inhaling on the smoking substitute apparatus by the user to inhale an aerosol generated by the smoking substitute apparatus. When the user uses the smoking substitute apparatus, part of the smoking

substitute may be disposed near the user's nose and/or in the user's mouth (e.g. a mouthpiece of the smoking substitute apparatus). In this manner, the user may smell and/or taste aromatic additive from the packaging that has been imparted to the smoking substitute apparatus. The user may also smell aromatic additive released by the packaging when the packaging is opened.

**[0078]** The invention includes the combination of the aspects and preferred features described except where such a combination is clearly impermissible or expressly avoided.

#### *Summary of the Figures*

**[0079]** So that the invention may be understood, and so that further aspects and features thereof may be appreciated, embodiments illustrating the principles of the invention will now be discussed in further detail with reference to the accompanying figures, in which:

Figure 1A is a cross-sectional schematic view of packaging according to an embodiment of the invention;

Figure 1B is an image of the packaging of Figure 1A;

Figure 2 is a perspective view of packaging according to another embodiment of the invention;

Figure 3 is an image of packaging according to another embodiment of the invention;

Figure 4A is a front view of a smoking substitute system that may be received in packaging of the invention, the smoking substitute system being in an engaged position;

Figure 4B is a front view of the smoking substitute system of Figure 4A in a disengaged position;

Figure 4C is a cross-sectional schematic view of a consumable of the smoking substitute system of Figures 4A and 4B.

#### *Detailed Description of the Invention*

**[0080]** Aspects and embodiments of the present invention will now be discussed with reference to the accompanying figures. Further aspects and embodiments will be apparent to those skilled in the art. All documents mentioned in this text are incorporated herein by reference.

**[0081]** Figs. 1A and 1B illustrate packaging 100 for a smoking substitute apparatus according to an embodiment of the invention. Fig. 1A shows a schematic cross-sectional view of packaging 100, whilst Fig. 1B shows an image of packaging 100. Packaging 100 includes an outer housing 102 in the form of a box made of cardboard

which defines a compartment 104 in which a smoking substitute apparatus may be received. The outer housing 102 includes a lid 106 arranged to cover an opening of the outer housing 102. The lid 106 may be opened to access the compartment 104 in the outer housing 102, as shown in Figs. 1A and 1B.

**[0082]** A inner packaging component 108 is disposed within the inner compartment 104 in the outer housing 102. The inner packaging component 108 is arranged to hold a smoking substitute apparatus in the form of a consumable 110 (e.g. cartridge) for a smoking substitute system, and a main body 112 for the smoking substitute system. Examples of the consumable and main body for a smoking substitute system are described in more detail below in relation to Figs. 4A-4C.

**[0083]** The inner packaging component 108 includes a first recess 114 defined therein which is arranged to receive the consumable 110, and a second recess 116 defined therein which is arranged to receive the main body 112. In the example shown, the first recess 114 is located below the second recess 116 and accessed via the second recess 116. This may serve to make the packaging 100 more compact. However, in other examples, the first and second recesses may be disposed adjacent to one another. A shape of the first recess 114 is complementary to a shape of the consumable 110. As can be seen in Fig. 1A, a cross-sectional shape of the first recess 114 substantially matches a cross-sectional shape of the consumable 110. In this manner, when the consumable 110 is inserted into the first recess 114, it may be securely held in place in the first recess 114. This may prevent the consumable 110 from moving around within the packaging 100, to avoid the consumable being damaged. Similarly, a shape of the second recess 116 is complementary to a shape of the main body 112, so that the main body may be securely held in place when it is inserted into the second recess 116.

**[0084]** The inner packaging component 108 further includes a third recess 118 arranged to receive a box 120. The box 120 may, for example, contain one or more components for the smoking substitute system. For example the box 120 may contain a power cable for charging a battery in the main body 112.

**[0085]** The inner packaging component 108 is arranged such that a sidewall 122 of the inner packaging component 108 is in contact with a sidewall 124 of the outer housing 102, to prevent the inner packaging component from moving around within the compartment 104 in the outer housing 102. Additionally, the inner packaging component 108 is prevented from falling out of the outer housing 102 by a retaining lip 126 disposed on the sidewall 124 of the outer housing 102.

**[0086]** The inner packaging component 108 may be made of plastic and may, for example, be manufactured using a thermoforming (e.g. vacuum forming) technique. Surfaces of the inner packaging component 108 in the first recess 114 and second recess 116 may include a textured surface comprising a soft material (e.g. a textile

material or the like). This may reduce the risk of scratching a surface of the consumable 110 or the main body 112 when they are inserted into their respective recesses.

**[0087]** An aromatic additive is included in the inner packaging component 108. The aromatic additive may be provided in various forms. In one embodiment, the aromatic additive is provided as a coating on a surface of the inner packaging component 108. For example, the aromatic additive may be sprayed or otherwise applied to the surface of the inner packaging component 108 during manufacture of the inner packaging component 108. Preferably, the aromatic additive may be provided on a surface of the inner packaging component 108 located in the first recess 114 and the second recess 116. In this manner, when the consumable 110 and main body 112 are held in the inner packaging component 108, they may come in direct contact with portion of the inner packaging component 108 comprising the aromatic additive. In this manner, aromatic additive may be transferred from the inner packaging component 108 to the consumable 110 and main body 112 when they are received in the packaging 100. Then, when the user uses the consumable 110 and/or main body 112, they may perceive an aroma produced by the aromatic additive located on the consumable 110 and/or main body 112.

**[0088]** Additionally, or alternatively, the aromatic additive may be directly incorporated into the material forming the inner packaging component 108. For example, where the inner packaging component 108 is made of plastic, the aromatic additive may be mixed into a polymer solution used to make the plastic for making the inner packaging component. This may produce an inner packaging component 108 which is itself scented, and which may release an aroma.

**[0089]** The aromatic additive may also be arranged to produce an aroma when the packaging 100 is opened by the user. For example, prior to use, the lid 106 of the outer housing 102 may be closed, to prevent the aromatic additive from diffusing outside the outer housing 102. The aromatic additive in and/or on the inner packaging component 108 may diffuse inside the compartment 104 in the outer housing. Then, when the user opens the lid 106, the aromatic additive may be released, producing an aroma perceived by the user.

**[0090]** The packaging 100 containing the consumable 110 and main body 112, as illustrated in Fig. 1A, may be considered as a smoking substitute product. In other examples, the packaging may be arranged to hold a different number of components, and/or different types of components for a smoking substitute system.

**[0091]** Fig. 2 shows a perspective view of packaging 200 for a smoking substitute apparatus according to another embodiment of the invention. The packaging 200 includes a sealed plastic pouch 202 which defines a sealed enclosure in which a consumable 204 for a smoking substitute system is received. The sealed plastic pouch 202 is made of a transparent plastic to enable a

user to see the consumable 204 within the pouch 202. The sealed plastic pouch 202 may, for example, be made using a flow wrapping technique. In the example shown, the consumable 204 is a cartridge for a smoking substitute system.

**[0092]** The sealed plastic pouch 202 contains an atmosphere comprising an aromatic additive. The atmosphere comprising the aromatic atmosphere is sealed inside the pouch 202 together with the consumable 204. In this manner, when the sealed plastic pouch 202 is opened by a user, the atmosphere comprising the aromatic additive may be released and produce an aroma that is perceived by the user. Additionally, some of the aromatic additive in the atmosphere in the sealed plastic pouch 202 may settle on a surface of the consumable 204, which may produce a scent and/or taste for the user when the user uses the consumable 204. As an example, the atmosphere in the sealed plastic pouch 202 may include a mist that is a mixture of ethanol and a flavourant.

**[0093]** To produce the packaging 200, first the plastic pouch 202 may be manufactured, e.g. using a flow wrapping technique. The consumable 204 may then be placed inside the pouch 202, and an atmosphere comprising an aromatic additive may be introduced into the plastic pouch 202. For example, a mixture of ethanol and flavourant may be atomised and sprayed into the plastic pouch 202. Subsequently, the plastic pouch 202 may be sealed, to form a sealed enclosure around the consumable 204 containing the atomised mixture of ethanol and flavourant. The atomised mixture of ethanol and flavourant may then settle on an inner surface of the pouch 202 and/or on the consumable. Over time, the ethanol may evaporate, leaving the flavourant on the inner surface of the pouch 202 and the consumable 204. This may produce an aroma in the packaging 200 and on the consumable 204, and may also produce a taste or scent when a user uses the consumable 204.

**[0094]** Together, the packaging 200 and consumable 204 may be considered as a smoking substitute product. Providing an individually packaged (wrapped) consumable in this manner may be beneficial, as it may enable the delivery of an aroma (via the aromatic additive in the packaging 200) for each consumable. In this manner, a user may experience a "fresh" aroma each time they open the packaging for a new consumable.

**[0095]** In other examples, other components of a smoking substitute system may be contained within the sealed plastic pouch 202, e.g. a main body of a smoking substitute system, or even a whole smoking substitute system.

**[0096]** Fig. 3 shows an image of packaging 300 for a smoking substitute apparatus that is another embodiment of the invention. The packaging 300 is similar to packaging 200 described above in relation to Figs. 1A and 1B. Accordingly, components of packaging 300 which correspond to components of packaging 200 described above are given the same reference numerals in Fig. 3 as the corresponding components in Figs. 1A and

1B, and are not described again.

**[0097]** The packaging 300 includes a scented card 302, which may be placed inside the inner compartment 104 of the outer housing 102. The scented card 302 may be made of a paper or cardboard material, and includes an aromatic additive for producing an aroma. The aromatic additive comprised by the scented card 302 is a non-tobacco scented aromatic additive. For example, the aromatic additive may include menthol, liquorice, chocolate, fruit flavour (including e.g. citrus, cherry etc.), vanilla, spice (e.g. ginger, cinnamon). The aromatic additive may be provided as a coating on an outer surface of the scented card 302 (e.g. it may be sprayed onto the scented card 302), or it may be incorporated into a material forming the scented card 302.

**[0098]** The scented card 302 may be placed in the inner compartment 104 of the outer housing 102 together with a smoking substitute apparatus (e.g. consumable 110 and/or main body 112). When the lid 106 of the outer housing 102 is closed, aromatic additive 302 from the scented card may diffuse within the inner compartment 104. This may produce an aroma that is perceived by a user when the user opens the lid 106. Some of the aromatic additive may be settle on a surface of the smoking substitute apparatus, which may produce a smell or taste when the user uses the smoking substitute apparatus. Additionally, some of the aromatic additive may transferred from the scented card 302 to the smoking substitute apparatus (e.g. where the scented card and smoking substitute apparatus are in contact). In this manner, the scented card 302 may enable flavour delivery to a user of the smoking substitute apparatus.

**[0099]** We now describe, with relation to Figs. 4A, 4B and 4C a smoking substitute system that may be contained in packaging of the invention, e.g. to form a smoking substitute product. Figs. 4A and 4B illustrate a smoking substitute system in the form of an e-cigarette system 401. The system 401 comprises an e-cigarette device defining a main body 402 of the system 401, and an smoking substitute apparatus in the form of an e-cigarette consumable (or "pod") 403. In the illustrated embodiment the consumable 403 (smoking substitute apparatus) is removable from the main body (e-cigarette device), so as to be a replaceable component of the system 401. In other words, the e-cigarette system 401 is a closed system.

**[0100]** As is apparent from Figures 4A and 4B, the consumable 403 is configured to engage the main body 402. Figure 4A shows the main body 402 and the consumable 403 in an engaged state, whilst Figure 4B shows the main body 402 and the consumable 403 in a disengaged state. When engaged, a portion of the consumable 403 is received in a cavity of the main body 402 and is retained in the engaged position by way of a snap-engagement mechanism. In other embodiments, the main body 402 and consumable 403 may be engaged by screwing one into (or onto) the other, through a bayonet fitting, or by way of an interference fit.

**[0101]** The system 401 is configured to vaporise an aerosol-former, which in the illustrated embodiment, is in the form of a nicotine-based e-liquid 404. The e-liquid 404 comprises nicotine and a base liquid including propylene glycol and/or vegetable glycerine. In the present embodiment, the e-liquid 404 is flavourless (and does not include any added flavourant). That is, if the e-liquid 404 were to be inhaled (i.e. in aerosol form) by a user, it would not have a particularly perceptible flavour or taste.

**[0102]** As is more apparent from Figure 4C, this e-liquid 404 is stored within a reservoir in the form of a tank 405 that forms part of the consumable 403. In the illustrated embodiment, the consumable 403 is a "single-use" consumable 403. That is, upon exhausting the e-liquid 404 in the tank 405, the intention is that the user disposes of the entire consumable 403. In other embodiments, the e-liquid (i.e. aerosol former) may be the only part of the system that is truly "single-use". That is, the tank may be refillable with e-liquid or the e-liquid may be stored in a non-consumable component of the system. For example, the e-liquid may be stored in a tank located in the main body or stored in another component that is itself not single-use (e.g. a refillable cartomizer).

**[0103]** The tank 405 surrounds, and thus defines a portion of, a passage 406 that extends between an inlet 407 and an outlet 408 at opposing ends of the consumable 403. In this respect, the passage comprises an upstream end at the end of the consumable 403 that engages with the main body 402, and a downstream end at an opposing end of the consumable 403 that comprises a mouthpiece 409 of the system 401. When the consumable 403 is engaged with the main body 402, a user can inhale (i.e. take a puff) via the mouthpiece 409 so as to draw air through the passage 406, and so as to form an airflow (indicated by arrows) in a direction from the inlet 407 to the outlet 408 of the passage 406. Although not illustrated, the passage 406 may be partially defined by a tube (e.g. a metal tube) extending through the consumable 403. The passage 406 is in fluid communication with a gap defined between the consumable 403 and the main body 402 (when engaged) such that air outside of the system 401 is drawn into the passage 406 (during an inhale).

**[0104]** The smoking substitute system 401 is configured to vaporise the e-liquid 404 for inhalation by a user. To provide this, the consumable 403 comprises a heater having of a porous wick 410 and a resistive heating element in the form of a heating filament 411 that is helically wound around a portion of the porous wick 410. The porous wick 410 extends across the passage 406 (i.e. transverse to a longitudinal axis of the passage 406) and opposing ends of the wick 410 extend into the tank 405 (so as to be submerged in the e-liquid 404). In this way, e-liquid 404 contained in the tank 405 is conveyed from the opposing ends of the porous wick 410 to a central portion of the porous wick 410 so as to be exposed to the airflow in the passage 406 (i.e. caused by a user inhaling). In other embodiments the heating filament 411 and/or wick

410 may form part of the main body (but may engage the tank 405 during engagement of the main body 402 and the consumable 403).

**[0105]** The helical filament 411 is wound about this exposed central portion of the porous wick 410 and is electrically connected to an electrical interface in the form of electrical contacts 412 mounted at the end of the consumable that is proximate the main body 402 (when engaged). When the consumable 403 is engaged with the main body 402, the electrical contacts 412 contact corresponding electrical contacts (not shown) of the main body 402. The main body electrical contacts are electrically connected to a power source (not shown) of the main body 402, such that (in the engaged position) the filament 411 is electrically connected to the power source. In this way, power can be supplied by the main body 402 to the filament 411 in order to heat the filament 411. This heat is transferred from the filament 411 to the porous wick 410 which causes e-liquid 404 conveyed by the porous wick 410 to increase in temperature to a point at which it vaporises. The vaporised e-liquid becomes entrained in the airflow and, between the vaporisation point at the filament 411 and the outlet 408 of the passage 406, condenses to form an aerosol. This aerosol is then inhaled, via the mouthpiece 409, by a user of the system 401.

**[0106]** The power source of the main body 402 may be in the form of a battery (e.g. a rechargeable battery). The main body 402 may comprise a connector in the form of e.g. a USB port for recharging this battery. The main body 402 may also comprise a controller that controls the supply of power from the power source to the main body electrical contacts (and thus to the filament 411). That, is the controller may be configured to control a voltage applied across the main body electrical contacts, and thus the voltage applied across the filament 411. In this way, the filament 411 may only be heated under certain conditions (e.g. during a puff and/or only when the system is in an active state). In this respect, the main body 402 may include a puff sensor (not shown) that is configured to detect a puff (i.e. inhalation). The puff sensor may be operatively connected to the controller so as to be able to provide a signal, to the controller, which is indicative of a puff state (i.e. puffing or not puffing). The puff sensor may, for example, be in the form of a pressure sensor or an acoustic sensor.

**[0107]** Although not shown, the main body 402 and consumable 403 may comprise a further interface which may, for example, be in the form of an RFID reader, a barcode or QR code reader. This interface may be able to identify a characteristic (e.g. a type) of a consumable 403 engaged with the main body 402. In this respect, the consumable 403 may include any one or more of an RFID chip, a barcode or QR code, or memory within which is an identifier and which can be interrogated via the interface.

**[0108]** In some cases, all or part of the smoking substitute system 401 may be received in packaging of the

invention. For example, only the consumable 403 may be provided in packaging of the invention (e.g. in sealed plastic pouch 202), with the main body 402 being provided in separate packaging. In other cases, both the main body 402 and the consumable 403 may be provided in the same packaging (e.g. packaging 100 or 300).

**[0109]** The features disclosed in the foregoing description, or in the following claims, or in the accompanying drawings, expressed in their specific forms or in terms of a means for performing the disclosed function, or a method or process for obtaining the disclosed results, as appropriate, may, separately, or in any combination of such features, be utilised for realising the invention in diverse forms thereof.

**[0110]** While the invention has been described in conjunction with the exemplary embodiments described above, many equivalent modifications and variations will be apparent to those skilled in the art when given this disclosure. Accordingly, the exemplary embodiments of the invention set forth above are considered to be illustrative and not limiting. Various changes to the described embodiments may be made without departing from the spirit and scope of the invention.

**[0111]** For the avoidance of any doubt, any theoretical explanations provided herein are provided for the purposes of improving the understanding of a reader. The inventors do not wish to be bound by any of these theoretical explanations.

**[0112]** Any section headings used herein are for organizational purposes only and are not to be construed as limiting the subject matter described.

**[0113]** Throughout this specification, including the claims which follow, unless the context requires otherwise, the words "have", "comprise", and "include", and variations such as "having", "comprises", "comprising", and "including" will be understood to imply the inclusion of a stated integer or step or group of integers or steps but not the exclusion of any other integer or step or group of integers or steps.

**[0114]** It must be noted that, as used in the specification and the appended claims, the singular forms "a," "an," and "the" include plural referents unless the context clearly dictates otherwise. Ranges may be expressed herein as from "about" one particular value, and/or to "about" another particular value. When such a range is expressed, another embodiment includes from the one particular value and/or to the other particular value. Similarly, when values are expressed as approximations, by the use of the antecedent "about," it will be understood that the particular value forms another embodiment. The term "about" in relation to a numerical value is optional and means, for example, +/- 10%.

**[0115]** The words "preferred" and "preferably" are used herein refer to embodiments of the invention that may provide certain benefits under some circumstances. It is to be appreciated, however, that other embodiments may also be preferred under the same or different circumstances. The recitation of one or more preferred embod-

iments therefore does not mean or imply that other embodiments are not useful, and is not intended to exclude other embodiments from the scope of the disclosure, or from the scope of the claims.

**Claims**

- 1. Packaging for a smoking substitute apparatus, the packaging comprising a compartment for receiving a smoking substitute apparatus, and an aromatic additive.
- 2. Packaging according to claim 1, wherein the packaging includes:
  - an outer housing forming the compartment for receiving the smoking substitute apparatus; and
  - an inner packaging component disposed within the outer housing, the inner packaging component being configured to hold the smoking substitute apparatus;
  - wherein the inner packaging component comprises at least a part of the aromatic additive.
- 3. Packaging according to claim 2, wherein the inner packaging component includes a recess for holding the smoking substitute apparatus, the recess having a shape that is complementary to a shape of the smoking substitute apparatus.
- 4. Packaging according to claim 2 or 3, wherein at least part of the aromatic additive comprised by the inner packaging component is provided on a surface of the inner packaging component.
- 5. Packaging according to claim 4, wherein the surface of the inner packaging component is arranged to contact the smoking substitute apparatus when the smoking substitute apparatus is held in the inner packaging component.
- 6. Packaging according to one of claims 2 to 5, wherein at least part of the aromatic additive comprised by the inner packaging component is integrated into a material forming the inner packaging component.
- 7. Packaging according to claim 1, wherein the compartment for receiving the smoking substitute apparatus is a sealed enclosure containing an atmosphere comprising at least part of the aromatic additive.
- 8. Packaging according to claim 7, wherein the sealed compartment is formed by a plastic pouch.
- 9. Packaging according to any preceding claim, further comprising a scented card disposed within the com-

partment for receiving the smoking substitute apparatus, wherein the scented card comprises at least part of the aromatic additive.

- 5 10. Packaging according to claim 9, wherein the aromatic additive comprised by the scented card is a non-tobacco scented aromatic additive.
- 10 11. A smoking substitute product comprising:
  - packaging according to any preceding claim; and
  - a smoking substitute apparatus contained within the compartment for receiving a smoking substitute apparatus.
- 15 12. A smoking substitute produce according to claim 11, wherein the smoking substitute apparatus is a consumable for a smoking substitute system.
- 20 13. A method of packaging a smoking substitute apparatus, the method comprising:
  - forming a compartment for receiving the smoking substitute apparatus;
  - including an aromatic additive in the compartment; and
  - placing the smoking substitute apparatus in the compartment.
- 25 14. A method according to claim 13, further comprising:
  - forming an outer housing of the packaging to provide the compartment for receiving the smoking substitute apparatus;
  - forming an inner packaging component for holding the smoking substitute apparatus, the inner packaging component comprising at least part of the aromatic additive;
  - placing the smoking substitute apparatus in the inner packaging component, and placing the inner packaging component in the outer housing.
- 30 15. A method according to claim 13, further comprising:
  - introducing into the compartment an atmosphere comprising at least part of the aromatic additive; and
  - sealing the compartment to form a sealed enclosure around the smoking substitute apparatus containing the atmosphere.
- 35 16. A method according to any one of claims 13 to 15, further comprising:
  - placing a scented card in the compartment for receiving the smoking substitute apparatus, the scented card comprising at least part of the ar-
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omatic additive.

17. A method of delivering flavour to a user of a smoking substitute apparatus, the method comprising:

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providing a smoking substitute apparatus in packaging, the packaging including an aromatic additive;

opening the packaging to retrieve the smoking substitute apparatus;

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perceiving, by the user, the aromatic additive; and

using, by the user, the smoking substitute apparatus.

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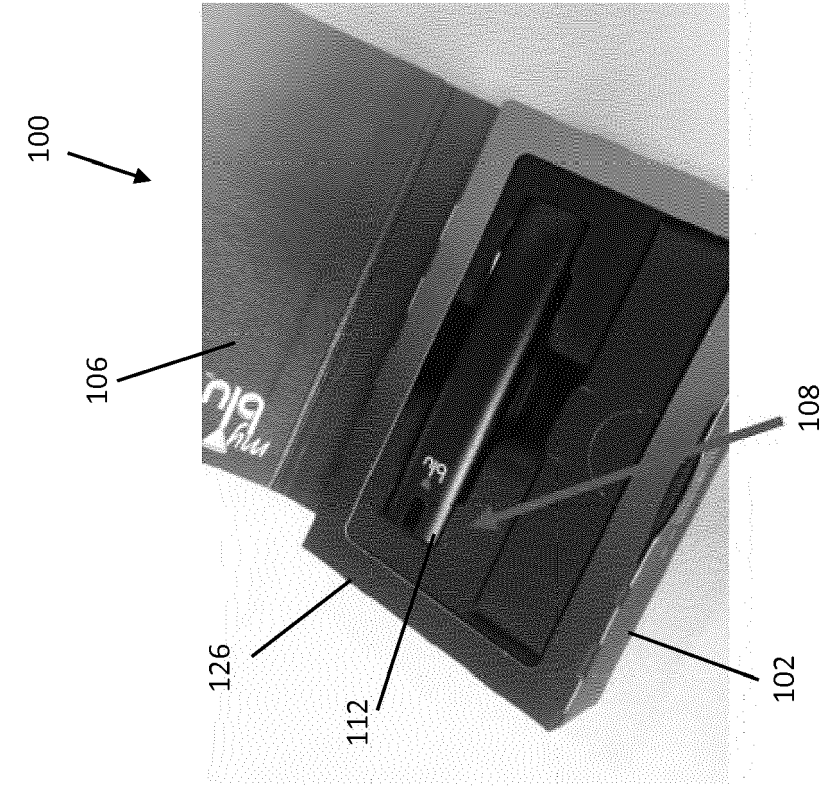
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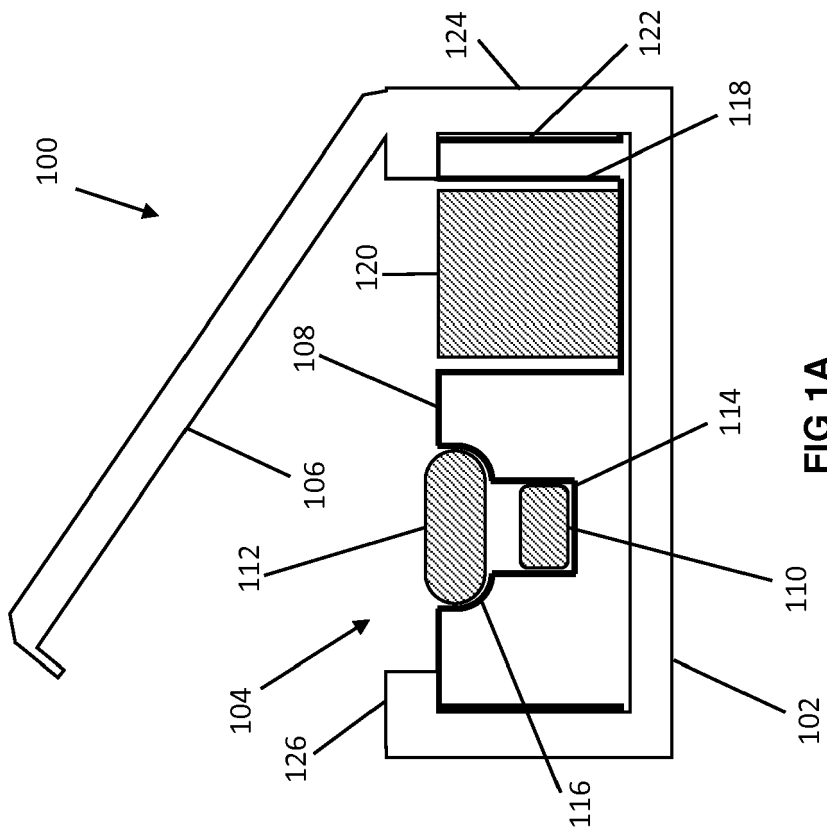
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**FIG 1B**



**FIG 1A**

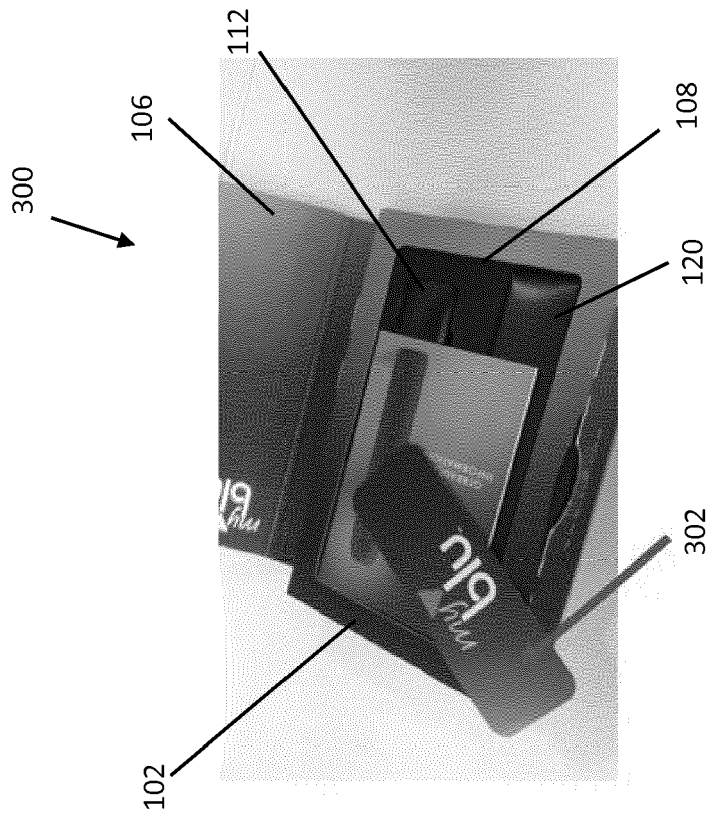


FIG 3

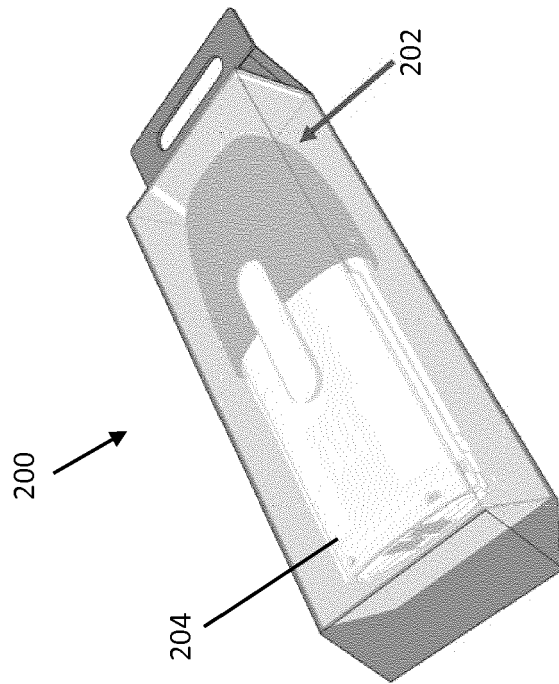
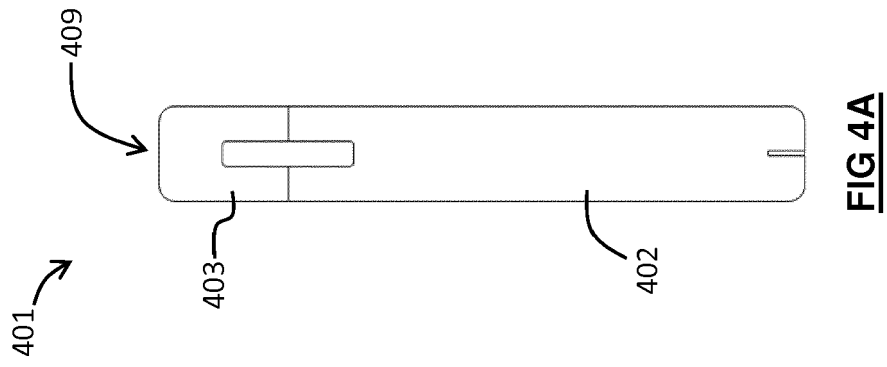
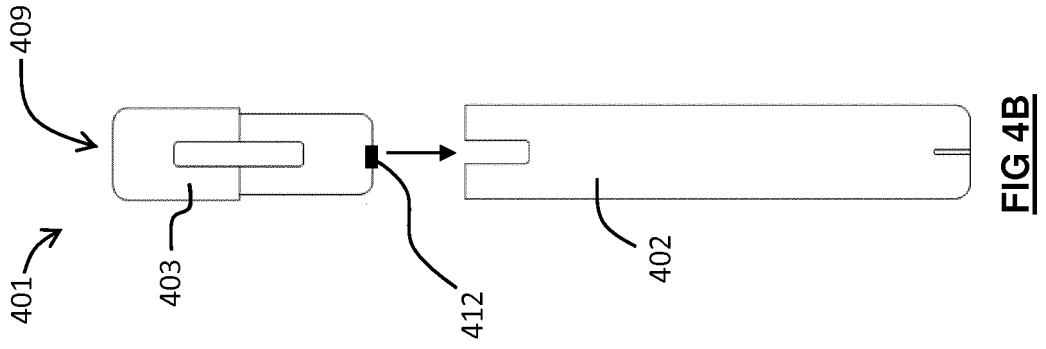


FIG 2







EUROPEAN SEARCH REPORT

Application Number  
EP 19 15 5936

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DOCUMENTS CONSIDERED TO BE RELEVANT			
Category	Citation of document with indication, where appropriate, of relevant passages	Relevant to claim	CLASSIFICATION OF THE APPLICATION (IPC)
X	US 2014/196731 A1 (SCATTERDAY MARK [US]) 17 July 2014 (2014-07-17) * paragraph [0020] - paragraph [0029]; claims 1-24; figures 1-11 *	1-17	INV. B65D85/10
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X	DE 10 2011 110634 A1 (FOCKE & CO [DE]) 21 February 2013 (2013-02-21) * paragraph [0025] - paragraph [0027] * * paragraph [0033] - paragraph [0035]; claims 1-14; figures 8,9 *	1,2,4,6, 9,10,17	
			TECHNICAL FIELDS SEARCHED (IPC)
			B65D
The present search report has been drawn up for all claims			
Place of search <b>Munich</b>		Date of completion of the search <b>15 May 2019</b>	Examiner <b>Janosch, Joachim</b>
CATEGORY OF CITED DOCUMENTS X : particularly relevant if taken alone Y : particularly relevant if combined with another document of the same category A : technological background O : non-written disclosure P : intermediate document T : theory or principle underlying the invention E : earlier patent document, but published on, or after the filing date D : document cited in the application L : document cited for other reasons & : member of the same patent family, corresponding document			

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ANNEX TO THE EUROPEAN SEARCH REPORT  
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5 This annex lists the patent family members relating to the patent documents cited in the above-mentioned European search report.  
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