Sept. 10, 1963 M. D. SHAPIRO 3,103,307

MAILER

Filed Sept. 12, 1962

FIG. 1

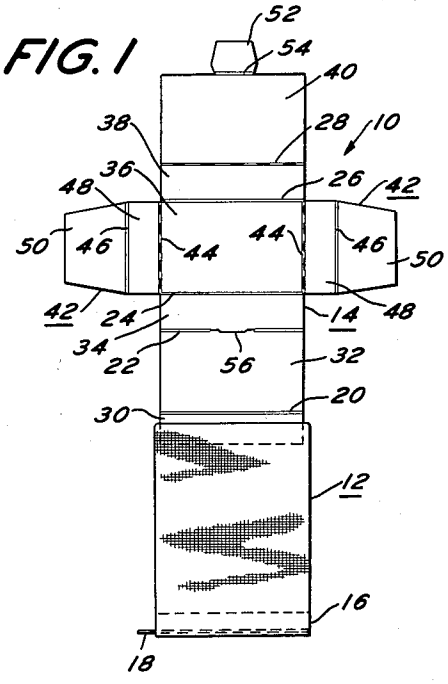


FIG. 2

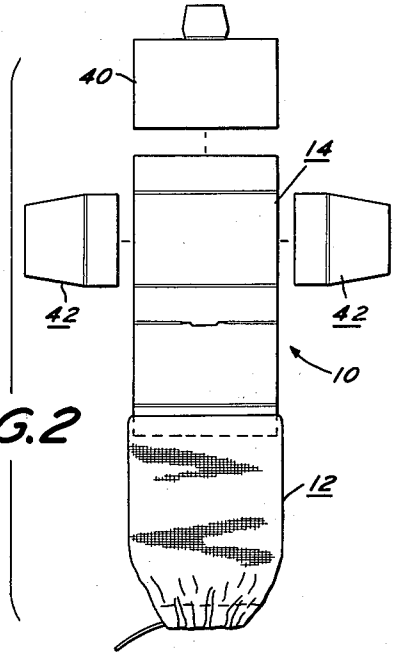


FIG. 3

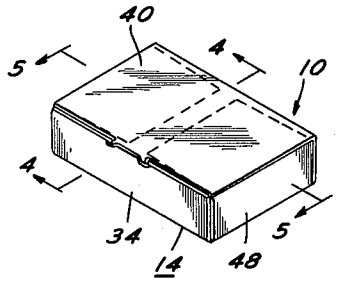


FIG. 4

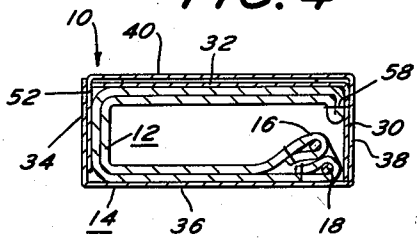


FIG. 5

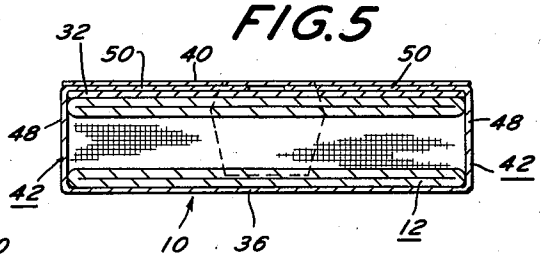
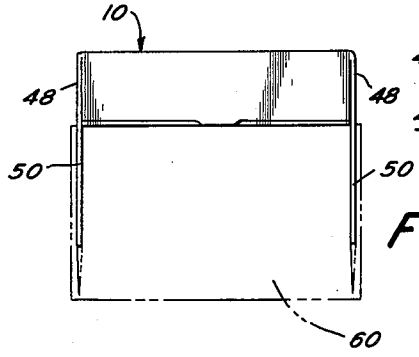


FIG. 6



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MAILER

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The present invention relates to a mailer, and more particularly to a mailer including a mailing bag having attached thereto a mailing tag which can be folded into a box containing the mailing bag.

In the processing of photographic film it has become the practice to sell film processing either with the roll of film, or as a separate commodity. To permit the film user to mail the film to the film processor with the processing being prepaid, film processing is sold in the form of a mailer which includes a mailing bag having attached thereto a mailing tag with the processor's address thereon. Thus, when the film user buys film processing along with the film, he receives a mailer. When the film is completely exposed and ready for processing, the user merely secures the roll of film in the mailing bag and mails it to the processor. To facilitate the selling of the processing mailers, the mailer is usually placed in a small separate box. The box containing the mailer can then be attached to a box of film for sale of the processing with the film, or can be sold separately.

Since the processor must pay the cost of the mailer and its container, he is desirous of keeping the cost of this at a minimum in order to keep his processing cost at a minimum. However, the processor still desires a small, compact container for the mailer in order to facilitate the sale of the processing. Therefore, it would be desirable to have a mailer which is relatively inexpensive, but which can be arranged in a small, compact package for ease of sale.

It is an object of the present invention to provide a novel mailer.

It is another object of the present invention to provide a novel mailer including a mailing bag having a mailing tag attached thereto.

It is still another object of the present invention to provide a mailer including a mailing bag having a mailing tag attached thereto which can be folded into a small, compact package.

It is a further object of the present invention to provide a mailing bag having attached thereto a mailing tag which can be folded into a small, compact box containing the mailing bag.

It is a still further object of the present invention to provide a mailer which is relatively inexpensive, and which can be arranged into a small, compact self-contained package.

Other objects will appear hereinafter.

For the purpose of illustrating the invention there is shown in the drawings a form which is presently preferred, it being understood, however, that this invention is not limited to the precise arrangements and instrumentalities shown.

FIGURE 1 is a plan view of the mailer of the present invention in its open, flattened condition.

FIGURE 2 is a view similar to FIGURE 1 showing the mailer in its condition for mailing.

FIGURE 3 is a perspective view of the mailer of the present invention folded into its condition as a small, compact package.

FIGURE 4 is a sectional view taken along line 4—4 of FIGURE 3.

FIGURE 5 is a sectional view taken along line 5—5 of FIGURE 3.

FIGURE 6 is a front elevational view of the mailer

of the present invention mounted on a package of photographic film.

Referring initially to FIGURE 1, the mailer of the present invention is generally designated as **10**. Mailer **10** comprises a mailing bag **12**, and a mailing tag **14** attached to the mailing bag.

The mailing bag **12** is substantially rectangular when flattened, and may be made of cloth, plastic or other flexible material. The open end of the mailing bag **12** is folded back and secured to itself to form a loop **16**. A draw string **18** extends through the loop **16** with the ends of the draw string extending from open ends of the loop. The draw string **18** is used to tightly close the open end of the mailing bag **12** when mailing film therein.

The mailing tag **14** comprises a rectangular strip of cardboard, stiff paper, plastic or the like relatively stiff but foldable material. The rectangular strip has five parallel, spaced fold lines **20**, **22**, **24**, **26** and **28** extending thereacross. Fold line **28** is preferably a perforated line to permit ease of tearing therealong. The fold line **20** is relatively close to one end of the tag **14** to provide a bag mounting tab **30** across one end of the tag. The fold line **22** is spaced from the fold line **20** to provide a side panel **32**. The fold line **24** is spaced from the fold line **22** a distance substantially the same as the distance between the fold line **20** and the end of the tag **14** to form an edge panel **34** of substantially the same size as the mounting tab **30**. The spacing between the fold line **24** and the fold line **26** is equal to the spacing between fold line **22** and fold line **20** to form a second side panel **36** of the same size as side panel **32**. The fold lines **26** and **28** are spaced apart a distance to form a second edge panel **38** of the same size as edge panel **34**. The tag **14** is of a length so that the remaining space between the fold line **28** and the other end of the tag provides a cover side panel **40** of the same size as side panels **32** and **36**.

A pair of identical end closure strips **42** are integral with the end edges of the second side panel **36** along fold lines **44**. Fold lines **44** are preferably perforated lines to permit ease of tearing therealong. Each end closure strip **42** is provided with a fold line **46** which is parallel to and spaced from the fold line **44** to form an end closure panel **48** and a tuck-in panel **50**. The end closure panels **48** extend along the entire end edge of the second side panel **36**. The tuck-in panels **50** are tapered toward the free ends of the closure strips **42**.

A securing tab **52** is integral with the free end of cover side panel **40** along a fold line **54**. The fold line **22** is provided with a slit **56** therethrough of the same width as the securing tab **52**.

The closed end of the mailing bag **12** extends across and is secured to the mounting tab **30** of the mailing tag **14**. As shown in FIGURE 4, the mailing bag **12** is secured to the mounting tab **30** by a line of stitching **58**. However, the mailing bag **12** may be secured to the mounting tab **30** by a cement, or by any other suitable means.

In the use of the mailer **10** of the present invention, the seller of photographic film and film processing receives the mailer **10** in its open, flat form as shown in FIGURE 1. In this form, a large number of the mailers **10** can be stored in stacked relation, and still take up only a minimum amount of space. When a mailer **10** is to be sold as film processing, the mailer **10** is folded into its compact package condition shown in FIGURE 3.

To form the mailer **10** into its package condition, the mounting tab **30** is folded along fold line **20**, and the mailing bag **12** is placed across the mailing tag **14**. The mailing tag **14** is then folded along fold lines **22** and **24** to place the side panel **32** over the second side panel **36**, and spaced therefrom by the edge panel **34**. In this con-

dition of the mailing tag **14**, the mounting tab **30** is over and extends along the fold line **26** to help support the side panel **32** spaced from the second side panel **36**, see FIGURE 4. The mailing tag **14** is then folded along fold lines **26** and **28** so that edge panel **38** extends along the mounting tab **30**, and cover side panel **40** extends across side panel **32** as s hown in FIGURE 4. To secure the mailer **10** in its package condition, the securing tab **52** is inserted through the slit **56**. Instead of the securing tab **52** and slit **56**, the cover side panel **40** may be coated with a stripe of a pressure sensitive adhesive by which the cover side panel **40** can be secured to the side panel **32**. The adhesive stripe can be covered with a protective strip of oiled paper or the like until it is needed.

As the mailing tag **14** is folded into its package condition, the mailing bag **12** is folded within the mailing tag so as to be enclosed therein. To completely enclose the mailing bag **12** within the mailing tag package, the end closure strips **48** are each folded along fold lines **44** and **46**. As shown in FIGURE 5, the tuck-in panels **50** are inserted between the side panel **32** and the cover side panel **40**. This places the end closure panels **48** across the space between the side panel **32** and the second side panel **36** to completely close the tag package around the mailing bag **12**.

In the folded package condition of the mailer **10** of the present invention, the mailer **10** is in the form of a self-contained small, compact package which can be easily sold to the user of photographic film as a mail-in processing for the film. If desired, the mailer **10** of the present invention can be easily mounted in piggy back relation on a package of photographic film for sale therewith. For this purpose, the tuck-in panels **50** are removed from between the side panel **32** and the cover side panel **40** and positioned in alignment with end closure panels **48** so that they project beyond cover side panel **40**. As shown in FIGURE 6, the mailer **10** can then be placed on a photographic film package **60**, shown in phantom in FIGURE 6. The tuck-in panels **50** can then be inserted betwen the side flaps of the film package **60** to secure the mailer **10** on the film package.

When the user of the film is ready to mail the exposed film to the processor, he opens the mailer **10** of the present invention to its flat, open condition. The user places the film in the mailing bag **12**, and tightly closes the open end of the mailing bag **12** by means of the draw string **18** as shown in FIGURE 2. Also as shown in FIGURE 2, the user removes the end closure strips **42** and the cover side panel **40** by tearing along fold lines **44** and **28** respectively. The cover side panel **40** may have a number printed thereon corresponding with a number printed on the remaining portion of the mailing tag **14** so that the cover side panel **40** can act as a receipt. The remaining portion of the mailing tag **14** may have the processor's address printed thereon, and a place for the user to place his return address. After placing the proper postage on the mailing tag **14**, the mailer **10** can then be mailed to the processor.

Thus, there is provided by the present invention a mailer which can be easily stored in a minimum amount of space in its flat condition, yet can be folded into a small, compact package for sale as mail-in film processing. Since the mailer of the present invention can be folded into a self-contained package, it requires no additional boxes, and is therefore less expensive than previously used mailers. In addition, the mailer of the present invention can be easily stored in its folded package condition by the user of the photographic film, and can provide a receipt for the film when it is mailed to the film processor.

The present invention may be embodied in other specific forms without departing from the spirit or essential attributes thereof and, accordingly, reference should be made to the appended claims, rather than to the foregoing specification as indicating the scope of the invention.

I claim:

1. A mailer comprising a mailing bag and a substantially rectangular mailing tag secured at one end to the closed end of the mailing bag, said mailing tag having five fold lines extending thereacross, said fold lines dividing said mailing tag into a mounting tab at said one end of the tag to which the mailing bag is secured, a side panel next to said mounting tab, an edge panel next to said side panel, a second side panel next to said edge panel, a second edge panel next to said second side panel and a cover side panel next to said second edge panel and at the other end of the tag said side panels being of the same size and said edge panels being of the same size, said tag being foldable along said fold lines into a substantially rectangular package containing said mailing bag therein; a separate end closure strip secured to and extending across each end of the second side panel of the mailing tag, said end closure strips being foldable to extend across the space between the ends of the side panels when the mailing tag is in its folded package condition; and means for releaseably securing the cover side panel across and to the first said side panel when the mailing tag is in its folded package condition.

2. A mailer in accordance with claim 1 including a fold line at the junction of each of the end closure strips and the second side panel, and a fold line across each end closure strip spaced from and parallel to said junction fold line, said fold lines dividing each of said end closure strips into an end closure panel next to said second side panel and a tuck-in panel at the end of the end closure strip, said end closure panels adapted to extend across the space between the ends of the side panels with the tuck-in panels being insertable between the first said side panel and the cover side panel when the mailing tag is in its folded package condition.

3. A mailer in accordance with claim 1 in which the releasable securing means comprises a securing tab extending from the other end of the mailing tag, and a slit in the fold line between the first side panel and the first edge panel, said securing tab being insertable through said slit when the mailing tag is in its folded package condition.

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