

July 3, 1962

J. F. McCULLOUGH
IMPROVED PACKAGING MATERIAL AS AN
ARTICLE OF MANUFACTURE

3,042,278

Filed July 21, 1960

3 Sheets-Sheet 1

FIG. 1

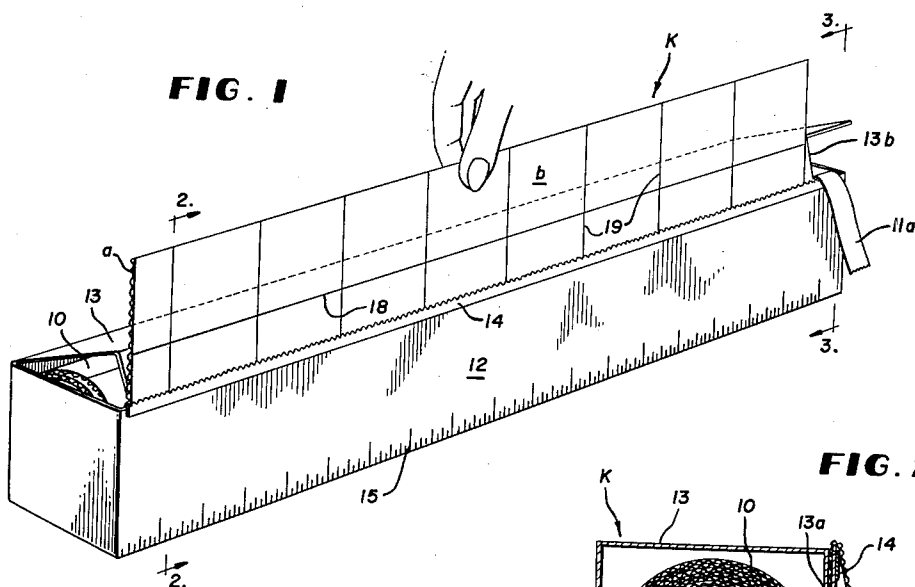


FIG. 2

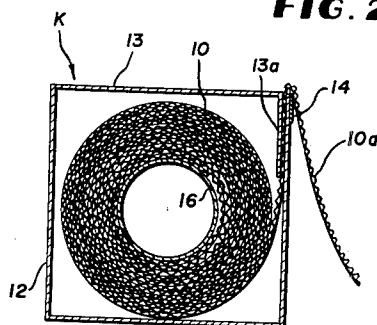


FIG. 3

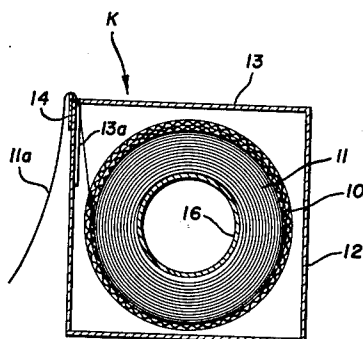
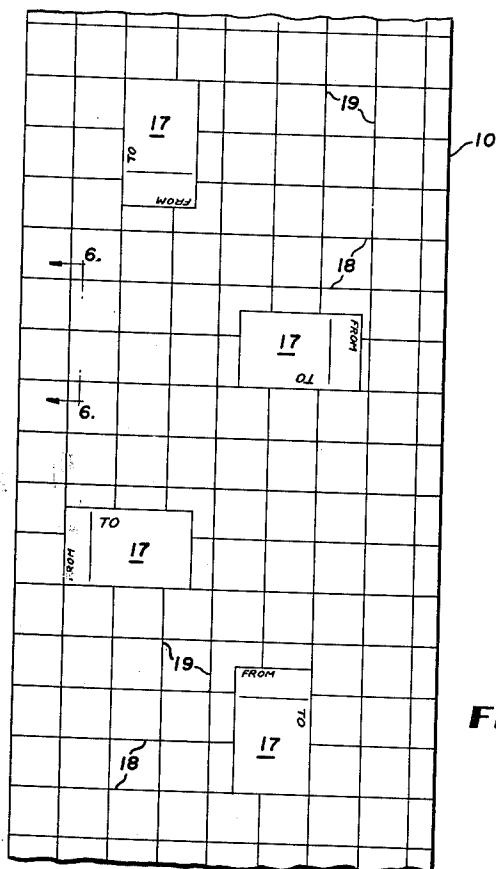


FIG. 4



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FIG. 5

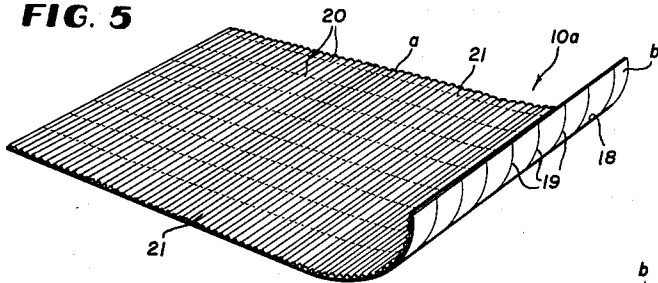


FIG. 6

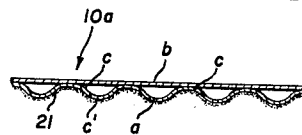


FIG. 7

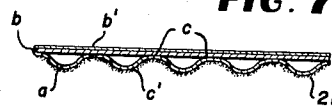


FIG. 8

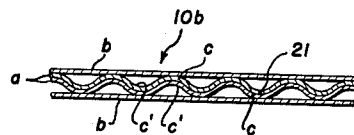


FIG. 9

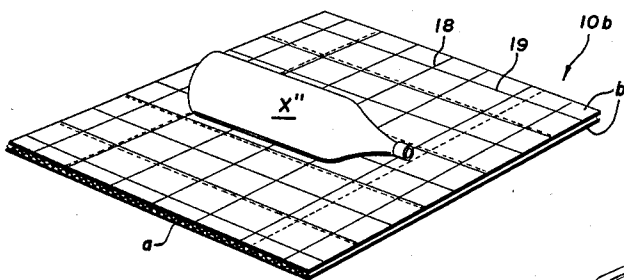


FIG. 10

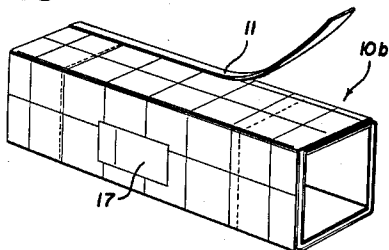


FIG. 12

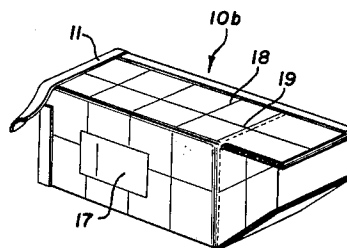


FIG. 11

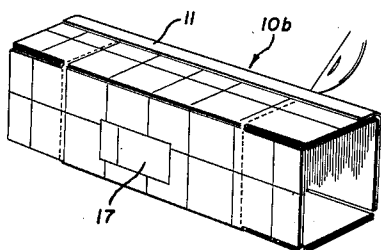
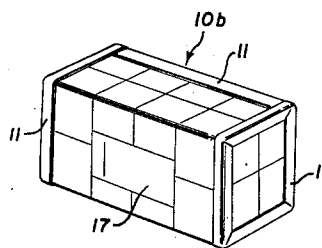


FIG. 13



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3 Sheets-Sheet 3

FIG. 14

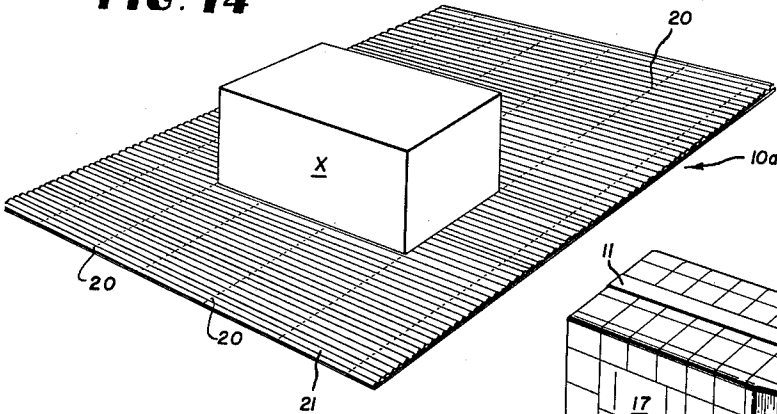


FIG. 15

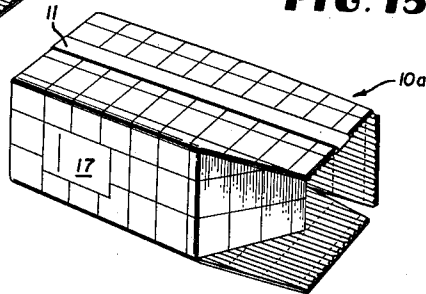


FIG. 16

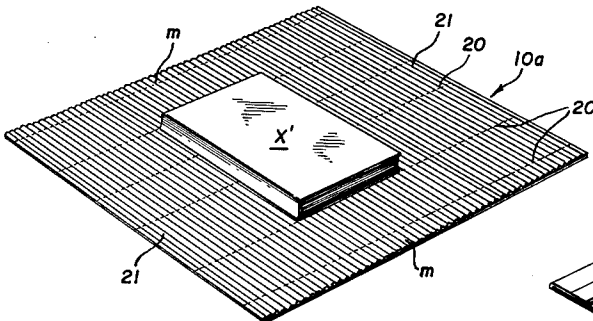


FIG. 18

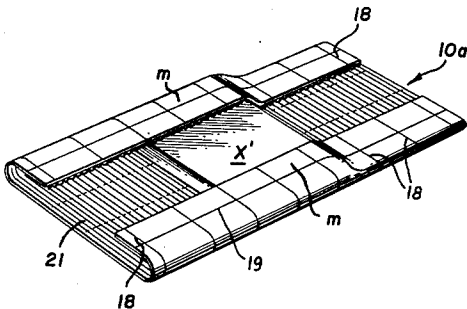
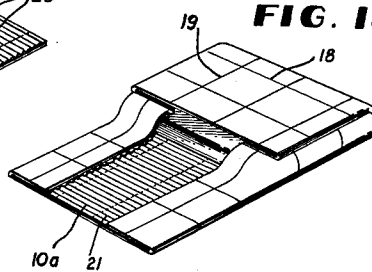


FIG. 19

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IMPROVED PACKAGING MATERIAL AS AN ARTICLE OF MANUFACTURE

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Filed July 21, 1960, Ser. No. 44,445
7 Claims. (Cl. 225—39)

The present invention, described herein, relates to an improved kit of package-wrapping material as a new merchandisable article of manufacture having a novel combination of features and useful by the average householder or office clerk usually unskilled in the art of wrapping.

For years the average person, wanting to send a package through the mails, has been deterred by a great deal of annoying difficulties in assembling the various items needed for wrapping the object properly for safer transportation. Such needed items usually consist of a box of proper size, wrapping paper of substantial or suitable weight and, frequently, even should a box be used, an intermediate layer of cardboard or protective corrugated paper for assuring security against breakage or injury to the object in transit. Also, cord or sealing-tape, or both, are needed as well as mailing labels upon which the name and address of the sender and of the addressee may be written clearly and in a durable manner. These items are not usually found in the home or readily at hand by the average person.

While wrapping paper is usually available commercially to the average person, empty boxes of sufficient strength and size for mailing are difficult to obtain, and protective corrugated paper is not sold in quantities for the occasional user, at least at this time, and suitable corrugated paper is otherwise difficult to locate except in bulk or commercial quantities. Furthermore, to employ the usual single-faced corrugated paper as a protective wrapper for articles, when available, it must generally be wrapped itself in an additional outer layer of paper because its single smooth surface is composed of a very light weight paper sheet, on the exposed surface of which the corrugated flutings cause a humps-and-valleys effect in some instances, thus making the surface too lumpy to be written upon and is easily punctured, torn or otherwise damaged by writing thereupon with a pen or pencil.

Thus, when the average person wishes to mail an article (such as gifts, merchandise, personal possessions or most any object acceptable in the United States mail), the task is not only annoying and inconvenient, but results in hundreds of thousands of badly wrapped packages being sent through the mail each year which are damaged, along with their contents, in transit and some of which, because of poor labeling, are lost or returned to the sender; and this means continual unnecessary expense and labor imposed upon the United States Post Office Department.

Having in mind the deficiencies of the prior art, the prime and broad object of this invention, therefore, is to provide an inexpensive novel multi-purpose article-protective wrapping-material for mailing or other shipping purposes and which includes therein a single reinforced flexible sheet specifically adapted to constitute the sole means for wrapping a variety of articles in various ways, the wrapping sheet being coated with an adhesive that will not adhere to the article (to be wrapped thereby) and being so constructed that, when coated portions of said sheet are doubled face-to-face, said doubled portions form an integrally connected stiffened board useful for forming immediately, and without any equipment (other than a knife or scissors) or special labor, a box or the like for the encasement of an article or articles.

A more specific object of the invention is to provide a

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roll sheet of single-faced corrugated paper in a container, as a novel merchandisable package (including a roll of sealing tape or cordage), from which the sheet may be dispensed and cut off by the user in required lengths to provide either a flexible wrapping or a stiffened box, the said sheet having its smooth face composed of at least one substantial flat layer, preferably of relatively heavy "kraft" paper, with its outer surface provided with visible equi-spaced and ruled demarcation lines extending longitudinally and transversely of said surface to form modules of measure, and with a plurality of address-label areas printed directly on said outer surface at regular spaced intervals so as to appear at one or more sides or surfaces of the wrapped articles; and the corrugated face of said sheet being coated with a continuous film of moisture proof self-adhering-only adhesive to exclude moisture from the object wrapped and to form a stiffened board, when portions of the sheet bearing the adhesive are doubled in face-to-face relation, thus providing a single versatile wrapping sheet for mailing purposes.

Another object of the invention is to provide a wrapping sheet, as above defined, wherein the projecting flutes on its corrugated face are scored or slightly kerfed transversely for a distance of their crests under and corresponding exactly with the modular printed lines on its top or opposite face and extending transversely of the corrugations to provide weakening scoring lines on the sheet at said modular lines so that the sheet may be neatly bent or folded along said lines.

Other objects, features and advantages of the present invention will be apparent from the following detailed description of the invention, as illustrated in the accompanying drawings in the form it is now at present devised.

In the drawings:

FIGURE 1 is a perspective view of the kit of this invention illustrating the container opened to permit the wrapping sheet and the sealing-tape to be withdrawn therefrom and severed in desired lengths or sections by means of a single cutting edge;

FIGURE 2 is a transverse sectional view taken substantially on line 2—2 of FIG. 1 but showing the lid or cover of the container closed and a selected dispensed section of the wrapping material in a position to be severed;

FIGURE 3 is a transverse sectional view similar to FIGURE 2 and taken substantially on line 3—3 of FIG. 1 to illustrate a strip of binding tape extending from the container and about to be severed;

FIGURE 4 is a fragmentary plan view of a section of a single-faced corrugated wrapping sheet on a scale reduced from that showing in FIGURE 1 and illustrating its outer smooth or faced surface having said modular lines provided directly on said surface and printed address areas spotted at regular intervals thereon;

FIGURE 5 is a perspective view of the wrapping sheet shown in FIGURE 4, illustrating its inner or corrugated side bearing a continuous film of self-adhering-only adhesive;

FIGURE 6 is a fragmentary transverse sectional view of said wrapping sheet taken substantially on line 6—6 of FIGURE 4;

FIGURE 7 is a view similar to FIGURE 6 showing a slightly modified construction of the wrapping sheet;

FIGURE 8 is a view similar to FIGURES 6 and 7 but wherein two such sections of the wrapping sheet have their corrugated adhesive-bearing surfaces nested together in face-to-face relation, thus forming an integral double-faced corrugated stiffened board;

FIGURES 9 to 13, inclusive, illustrate a manner in which the corrugated stiffened board, shown in FIGURE 8, may be formed into a mailing box for frangible or other articles;

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FIGURES 14 and 15 are perspective views illustrating the manner in which the single-faced wrapping sheet, shown in FIGURES 4 to 7, inclusive, may be employed in wrapping objects for mailing purposes, and

FIGURES 16 to 19, inclusive, are perspective views illustrating the manner in which articles, particularly relatively flat articles such as books, may be wrapped for mailing with the single ply of corrugated wrapping sheet of the present invention to form an air-proof and water-proof sealed wrapping, utilizing the presence of an adhesive surface for a firm, instantly-formed package of unusual strength.

Referring specifically to the drawings, in which like characters of reference refer to similar like parts throughout the several views, the kit K of the present invention shown in FIGURES 1, 2 and 3 brings together a specific combination of elements, as a new merchandisable article, for furnishing to the average person all the accouterments necessary for easily wrapping and/or packing articles to be mailed under present postal regulations or otherwise transported, and fulfills a long-felt want in a uniquely simplified way.

The kit K comprises a container 12 containing a roll of, so-called, single-faced corrugated protective paper 10 (i.e., composed of a sheet of corrugated paper stock *a* having one face covered with a flat sheet *b* of paper bonded to the alternate opposing crests *c* of the corrugated sheet *a*) which is modified for the purposes of this invention in a manner to be stated presently; and the container 12 further contains a roll of sealing-tape 11. Lengths of the protective wrapping paper 10 and lengths of the sealing-tape 11 may be withdrawn from the container 12 while the rolls are retained therein, and these lengths may be torn or severed from their rolls in any suitable manner, such for instance as by tearing said lengths of either tape or paper across a continuous serrated cutting-edge provided on the container as is well known in the art.

The container 12 may be an elongated box of cardboard or of plastic material provided with a lid 13 and the cutting edge 14, the lid having a flap-lip 13a that may be inserted or tucked-in, as shown in FIGURES 2 and 3, to close the container 12 and to give rigidity to the wall of the container carrying the cutting edge 14, during the tearing operation above mentioned. Since it is preferred that the sealing-tape 11 be of the self-sealing type (i.e. without moistening), the lip 13a is cut-away or notched at 13b to form an exit therefor so that the adhesive-face of the tape 11 will not contact with the lid or the walls of the box but only with the cutting edge 14. The rolls 10 and 11 may be mounted on a floating core or spindle 16 or said spindle may be journaled within the container 12.

The container 12 is provided with measuring-rule indications 15, printed or otherwise provided along one elongated edge portion, preferably as shown in FIGURE 1, to cooperate with the article to be wrapped and with the wrapping sheet 10 for determining the length to be withdrawn from the roll 10 to the cutting edge 13 for the purpose of supplying without waste the proper quantity of wrapping for the article.

The kit K should be made in a plurality of sizes so as to provide the public with a selection of wrapping paper 10 of a width and length best suited for general or for specific needs of an individual.

It is generally known and basic to single-faced corrugated paper sheet 10 that it is very flexible in one direction and more rigid in the other direction, hence more difficult to bend counter to the direction of its fluting. However, this property of such a material is utilized by this invention to effect two different uses of such material—that is, as a single wrapper sheet and as a nested double-faced substantially rigid sheet. In either case, the material is more readily folded in its more flexible direction of its fluting and tends to retain rigidity in the

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direction across or transverse of said fluting. Thus, scoring or slits across said fluting facilitates forming or shaping the wrapping material, when doubled without substantially reducing its transverse rigidity.

The concept of this invention envisions only a single wrapping sheet unit 10 of such a flexible single-faced corrugated paper which combines several elements or features that cooperate in such a manner as to give said sheet wide versatility of use by the user in wrapping and/or packing an article or articles protectively against breakage, dampness or other damage in mail-handling or transit.

The first of these features is that the flexible single-faced corrugated sheet 10 has a smooth outer layer *b* of heavy kraft paper (i.e. about 50 pound stock), which is heavier than is usually provided as facing on corrugated material, in order to provide a stout and tough outer wrapper requiring no other outer separate wrapper as is usually required and which can be written upon evenly without puncturing the paper.

The second of these features is the provision of a plurality of integral address-label areas 17, with "To" and "From" legends and blank-lined writing spaces as usually need to be separately affixed for mailing, printed directly upon the outer surface of said facing layer *b* in spaced staggered rows on both sides of the longitudinal center of the wrapping sheet 10, the spacing in each row being about 12 inches apart so that, at least, one such area 17 will appear on the wrapped package even should only one longitudinal half portion of the wrapping sheet be used for any one wrapping. The wrapping sheet 10 may be manufactured with a single flat layer *b* of heavy kraft paper, as shown in FIGURES 5 and 6, or with the usual lighter weight layer onto which an additional layer *b'* of kraft wrapping paper, or other suitable wrapping material, is superimposed and bonded thereto by a suitable adhesive, as shown in FIGURE 7. Also, in addition to the address areas 17, the outer surface of the layer *b* or layer *b'* may be decorated in various appropriate ways; however, the address-label areas 17 must remain clearly recognizable and discrete apart from any decorative graphic treatment as said areas are a functional and indispensably integral element of the unitary wrapping sheet 10 of this invention.

The third of the features of the wrapping sheet unit 10 is the provision of a multiplicity of visual parallel and intersecting lines 18 and 19 on the outer surface of the layer *b* or *b'* (as the case may be), the lines 18 extending transversely of the outer layer *b* or *b'* in the same direction as the flutes of the corrugated layer *a* and the lines 19 extending longitudinally of said layer *b* or *b'*. The transverse lines 18 are all equi-spaced to provide demarcations dividing the layer *b* or *b'*—and hence the entire wrapping sheet unit 10—into modules (say, of 2 inches) so that, after the article to be wrapped has been measured by the ruler 15 on the container 12 and the need calculated, a portion or section of the sheet unit 10 may be withdrawn from the container of the proper or required length to the cutting edge 14 and severed from the roll within the container 12. As shown, the longitudinal lines 19 may be equi-spaced in the same manner as the line 18, or may be otherwise spaced, to provide measuring demarcations as well as fold lines upon which the sheet may bend transversely of the flutes of the corrugated layer *a*—all as will be explained more in detail presently.

The fourth feature of the wrapping sheet unit 10 resides in providing the outwardly projecting crests *c'* of the fluted outer face of the said sheet with slits 20 extending transversely of said crests *c'* and underlying the longitudinal demarcation lines 19 on the opposite faced surface of said sheet unit 10. This extent and arrangement of the slits or kerfs 20 do not weaken the sheet unit 10 but prepares it for easier bending along said longitudinal lines 19 corresponding to modules of meas-

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urement, when pressure is applied, so that it may be more readily and evenly bent or folded on these lines, as shown in FIGURES 14 to 19 and, more particularly, in the formation of a rigid box from the sheet unit 10 as shown in FIGURES 9 to 13 and to be explained directly.

The fifth of the features of the single wrapping sheet unit 10 is the provision of a continuous film or coating 21 of a moisture-proof self-adhering-only adhesive on the entire outer fluted face of the corrugated sheet unit 10 (i.e. the unfaced surface of its layer *a*) in combination with the other features above described. This film or coating 21, which is preferably of the rubber latex cement type known in the art, as exemplified by United States patent to Lane No. 2,000,763 or such an improved adhesive as manufactured and sold by the Sanford Ink Company, of Bellwood, Illinois, under the name Grippit. This cement coating 21 has the characteristic, when dry, of not having any perceptible tackiness and will not stick or adhere to any surface—except to one similarly coated with the same cement—and forms a barrier to moisture tending to penetrate through the wrapping sheet, thus shielding an article that has been properly wrapped with a section of said flexible single-faced sheet unit. Moreover, this feature further permits the flexible single-faced corrugated wrapping sheet unit 10 to be readily converted into a substantially rigid two-ply double-faced corrugated board by the user for forming a firm box-like structure for the article, to be packed, without special tools or labor. Because of the self-adhering characteristic of this film or coating 21, two portions or sections of the wrapping sheet unit 10—preferably identical as to size—may be placed with their coated-fluted surfaces face-to-face and with the crests of one nested in the valleys of the other and with the longitudinal demarcation lines 19 in substantial register, resulting in their adhering together immediately to form the said stiff two-ply double-face reinforced board 10-B shown in FIGURES 8 to 13 inclusive. By having the lines 19 of the two portions or plies of the board 10b in substantial register, the adjacent scoring lines or slits 20 of the respective plies will be closely adjacent and register with one another, thus facilitating the bending of said board 10b therealong.

Operation or Use

In the use of the kit K the article to be wrapped—whether the article is angular, cylindrical or irregular in shape—is measured by the measuring scale or ruler 15 to determine its overall length and its largest girth; then a length 10a of the wrapping sheet 10 is withdrawn from the container 12 while using the transverse measuring demarcation lines 18 to determine the length needed. When the proper length arrives at the cutting-edge 14 of the container, it is torn against said edge in a manner well known. The article X, to be wrapped, is then placed on the center of the coated fluted side of the severed length 10a, as shown in FIGURE 14, and in the desired direction preferably with its length parallel to the flutes in order to take advantage of the direction of flexibility of the wrapper sheet 10a to form a flexible padding around the article. Then, two opposite side portions of the sheet length 10a are wrapped around the article with one edge of the wrap overlapping the other opposite edge; and then a length 11a of sealing-tape is torn off the roll 11 and applied over the overlapping edges to fasten them, thus forming a tubular wrapping, as shown in FIGURE 15. Spaced incisions are now made lengthwise of the ends of the tubular wrapping, extending beyond the article, to form flaps (which should be three or more—usually four flaps) that are turned-in over the ends of the article X and sealed by lengths 11a of the sealing-tape 11. By suitably arranging the article relative to the demarcation lines 19 (if the length of the article is transverse of the corrugated flutes of layer *a*), the wrapping sheet section 10a can be easily bent along said lines about the sides of the article X as

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well as certain of the end flaps. Of course, if the length of the article X is longitudinal of the corrugated-flutes, the wrapping sheet section bends readily along the corrugations adjacent the article. With the article so wrapped, all that remains to be done, is to select at least one of the address areas 17, that inevitably appears on the outer smooth surface of the layer *b* or *b'* of the wrapping sheet, and write the addresses of the sender and of the addressee, apply postage and mail. The coating or film of adhesive 21 will not adhere to the article or mar it but will proof it against dampness and moisture.

A wrapping, offering greater protectiveness while requiring more of the wrapping sheet 10, may be quickly and easily effected, as shown in FIGURES 16 to 19 inclusive, to better seal and enclose the ends of articles—especially of relative flat articles, as, for instance, magazines, books, trays, clothing, flat boxes and such like—by providing a severed portion of the wrapping sheet 10 of considerably larger dimension than the girth of the article, to be wrapped, and with considerable margin for end-turn-over. In this manner of wrapping, no incisions need be made in the wrapping sheet portion 10a to form flaps or the like. As shown in FIGURES 16, this enlarged severed portion should be selected so the corrugated flutes extend transversely of the girth of the article X' and the article placed on its fluted face. The marginal end portions *m* of the wrapper 10a are then folded over and upon the article along the scoring demarcation lines 19 nearest to the end edge of the article (as shown in FIG. 17). Those end portions *m*, directly overlying the body of the wrapper sheet section 10a, are then manually pressed together so that the flutes of their opposing faces are brought into nested and self-adhering contact, thus forming pockets embracing and entirely covering the opposite end portions of the article X' with protective padding. The opposite side flap portions, extending beyond the article, are then folded around the girth of the article, one over the other, and the edges of these flaps are then sealed to the body of the wrapping with lengths of sealing-tape 11, as shown in FIGURES 18 and 19.

Furthermore and as pointed out above, the flexible wrapping sheet unit 10 of this invention lends itself to the user for providing a rigid carton for more fragile or frangible articles, that may be first wrapped with the flexible single-faced sheet 10 in either way described above or otherwise, or for less fragile articles without any previous wrapping. In either case, two similar or identical lengths of the wrapping sheet 10 are torn from the roll within the container 12, after determining the size required as explained above, and are placed in substantial registering position with their fluted faces—which are coated with the self-adhering-only film 21—in opposing nested and interlocked contact, as shown in FIGURE 8 and defined above. This forms a substantial two-ply double-faced firm corrugated board 10b, shown in FIGURE 9. The article X'', to be wrapped, is placed in the center of the board 10b which then is bent along the selected demarcation lines 19 to form a polygonal tubular box, shown in FIG. 10, whose overlapping or meeting edges are bonded together by a strip of the sealing-tape 11. The corners of the ends of the box, projecting beyond the article, are then slit with a knife or scissors to provide end flaps for the carton or box, as shown in FIGURE 11. The end flaps are then folded inwardly, one over the other, as shown in FIGURE 12, and the edges of the flaps are then sealed by strips of the sealing-tape 11 as shown in FIGURE 13. One or more addressee areas 17 will be presented on the outer face of the wrapped package and all that is needed is to address and mail the package.

Should the scoring slits 20, as visibly indicated by the longitudinal demarcation lines 19, not fall at the right place, when it is desired to have the carton or box snugly fit the article, such additional scoring may be provided

by the user himself in the usual way by the use of a suitable implement (scissors or knife) with the aid of a ruler or along an edge of the container 12.

It is manifest from the above that all of the above stated objects of the invention are attained by this novel combination of elements shown and described therein resulting in a unique end product for the average unskilled user that is extremely simple to use without any tools in some instances and with only scissors or the like in other instances, that is economical to purchase, that produces a sturdy and safe package by means of only one wrapping element and sealing-tape, and which possesses its own address labels as an integral part thereof.

In the appended claims, the term a "self-adhering-only adhesive" refers only to an adhesive of the type herein described.

Having thus described the invention and the manner in which it may be performed, it is to be understood that certain changes and variations may be made in the exact details shown and described herein as one example without departing from the spirit of this invention, and that all such changes or modifications as fall within the scope of the appended claims are contemplated as part of this invention.

That which is claimed, as new and to be secured by Letters Patent, is:

1. A merchandisable article of manufacture, comprising a single wrapping and packaging unit, for articles to be transported by mail or the like, formed of a single corrugated flexible sheet having a layer of smooth and flexible sheet material of substantially equal area secured to the crests on one face of said corrugated sheet and of a strength to resist easy tear or puncture, when written upon for addressing purposes, and forming the obverse side of said wrapping unit; and a continuous coating of a substantially dry self-adhering-only adhesive covering the entire reverse and exposed corrugated face of said corrugated sheet and covering and following the crests and valleys of said exposed corrugated face, whereby said wrapping unit may be used as the sole and flexible protective wrapping for an article, to be wrapped, with the coated surface innermost which will not adhere to the article so wrapped but will adhere to its coated portions that may be folded upon itself, or whereby two pieces of said wrapping unit may have their coated corrugated surfaces brought into face-to-face contact by the user with the crests of said pieces projecting in nesting and adhering contact with the valleys of the opposite piece to form a substantially rigid double-faced corrugated board that may be fashioned into a carton-type container by the user substantially as described.

2. A merchandisable article of manufacture comprising a dispensable roll of a single wrapping and packaging unit, for articles to be transported by mail or the like, said sheet unit being a single-faced corrugated flexible sheet wherein the facing is of a stout, smooth and flexible material to resist easy tear or puncture, said outer surface of said facing material having visible parallel lines of demarcation extending transversely thereof and spaced in modules of measure, the reverse corrugated face of said unitary sheet having thereon a continuous coating of self-adhering-only adhesive in a dry state over the area of said face and following the crests and valleys thereof, whereby said sheet may be used as the sole flexible protective wrapping or may be formed into a substantial rigid carton as described.

3. A merchandisable article of manufacture comprising a roll of a single wrapping sheet unit, for articles to be transported by mail or the like, said sheet unit being a single-faced corrugated sheet wherein the facing is of a stout smooth flexible material to resist easy tear or puncture, when written upon, and flexible along the lines of said corrugations, a continuous coating of a self-adhering-only adhesive (i.e., one that will adhere only to a

surface having the same coating thereon) covering and following the crests and valleys of the exposed corrugated face of said unitary sheet, substantially parallel and spaced score lines extending transversely of the crests of the outwardly projecting flutes on said corrugated face of said unitary sheet, and visible lines of demarcation on the outer surface of said facing material and one overlying each of said score lines to demarcate the location of said score lines to the user of said wrapping and packaging unit, whereby said unitary sheet may be used as the sole and flexible protective wrapping for an article with its coated surface innermost and will not adhere to the article so wrapped or whereby two pieces of said unit may have their coated corrugated surfaces brought into face-to-face contact by the user with the crests of said pieces projecting in nesting and adhering contact with the valleys of the opposite piece to form a substantially rigid double-faced corrugated board that may be fashioned into a carton-type container by the user as described.

4. As an article of manufacture, a merchandisable article-wrapping kit of rolled material suitable for wrapping articles, to be mailed or shipped, either as a flexible wrapper therefor or formed into a stiff carton-type container therefor, the improvement comprising a web of corrugated flexible paper faced on one of its sides only with a smooth flat and relatively heavy sheet layer forming an integral unitary wrapping sheet rolled lengthwise to form a roll, a container encasing said roll and having means for severing dispensing lengths of said wrapping sheet therefrom, said outer surface of said facing layer having visible parallel lines of demarcation extending transversely thereof and spaced in modules of measure to cooperate with said dispensing means to indicate the length of the sheet withdrawn from said roll and having discretely defined address-label areas thereon spaced at intervals, the other corrugated face of said paper sheet having a continuous coating of moisture-proof self-adhering-only adhesive on the entire area thereof and which does not adhere to any other surface than one similarly coated as described.

5. A merchandisable package as set forth in claim 4 wherein said incorporated address-label areas are arranged in spaced rows on said outer surface of said facing layer on both sides of the longitudinal center of said wrapping sheet, said areas of one row being staggered in position with respect to the areas in an adjacent row, and said areas in each row being arranged alternately to extend in different directions for the purposes described.

6. As an article of manufacture, a merchandisable article-wrapping kit of rolled material suitable for wrapping articles, to be mailed or shipped, either as a flexible wrapper therefor or formed into a stiff carton-type container therefor, said improvement comprising a web of corrugated flexible paper sheet faced on one of its sides only with a smooth flat heavy layer forming an integral unitary wrapping sheet rolled lengthwise to form a roll, a container encasing said roll and having means for severing lengths of said wrapping sheet withdrawn therefrom, said outer surface of said facing layer being provided with visible parallel lines of demarcation extending longitudinally and transversely thereof, said transverse lines being spaced in modules of measure to cooperate with said dispensing means to indicate the length of the wrapping sheet withdrawn therefrom, the fluted corrugated face of said wrapping sheet having a continuous coating of self-adhering-only adhesive thereon, the crests of the outwardly projecting flutes on the corrugated face of the unitary wrapping sheet being scored transversely of said flutes in substantially parallel and spaced lines extending longitudinally of said sheet, and said longitudinal demarcation lines being positioned to overlie respectively said score lines for indicating the location of said score lines, all for the purposes described.

7. As an article of manufacture, a merchandisable arti-

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cle-wrapping kit for suitably wrapping articles for mailing and like purposes comprising a dispensing container having an entree from which lengths of a sheet material may be withdrawn, means at said entree for severing said lengths, a roll of single-faced corrugated flexible paper sheet mounted in said container to be dispensed therefrom through said entree, the outer surface of said facing being provided with visible parallel lines of demarcation extending longitudinally and transversely thereof, said transverse lines being spaced in modules of measure and cooperating with said severing means to denote the length of the sheet withdrawn from said roll, the corrugated face of said paper sheet having a continuous coating of self-adhering-only adhesive thereon, and the crests of the outwardly projecting flutes being scored transversely of said flutes and correspondingly with and underlying the longi-

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tudinal demarcation lines, whereby a severed length of said roll may be used as a flexible wrapper with its coated surface innermost or whereby two such lengths may have their coated surfaces brought into face-to-face relation with their projecting crests extending into and adhering to the valleys of the opposing length to form a double-faced stiff corrugated board with their score lines in substantial register.

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