FLEXIBLE PACKAGE CONTAINER

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ABSTRACT
A flexible packaging container is provided. The container is formed of a first flexible film. The container comprises a cavity for receiving a dispensable product, a first sidewall and a second sidewall opposite the first sidewall. The container also comprises at least one strap formed of a second flexible film, the strap located within the cavity. The strap has a first end connected to the first sidewall and a second end connected to the second sidewall.
FLEXIBLE PACKAGE CONTAINER

CROSS-REFERENCE TO RELATED APPLICATIONS

[0001] This application claims the benefit of U.S. Provisional Application No. 61/533,534, filed on Sep. 12, 2011. The disclosure of the above application is incorporated herein by reference.

FIELD OF THE INVENTION

[0002] The present invention relates generally to flexible packaging containers, and specifically to flexible packaging containers having a reinforcement structure that assists in preventing deformation of the flexible packaging containers.

BACKGROUND OF THE INVENTION

[0003] Flexible packaging containers are commonly used for handling, storage, transportation and display of dispensable products. It is typically undesirable or not possible to completely fill a flexible packaging container. Thus, these flexible packaging containers tend to bulge or create variable shaped forms due to the formation of the dispensable product contained therein and the particular orientation at which the flexible packaging container is maintained. This bulging typically results in the flexible packaging container having rounded corners and sides which are not straight, which in turn results in the flexible packaging containers being more difficult to handle, store and display. Moreover, the bulging and/or deformation of such flexible packaging containers makes it difficult to stack these flexible packaging containers in stores for retail display and/or shipping.

[0004] Thus, there is a need for a flexible packaging container that is easy to manufacture and yet incorporates an efficient support system for assisting in maintaining the shape of the container, even during stacking. Furthermore, there is a desire for a flexible packaging container that has an easy pour system. Additionally, there is a desire for a flexible packaging container that can be positioned up-right on a display shelf so that the main surface of the container having product indicia faces towards the consumer.

BRIEF SUMMARY OF THE INVENTION

[0005] Embodiments of the present invention provide a flexible packaging container that is easy to handle, has a compact design and is simple to remove its contents. Other embodiments of the present invention provide a flexible packaging container that has a logo that is in a readable orientation during carrying/display and does not collapse. Advantageously, such flexible packaging containers provide improved brand recognition and a flexible packaging container that can be efficiently packed for storage, transportation and/or display.

[0006] In one embodiment, the invention can be a flexible packaging container comprising: a container formed of a first flexible film, the container comprising a cavity for receiving a dispensable product, a first sidewall and a second sidewall opposite the first sidewall; and at least one strap formed of a second flexible film, the strap located within the cavity and having a first end connected to the first sidewall and a second end connected to the second sidewall.

[0007] In another embodiment, the invention can be a flexible packaging container comprising: a flexible container comprising: a cavity for receiving a dispensable product; a first sidewall having a first central region; and a second sidewall having a second central region opposite the first sidewall; at least one flexible strap located within the cavity and having a first end connected to the first central region of the first sidewall and a second end connected to the second central region of the second sidewall; and a first product indicia on an outer surface of the container in at least one of the first and second central regions.

[0008] In yet another embodiment, the invention can be a flexible packaging container comprising: a flexible container, the flexible container comprising a cavity for receiving a dispensable product, a first sidewall, and a second sidewall opposite the first sidewall; at least one flexible strap located within the cavity and having a first end connected to the first sidewall and a second end connected to the second sidewall; wherein the flexible container has a block shape having a container length Lc, a container height Hc, and a container depth Dc, a ratio of the container length Lc to the container height Hc being greater than or equal to 1.2:1 and a ratio of the container length Lc to the container depth Dc being greater than or equal to 1.5:1; and wherein the first and second sidewalls extend the container length Lc and the container height Hc.

[0009] Further areas of applicability of the present invention will become apparent from the detailed description provided hereinafter. It should be understood that the detailed description and specific examples, while indicating the preferred embodiment of the invention, are intended for purposes of illustration only and are not intended to limit the scope of the invention.

BRIEF DESCRIPTION OF THE DRAWINGS

[0010] The present invention will become more fully understood from the detailed description and the accompanying drawings, wherein:

[0011] FIG. 1 is a perspective view of a flexible packaging container in accordance with an embodiment of the present invention;

[0012] FIG. 2 is a front view of the flexible packaging container of FIG. 1;

[0013] FIG. 3 is a top view of the flexible packaging container of FIG. 1;

[0014] FIG. 4 is a bottom view of the flexible packaging container of FIG. 1;

[0015] FIG. 5 is a perspective view of the flexible packaging container of FIG. 1 with a portion removed to illustrate a strap located within a cavity of the container; and

[0016] FIG. 6 is a cross-sectional view taken along line VI-VI of FIG. 2.

DETAILED DESCRIPTION OF THE INVENTION

[0017] The following description of the preferred embodiment(s) is merely exemplary in nature and is in no way intended to limit the invention, its application, or uses.

[0018] The description of illustrative embodiments according to principles of the present invention is intended to be read in connection with the accompanying drawings, which are to be considered part of the entire written description. In the description of embodiments of the invention disclosed herein, any reference to direction or orientation is merely intended for convenience of description and is not intended in any way to limit the scope of the present invention. Relative terms such as “lower,” “upper,” “horizontal,” “vertical,” “above,”
“below,” “up,” “down,” “top” and “bottom” as well as derivative thereof (e.g., “horizontally,” “downwardly,” “upwardly,” etc.) should be construed to refer to the orientation as then described or as shown in the drawing under discussion. These relative terms are for convenience of description only and do not require that the apparatus be constructed or operated in a particular orientation unless explicitly indicated as such. Terms such as “attached,” “affixed,” “connected,” “coupled,” “interconnected,” and similar refer to a relationship wherein structures are secured or attached to one another either directly or indirectly through intervening structures, as well as both movable or rigid attachments or relationships, unless expressly described otherwise. Moreover, the features and benefits of the invention are illustrated by reference to the exemplified embodiments. Accordingly, the invention expressly should not be limited to such exemplary embodiments illustrating some possible non-limiting combination of features that may exist alone or in other combinations of features; the scope of the invention being defined by the claims appended hereto.

[0019] Referring first to FIGS. 1-4 concurrently, a flexible packaging container 1000 in accordance with an embodiment of the present invention will be described. The flexible packaging container 1000 generally comprises a container 100 and a strap 200 (FIGS. 5 and 6). The container 100 comprises a first wall 101, a second wall 102, a third wall 103, a fourth wall 104, a bottom wall 105 and a top wall 106. The first, second, third and fourth walls 101-104, the bottom wall 105 and the top wall 106 collectively define the structure of the container 100 and an internal cavity 110 (see FIGS. 5 and 6). The first and second walls 101, 102 are positioned opposite one another relative to the cavity 110 and the third and fourth walls 103, 104 are positioned opposite one another relative to the cavity 110. The bottom wall 105 forms a floor of the container 100 and the top wall 106 forms a roof of the container 100. The container 100 comprises a longitudinal axis A-A extending along its length.

[0020] The first wall 101 transitions into the third side-wall 103 at an edge 111, into the bottom wall 105 at an edge 112 and into the top wall 106 at an edge 114. The third side-wall 103 transitions into the second side-wall 102 at an edge 113, into the bottom wall 105 at an edge 115 and into the top wall 106 at an edge 116. The second side-wall 102 transitions into the fourth side-wall 104 at an edge 117, into the bottom wall 105 at an edge 118 and into the top wall 106 at an edge 119. The fourth side-wall 104 transitions into the bottom wall 105 at an edge 120, into the top wall 106 at an edge 121 and into the first side-wall 101 at an edge 122.

[0021] In some embodiments, the entire container 100 is formed from a single unitary sheet and connected at only one of the edges. In such an embodiment, each of the edges 111-122 is merely a crease line or transition point between each of the side-walls, top wall and bottom wall 101-106. However, in certain other embodiments each of the side-walls, top wall and bottom wall 101-106 are separately formed and connected during a later stage of the manufacturing process. In such an embodiment, the edges 111-121 are the location at which the side-walls, top wall and bottom wall 101-106 are connected. Regardless of how the container 100 is formed, in certain embodiments it forms an ashlar’s block shape.

[0022] The container 100 is able to be positioned in an upright manner such that the container 100 can maintain its structure and shape with the bottom wall or floor 105 positioned adjacent to a flat surface. Thus, the container 100 can be displayed in a retail store such that at least one of its side-walls 101-104 faces outward towards a consumer. This can be advantageous when one of the side-walls 101-104 comprises a product indicia that is desired to be viewable by the consumer as will be described in more detail below. Furthermore, as will be understood from the description below, the container 100 comprises a relatively small depth (relative to the height and length) thus allowing several of the containers 100 to be displayed upright and aligned on a shelf in a back-to-front manner.

[0023] The container 100 is suitable for containing any type of dispensible product therein. In certain embodiments, the dispensable product is a granular product such as a dry cat or dog food. Thus, in some embodiments the invention described herein is a combination of the flexible packaging container 1000 and a granular or dry dog or cat food contained therein. However, where not explicitly recited in the claims, the invention is not to be so limited and the container 100 can contain any type of dispensable or flowable product therein.

[0024] Referring to FIGS. 1-3 and 6 concurrently, the top wall 106 of the container 100 comprises a closure mechanism 130 that is movable between a closed position whereby access to the cavity 110 through the top wall 106 is prohibited and an open position (not illustrated) whereby a re-sealable opening 136 is formed in the top wall 106 that provides a passageway into the cavity 110. Thus, the container 100 comprises the re-sealable opening 136 for dispensing the dispensable product from the cavity 110 when the closure mechanism 130 is in the open position.

[0025] In the exemplified embodiment, the closure mechanism 130 is illustrated as a slider 131. Thus, the top wall 106 includes two strips 132a, 132b extending upwardly therefrom that are interlocked together in the direction of the longitudinal axis A-A when the closure mechanism 130 is in the closed state. The strips 132a, 132b comprise connecting lugs (not illustrated) made of a plastic material. When the slider 131 is slid along the strips 132a, 132b in a first longitudinal direction the connecting lugs of the strips 132 become interlocked to one another, thereby sealing the strips 132a, 132b together and prohibiting access to the cavity 110. When the slider 131 is slid along the strips 132a, 132b in a second longitudinal direction opposite the first longitudinal direction, the connecting lugs of the strips 132a, 132b become unlocked thereby permitting access into the cavity 110 through the re-sealable opening 136 in the top wall 106. Of course, the invention is not limited to the particular closure mechanism 130 exemplified and in other embodiments the closure mechanism may be achieved by adhesion, hook-and-loop, snaps, fasteners, buttons or the like. The closure mechanism 130 is able to be opened completely or partially as may be desired for scooping the product from the container 100 or pouring the product from the container 100, respectively.

[0026] Referring again to FIGS. 1-4 concurrently, the container 100 also comprises a first handle 134 extending from the edge 113 between the first side-wall 101 and the top wall 106 and a second handle 135 extending from the edge 119 between the second side-wall 102 and the top wall 106. The edge 113 can be considered the first top edge of the first side-wall 101 and the edge 119 may be considered the second top edge of the second side-wall 102.

[0027] In the exemplified embodiment the first and second handles 134, 135 are transversely aligned with one another along the longitudinal axis A-A for easy gripping of both handles 134, 135 simultaneously. Specifically, in the exem-
The first handle 134 comprises an aperture 136 and the second handle 135 comprises an aperture 137. The apertures 136, 137 enable a user to easily hold and carry the container 100 by gripping the handles 134, 135 via insertion of their hand and/or fingers into the apertures 136, 137. Of course, the invention is not to be limited by the particular location of the handles 134, 135 and they may extend from edges other than those particularly described above or be Unlike in other embodiments the container 100 may only comprise a single handle connected to and extending between the edges 116, 121 or the edges 113, 119 or the handle may be completely omitted.

When it is desired for a user to pour out the dispensable product from the cavity 110 of the container 100, the user need only grip the handles 134, 135 and expose a portion of the re-sealable opening 136 by moving the slider 131 in the first longitudinal direction. Once partially opened, the user can tilt the container 100 and the dispensable product will be dispensed from the cavity 110 and through the re-sealable opening 136. Alternatively, the re-sealable opening 136 can be fully opened and the dispensable product scooped out of the cavity 110. The structure of the container 100 significantly simplifies the dispensing relative to conventional containers, particularly dog and cat food packaging containers.

Referring to FIGS. 1 and 2 only, the container 100 will be described in more detail. The first sidewall 101 comprises a first central region 140 and the second sidewall 102 comprises a second central region (not illustrated). Although the second central region is not illustrated, it should be understood that it occupies the same spatial region of the second sidewall 102 as the first central region 140 occupies on the first sidewall 101. Thus, the first central region 140 is transversely aligned with the second central region. The first central region 140 is a region on the first sidewall 101 that is equidistant from the edges 112, 113 and equidistant from the edges 111, 112. However, the exact dimensions of the first central region 140 are not limiting of the present invention and thus the central region 140 can be larger or smaller than exemplified and depicted herein. Furthermore, it should be understood that in certain other embodiments the first central region 140 may be slightly offset from center and thus the exact location of the central region 140 is not limiting of the present invention.

In the exemplified embodiment, the first central region 140 comprises product indicia 141 on an outer surface 142 of the container 101. In the exemplified embodiment, the product indicia 141 is a logo, such as the logo of a manufacturer of the container 100 and the dispensable product contained therein. However, the invention is not to be so limited and the product indicia 141 can be any other type of information desired to be displayed on the outer surface 142 of the container 100, such as, for example without limitation, product information, bar codes, product directions or instructions and the like.

In certain embodiments, only one of the first central region 140 and the second central region will comprise the product indicia 141 thereon. However, in other embodiments both of the first central region 140 and the second central region will comprise the product indicia 141, 143 (see FIG. 6).

Referring again to FIGS. 1-4 concurrently, the dimensions of an exemplified embodiment of the container 100 will be described. As described above, in the exemplified embodiment the container 100 comprises a block shape. In one specific embodiment, the container 100 is an ashlar’s block shape. Thus, the container 100 has a length Lc, a height Hc, and a depth Dc. The first and second sidewalls 101, 102 extend along and define the container length Lc, and the container height Hc whereas the third and fourth sidewalls 103, 104 extend along and define the container depth Dc, and the container height Hc. In one specific embodiment, the length Lc is in a range of between 250 mm and 500 mm, the height Hc is in a range of between 200 mm and 400 mm, and the depth Dc is in a range of between 90 mm and 300 mm. In certain embodiments, a ratio of the length Lc to the height Hc is greater than or equal to 1.2:1, more preferably in a range of 1:2.1 to 2:5:1, and even more preferably in a range of 1:2.1 to 1:7:1. Furthermore, in certain embodiments a ratio of the length Lc to the depth Dc is greater than or equal to 1:5:1, more preferably in a range of 1:5:1 to 3:0:1, and even more preferably in a range of 1:7:1 to 2:8:1.

Exemplary length Lc, height Hc, and depth Dc, measurements of various preferred containers configured to contain varying weights of the dispensable product are provided in Table 1 below. Moreover, Table 1 also provides the relevant length Lc to height Hc ratios and length Lc to depth Dc ratios for the containers.

<table>
<thead>
<tr>
<th>Weight of Dispensable Product (Kg)</th>
<th>Length (mm)</th>
<th>Height (mm)</th>
<th>Depth (mm)</th>
<th>Length:Height</th>
<th>Length:Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.5</td>
<td>300</td>
<td>240</td>
<td>110</td>
<td>1.2</td>
<td>2.7</td>
</tr>
<tr>
<td>5</td>
<td>300</td>
<td>240</td>
<td>130</td>
<td>1.2</td>
<td>2.3</td>
</tr>
<tr>
<td>5</td>
<td>300</td>
<td>240</td>
<td>150</td>
<td>1.2</td>
<td>2.0</td>
</tr>
<tr>
<td>7.5</td>
<td>400</td>
<td>240</td>
<td>160</td>
<td>1.7</td>
<td>2.5</td>
</tr>
<tr>
<td>10</td>
<td>400</td>
<td>240</td>
<td>180</td>
<td>1.7</td>
<td>2.2</td>
</tr>
<tr>
<td>10</td>
<td>400</td>
<td>240</td>
<td>220</td>
<td>1.7</td>
<td>1.7</td>
</tr>
<tr>
<td>12</td>
<td>400</td>
<td>290</td>
<td>220</td>
<td>1.4</td>
<td>1.8</td>
</tr>
<tr>
<td>16</td>
<td>460</td>
<td>290</td>
<td>250</td>
<td>1.7</td>
<td>2.0</td>
</tr>
</tbody>
</table>

Referring to FIGS. 5 and 6, the details of the cavity 110 of the container 100 and the materials that form the flexible packaging container 1000 will be described. The flexible packaging container 1000 comprises the strap 200 located within the cavity 110. In certain embodiments, the strap 200 may be a flexible strap such that it is formed of a flexible material as will be described in more detail below.
More specifically, the strap 200 has a first end 201 affixed or connected to the first sidewall 101 and a second end 202 affixed or connected to the second sidewall 102. In the exemplified embodiment, the first end 201 of the strap 200 is connected to the first sidewall 101 in the first central region 140 and the second end 202 of the strap 200 is connected to the second sidewall 102 in the second central region. Thus, when there is product indica 141 in the first central region and product indica 143 in the second central region, the strap 200 is connected to the first and second sidewalls 101, 102 in a region that contains the product indica 141, 143. It should be noted that in certain alternate embodiments of the invention, a plurality of the straps 200 can be incorporated into the container 100 as described herein. In one such embodiment, the plurality of straps 200 can be arranged in a substantially parallel alignment. In another embodiment, the plurality of straps 200 can be arranged in a diverging alignment and/or cisscross alignment.

[0036] The strap 200 is an elongated strip of material having a width \( W_s \). In some embodiments, the strap 200 may be 12 mm to 105 mm in width and may be formed by an 8-25 micron polyester laminated to a 50-190 micron polyethylene. By virtue of its attachment to the first and second sidewalls 101, 102, the strap 200 maintains the flexible packaging container 1000 in a particular structural formation such that bulging and deformation of the flexible packaging container 1000 is prevented. Specifically, the strap 200 maintains the first and second sidewalls 101, 102 spaced from one another at a predetermined distance \( D \) between 70 mm to 360 mm, thereby preventing such bulging and deformation. In one embodiment, a ratio of the strap width \( W_s \) to the distance \( D \) is greater than 1:2. More specifically, a ratio of the strap width \( W_s \) to the distance \( D \) is in a range of 1:2 to 1:30, and more preferably in a range of 1:4 to 1:10.

[0037] In other words, the strap 200 prevents the first and second sidewalls 101, 102 from bulging such that the predetermined distance \( D \) will not increase. Thus, if the flexible packaging container 1000 without the strap is filled with a dispensing product and an object having a weight is placed on top of the flexible packaging container 1000, the dispensing product will push against the first and second sidewalls 101, 102, thereby creating a bulge. However, the strap 200 prevents such a bulge by maintaining the predetermined distance \( D \) between the first and second sidewalls 101, 102. The strap 200 is particularly useful in embodiments that have the product indicia 141, 143. Specifically, in embodiments that have the product indicia 141, 143, bulging of the first and second sidewalls 101, 102 will result in a visual distortion of the product indicia 141, 143. However, because the strap 200 prevents such bulging of the first and second sidewalls 101, 102, the product indicia 141, 143 are prevented from distortion. This enhances a consumer's ability to recognize the flexible packaging container 1000 based on the product indicia 141, 143. This consumer recognition is further enhanced by the flexible packaging container 1000 being positioned for display in the manner described above such that the first and second sidewalls 101, 102 having the product indicia 141, 143 thereon are faced towards the consumer.

[0038] In the exemplified embodiment, the container 100 of the flexible packaging container 1000 is formed of a first flexible film 160 and the strap 200 of the flexible packaging container 1000 is formed of a second flexible film 260. In certain embodiments, the first flexible film 160 is a first plastic film and the second flexible film 260 is a second plastic film.

[0039] In certain embodiments, the first and second flexible films 160, 260 are multi-layer films. In such embodiments, the first flexible film 160 comprises an inner layer 161 and an outer layer 162. The inner layer 161 is affixed to the outer layer 162 such that there is no spacing or gaps between the inner and outer layers 161, 162. In certain embodiments, the inner layer 161 is a heat-weldable thermoplastic 161, such as polyethylene. Furthermore, in certain embodiments the outer layer 162 is formed of polyester. Of course, the inner and outer layers 161, 162 can be formed of other materials in alternative embodiments.

[0040] Similarly, the second flexible film 260 comprises an inner layer 261 and an outer layer 262. The inner layer 261 is affixed to the outer layer 262 such that there is no spacing or gaps between the inner and outer layers 261, 262. In certain embodiments, the inner layer 261 is a heat-weldable thermoplastic, such as polyethylene. Furthermore, in certain embodiments the outer layer 262 is formed of polyester. Of course, the inner and outer layers 161, 162 can be formed of other materials in alternative embodiments.

[0041] In embodiments where the inner layer 161 of the first flexible film 160 and the inner layer 261 of the second flexible film are formed of a heat-weldable thermoplastic, the first end 201 of the strap 200 is heat welded to the first sidewall 101 and the second end 202 of the strap 200 is heat welded to the second sidewall 102. The inner layer of heat-weldable thermoplastic 161 of the first flexible film 160 is in contact with the inner layer of heat-weldable thermoplastic 261 of the second flexible film, thereby enhancing the connection between the first and second walls 101, 102 and the strap 200.

[0042] As can be seen in FIG. 6, the product indicia 141 is affixed to and/or extends outwardly from the outer layer 162 of the first flexible film 160. In some embodiments, the product indicia 141 can be a print layer that is adhered or otherwise affixed to the outer layer 162 of the first flexible film 160. Alternatively, the product indicia 141 can be a print that is integrally formed onto or into the outer layer 162 of the first flexible film 160 rather than being a separate layer. In such an embodiment, the product indicia 141 is merely imprinted directly onto the outer layer 162 of the first flexible film 160. In other embodiments, the product indicia 141 can be an embossing or debossing in or extending from the outer layer 162 of the first flexible film 160.

[0043] Referring to FIG. 6, it can be seen that the handles 134, 135 are integrally formed with the outer layer 162 of the first flexible material 160. However, the invention is not to be so limited and in other embodiments, particularly where the outer layer 162 is formed of polyester, the handles 134, 135 may be glued onto the container 100 by an adhesive. Furthermore, in still other embodiments the handles 134, 135 can be formed of a heat-weldable thermoplastic so that the handles 134, 135 can be heat-welded to the container 100 in a similar manner to that described above with regard to the strap 200.

[0044] The invention is not limited to the container 100 and strap 200 being formed of the materials described herein in all embodiments. In certain other embodiments, the container 100 and the strap 200 can be formed of materials other than polyester and polyethylene. Furthermore, the first flexible film 160 of the container 100 and the second flexible film 260 of the strap 200 can be a multi-layer film having more than the
two layers exemplified, or they can each be a single layer film. In other embodiments, one of the first and second flexible films 160, 260 can be a single layer film while the other is a multi-layer film. In other words, the first and second flexible films 160, 260 are not to be particularly limited and they can be materials other than those described herein. Thus, the first and second films 160, 260 may consist of different layers of plastic and/or metal materials in order to meet different requirements in terms of resistance to humidity, water vapour resistance, aromas, density, tensile strength and the like.

[0045] While in the exemplified embodiment, only one strap 200 is connected to the container 100 as described above, in alternate embodiments, a plurality of the straps 200 can be connected to and extend between the first and second sidewalls 101, 102 as described above. In one such alternate embodiment, the plurality of straps 200 may extend between the first and second sidewalls 101, 102 in a spaced-apart arrangement wherein the plurality of straps 200 are either parallel and/or angled relative to one another.

[0046] As used throughout, ranges are used as shorthand for describing each and every value that is within the range. Any value within the range can be selected as the terminus of the range. In addition, all references cited herein are hereby incorporated by reference in their entireties. In the event of a conflict in a definition in the present disclosure and that of a cited reference, the present disclosure controls.

[0047] While the foregoing description and drawings represent the exemplary embodiments of the present invention, it will be understood that various additions, modifications and substitutions may be made therein without departing from the spirit and scope of the present invention as defined in the accompanying claims. In particular, it will be clear to those skilled in the art that the present invention may be embodied in other specific forms, structures, arrangements, proportions, sizes, and with other elements, materials, and components, without departing from the spirit or essential characteristics thereof. One skilled in the art will appreciate that the invention may be used with many modifications of structure, arrangement, proportions, sizes, materials, and components and otherwise, used in the practice of the invention, which are particularly adapted to specific environments and operative requirements without departing from the principles of the present invention. The presently disclosed embodiments are therefore to be considered in all respects as illustrative and not restrictive, the scope of the invention being defined by the appended claims, and not limited to the foregoing description or embodiments.

What is claimed is:

1. A flexible packaging container comprising:
   a container formed of a first flexible film, the container comprising a cavity for receiving a dispensable product, a first sidewall and a second sidewall opposite the first sidewall, and
   at least one strap formed of a second flexible film, the strap located within the cavity and having a first end connected to the first sidewall and a second end connected to the second sidewall.

2. The flexible packaging container according to claim 1 wherein the first flexible film is a first plastic film and the second flexible film is a second plastic film.

3. The flexible packaging container according to any one of claims 1 to 2 wherein the first flexible film comprises a layer of a heat-weldable thermoplastic.

4. The flexible packaging container according to any one of claims 1 to 3 wherein the second flexible film comprises a layer of a heat-weldable thermoplastic, the first end of the strap heat welded to the first sidewall and the second end of the strap heat welded to the second sidewall.

5. The flexible packaging container according to any one of claims 1 to 4 wherein the strap maintains a predetermined distance D between the first and second sidewalls to prevent bulging of the container.

6. The flexible packaging container according to claim 5 wherein the strap is an elongated strip having a strap width W₁ wherein a ratio of the strap width W₁ to the distance D is greater than 1:2.

7. The flexible packaging container according to any one of claims 1 to 6 wherein each of the first and second flexible films is a multi-layer film.

8. The flexible packaging container according to claim 6 wherein each of the first and second flexible films comprise a polyester layer and a polyethylene layer.

9. The flexible packaging container according to any one of claims 1 to 8 wherein the first sidewall comprises a first central region and the second sidewall comprises a second central region, the first end of the strap connected to the first central region and the second end of the strap connected to the second central region.

10. The flexible packaging container according to claim 9 wherein at least one of the first and second central regions comprises a product indicia on an outer surface of the container.

11. The flexible packaging container according to claim 10 wherein both of the first and second central regions comprises a product indicia on the outer surface of the container.

12. The flexible packaging container according to any one of claims 1 to 11 wherein the container has an ashlar’s block shape having a container length L_C, a container height H_C and a container depth D_C.

13. The flexible packaging container according to claim 12 wherein a ratio of the container length L_C to the container height H_C is in a range of 1.2:1 to 2.5:1 and a ratio of the container length L_C to the container depth D_C is in a range of 1.5:1 to 3.0:1.

14. The flexible packaging container according to claim 13 wherein the first and second sidewalls extend the container length L_C and the container height H_C.

15. The flexible packaging container according to any one of claims 1 to 14 further comprising a first handle extending from a top edge of the first sidewall and a second handle extending from a top edge of the second sidewall, the first and second handles aligned with one another.

16. The flexible packaging container according to any one of claims 1 to 15 wherein the container further comprises a re-sealable opening for dispensing the dispensable product from the cavity.

17. A flexible packaging container comprising:
   a container comprising: a cavity for receiving a dispensable product; a first sidewall having a first central region; and a second sidewall having a second central region opposite the first sidewall;
   at least one flexible strap located within the cavity and having a first end connected to the first central region of the first sidewall and a second end connected to the second central region of the second sidewall; and
   a first product indicia on an outer surface of the container in at least one of the first and second central regions.
18. The flexible packaging container according to claim 17 further comprising a second product indicia on the outer surface of the container in the other one of the first and second central regions.

19. The flexible packaging container according to any one of claims 17 to 18 wherein the flexible container is formed of a first flexible film and the flexible strap is formed of a second flexible film.

20. The flexible packaging container according to claim 19 wherein the first flexible film comprises an inner layer formed of a heat-weldable thermoplastic and the second flexible film comprises a layer of a heat-weldable thermoplastic, the first end of the flexible strap heat welded to the first sidewall and the second end of the flexible strap heat welded to the second sidewall.

21. The flexible packaging container according to any one of claims 17 to 20 wherein the first product indicia comprises a logo.

22. The flexible packaging container according to any one of claims 17 to 21 wherein the flexible container has an ashlar’s block shape having a container length Lc, a container height Hc, and a container depth Dc.

23. The flexible packaging container according to claim 22 wherein a ratio of the container length Lc to the container height Hc is in a range of 1.2:1 to 2.5:1 and a ratio of the container length Lc to the container depth Dc is in a range of 1.5:1 to 3.0:1.

24. The flexible packaging container according to claim 23 wherein the first and second sidewalls extend the container length Lc and the container height Hc.

25. The flexible packaging container according to any one of claims 17 to 24 wherein the strap maintains a predetermined distance D between the first and second sidewalls to prevent bulging of the container, and wherein the strap is an elongated strip having a strip width Ws, wherein a ratio of the strip width Ws to the distance D is greater than 1:2.

26. The flexible packaging container according to claim 25 wherein a ratio of the strip width Ws to the distance D is in a range of 1:4 to 1:10.

27. The flexible packaging container according to any one of claims 17 to 26 further comprising a first handle extending from a first top edge of the first sidewall and a second handle extending from a second top edge of the second sidewall, the first and second handles aligned with one another.

28. A flexible packaging container comprising:
   a flexible container, the flexible container comprising a cavity for receiving a dispensable product, a first sidewall, and a second sidewall opposite the first sidewall, at least one flexible strap located within the cavity and having a first end connected to the first sidewall and a second end connected to the second sidewall;
   wherein the flexible container has a block shape having a container length Lc, a container height Hc, and a container depth Dc, a ratio of the container length Lc to the container height Hc being greater than or equal to 1.2:1 and a ratio of the container length Lc to the container depth Dc being greater than or equal to 1.5:1; and
   wherein the first and second sidewalls extend the container length Lc and the container height Hc.

29. The flexible packaging container according to claim 28 wherein the ratio of the container length Lc to the container height Hc is in a range of 1.2:1 to 2.5:1 and the ratio of the container length Lc to the container depth Dc is in a range of 1.5:1 to 3.0:1.

30. The flexible packaging container according to claim 28 wherein the ratio of the container length Lc to the container height Hc is in a range of 1.2:1 to 1.7:1 and the ratio of the container length Lc to the container depth Dc is in a range of 1.7:1 to 2.8:1.

31. The flexible packaging container according to any one of claims 28 to 30 wherein the flexible container is formed of a first flexible film and the flexible strap is formed of a second flexible film.

32. The flexible packaging container according to claim 31 wherein the first flexible film is a first plastic film and the second flexible film is a second plastic film.

33. The flexible packaging container according to any one of claims 28 to 32 wherein the first sidewall comprises a first central region and the second sidewall comprises a second central region, the first end of the flexible strap connect to the first central region and the second end of the flexible strap connected to the second central region.

34. The flexible packaging container according to claim 33 further comprising a first product indicia on an outer surface of the container in at least one of the first and second central regions.

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