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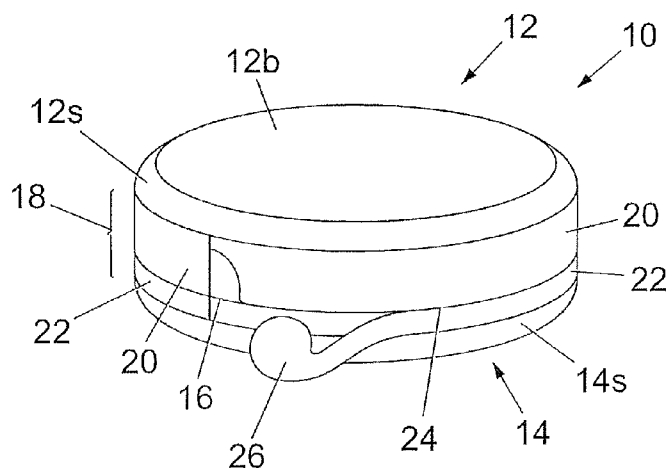


Fig. 6

(57) Abstract: The invention provides a label (18) comprising a first portion (20) and a second portion (22). The second portion (22) is severable from the first portion (20) along a line of separation (24) extending along at least part of the length of the label. The first portion (20) includes a permanent adhesive such that the first portion can be permanently adhered to a surface. The second portion (22) includes a non-permanent adhesive such that the second portion can be releasably adhered to a surface. The invention also provides a container (10) comprising first (12) and second (14) separable parts and a label (18) that extends at least partially around the outer perimeter of the container (10). The label (18) comprises a first portion (20) and a second portion (22) severable from the first portion (12) along a line of separation (24) extending along at least part of the length of the label.

Label and Container

The present invention relates to a label. The invention also relates to a container comprising first and second separable parts, and a label that extends around the outer perimeter of the container. The container is especially, but not exclusively,
5 for housing smoking articles, for example, smokeless tobacco products such as snus or the like or loose tobacco products. The label is typically a tamper-evident label.

Tamper-evident labels are labels which provide an indication to the consumer that a product has been tampered with and/or provide evidence of a first opening of a
10 container.

A tamper-evident label is known from WO 2007/067953. This is a complex, laminated label with layers comprising: a base film, a plurality of release
15 portions/areas, an ink layer and an adhesive layer. The plurality of release portions/areas are located at various intervals between the base film and the ink layer. When an attempt to remove the label is made (see Fig 2), where no release portion is present, the ink at these parts is removed with the base film. Where a release portion is present, the ink at these parts separates from the base film and
20 remains on the container. Hence, any attempt to remove the label de-laminates the label.

Thus, this tamper-evident label provided in the prior art has a complicated structure that includes a plurality of release portions included at precisely defined positions,
25 and which relies on de-lamination of the label to indicate tampering.

An object of the present invention is to provide a label of simplified construction.

According to a first aspect of the present invention there is provided a label
30 comprising a first portion and a second portion, the second portion being severable from the first portion along a line of separation extending along at least part of the length of the label wherein the first portion includes a permanent adhesive such that the first portion can be permanently adhered to a surface; and wherein the second

portion includes a non-permanent adhesive such that, the second portion can be releasably adhered to a surface

Preferably, the label is a single-ply label. When referred to herein, a single-ply label
5 shall be taken to mean a label that has only a single substrate layer (e.g. paper). The substrate layer has adhesive on the first and second portions and may or may not have a printed layer thereon, whilst still falling within the meaning of "single-ply".

The invention provides a label of simplified construction, as no release portions are
10 needed, and labels according to the invention do not rely on self-delamination to indicate tampering.

In use, the label is typically applied to a container, overlying a join between two separable parts of the container. Hence, the label secures the two separable parts of
15 the container against relative movement, whilst the entire label is intact on the container. The second portion of the label can be removed/separated from the first portion, to enable relative movement, and separation of, the two parts of the container to open the container. Therefore, if a consumer inspects the container and finds the label fully intact, evidence is provided that the container has not been
20 opened. In the event that the consumer finds that either the second portion of the label is not present on the container, or that the two portions of the label have been severed, either partially or wholly, from each other along the line of separation, it can be deduced that the container has already been opened and/or tampered with.

25 It is much by preference that the label comprises an elongate strip of material. Advantageously, the length of the label is greater than its width. In this way the label is particularly suited to application about a perimeter of a container.

Preferably, the second portion of the label has a deadened, non-adhesive region.
30 More specifically, the deadened, non-adhesive region may comprise a pull-tab.

The pull tab facilitates the separation of the second portion of the label from the first portion. In use, the pull-tab may be gripped by a tool or by hand to facilitate separation of the first and the second portions of the label from one another.

5 Preferably, the line of separation comprises a single line.

More specifically, the line of separation comprises a line of weakening. The line of weakening further facilitates severance of the second portion of the label from the first portion and/or the removal of the second portion of the label from the second
10 receiving surface.

Preferably, the line of separation comprises perforations.

It is much by preference that the label is printable with indicia and/or graphics or
15 the like. In this way, the label may provide the consumer with information relating to the product held in the container such as branding information and/or manufacturer information or the like.

Preferably, the label is formed of a flexible material. This enables the label to be
20 more easily wrapped around a perimeter of an object.

It is much by preference that the label comprises paper. Alternatively, the label comprises plastic.

25 Preferably, the second portion depends from a transverse margin of the first portion. Alternatively, the second portion may be appended to an upper transverse margin of the first portion.

Preferably, the line of separation extends along the entire length of the label.
30

Preferably, the permanent adhesive extends substantially along the entire length of the first portion.

Preferably, the only adhesive on the first portion is permanent adhesive and the only adhesive on the second portion is non-permanent adhesive.

According to a second aspect of the present invention there is provided a container
5 comprising first and second separable parts and a label that extends at least partially
around the outer perimeter of the container, wherein the label comprises a first
portion and a second portion, the second portion being severable from the first
portion along a line of separation extending along at least part of the length of the
label, wherein the first portion includes a permanent adhesive to permanently
10 adhere the first portion of the label to a surface of the first part of the container;
and wherein the second portion includes a non-permanent adhesive to releasably
adhere the second portion of the label to a surface of the second part of the
container.

15 Optionally the label is a single-ply label.

Preferably, the container comprises a smoking article container, for example for
smokeless tobacco products.

20 It is much by preference that the container comprises a Snus container.

Alternatively the container comprises a loose tobacco container.

Preferably, the container comprises a cylinder.

25 In embodiments of the invention the first and second separable parts of the
container are configured to provide a lid and a base of the container. Preferably,
the lid and base of the container each comprise a base wall and a side wall
upstanding therefrom.

30 More specifically, the first part of the container comprises the lid, and the second
part of the container comprises the base of the container. Alternatively, the first

part of the container may comprise the base, and the second part may comprise the lid.

5 Preferably, the surface on the first part of the container, to which the first portion of the label is adhered, comprises the side wall of the lid of the container; and the surface on the second part of the container, to which the second portion of the label is adhered, comprises a side wall of the base of the container.

10 Preferably, the second portion of the label depends from a transverse margin of the first portion.

In an alternative embodiment, the first part of the container may comprise the base and the second part of the container may comprise the lid of the container, and the surface on the first part of the container, to which the first portion of the label is
15 adhered, may comprise the side wall of the base of the container; and the surface on the second part of the container, to which the second portion of the label is adhered, may comprise a side wall of the lid of the container.

20 The second portion of the label may be appended to an upper transverse margin of the first portion.

Preferably, the line of separation between the first and second portions of the label overlies a joining line between the first and second separable parts of the container.

25 Prior to first opening of the container the label is preferably adhered to both of the first and second separable parts of the container. In this way the label secures the first and second parts of the container against relative movement. Severance of the first and second portions of the label from one another permits the first and second parts of the container to be moved relative to each other so they can be separated,
30 for example to allow the consumer to open the container and to gain access to the contents thereof.

Preferably, the label comprises a tamper-evident label operable to provide evidence of first opening of the container.

5 In the event that a consumer inspects the container and finds the label fully intact, he can be confident that the container has not been previously opened. However, if the consumer finds that either the second portion of the label is not present on the container, or that the two portions of the label have been severed, either partially or wholly, from each other along the line of separation, it can be deduced that the container has already been opened and/or tampered with.

10

Preferably the label comprises an elongate strip of material. It is much by preference that the length of the label is greater than its width.

15 Preferably, the length of the label does not substantially exceed the length of the perimeter of the container. More preferably, the length of the label is substantially the same as the length of the perimeter of the container.

20 In embodiments of the second aspect of the invention where the length of the label is substantially the same as the length of the perimeter of the container, there is no need for an overly-long label, or a label intended to adhere on top of another portion of the same label. This facilitates straight-forward application of the label to the container. This further allows the entire outer surface of the label to be visible to the consumer, as no parts of the label are obscured from view beneath other parts.

25

Preferably, the second portion of the label has a deadened, non-adhesive region. More specifically, the deadened, non-adhesive region comprises a pull-tab.

Preferably, the line of separation of the label comprises a single line.

30

Preferably, the line of separation of the label comprises a line of weakening.

More preferably, the line of separation of the label comprises perforations.

Preferably, the label is printable with indicia and/or graphic or the like.

Preferably, the label is formed of a flexible material.

5

It is much by preference that the label comprises paper. Alternatively, the label may comprise plastic.

Preferably, the line of separation extends along the full length of the label.

10

Preferably, the permanent adhesive extends substantially the full length of the first portion.

Preferably, the only adhesive on the first portion is permanent adhesive and the
15 only adhesive on the second portion is non-permanent adhesive.

In order that the invention be readily understood and easily carried into effect, reference will now be made, by way of example, to the accompanying drawings, in which:-

20

Fig 1A shows a perspective view of a container in accordance with the present invention;

Fig 1B shows a plan view of a label in accordance with the present invention;

25

Fig 2 shows a perspective view of the label of Fig 1B adhered to the container of Fig 1A, with the entire label intact on the container;

Fig 3 shows a front view of the label and container of Fig 2;

30

Fig 4 shows a rear view of the label and container of Fig 2;

Fig 5 shows a view from beneath of the container of Fig 2;

Fig 6 shows a perspective view of the label and container of Fig 2, with a second portion of the label partially removed from the container;

5 Fig 7A shows a plan view of an alternative label in accordance with the present invention;

Fig 7B shows a perspective view of the label of Fig 7A in a looped configuration as it would be when adhered to a container;

10

Fig 8 shows a perspective view of an alternative embodiment of a container of the present invention;

15 Fig 9 shows a perspective view of the label of Figs 7A and 7B adhered to the container of Fig 8, with the entire label intact on the container;

Fig 10 shows a front view of the label and container of Fig 9;

Fig 11 shows a rear view of the label and container of Fig 9;

20

Fig 12 shows a view from above of the container of Fig 9;

Fig 13 shows a view from beneath of the container of Fig 9; and

25 Fig 14 shows a perspective view of the label and container of Fig 9, with a portion of the label partially removed from the container.

30 Fig 1A shows a snus container 10. The container is cylindrical and comprises first and second separable parts, in the form of a lid 12 (the first separable part) and a base 14 (the second separable part). The lid 12 and base 14 each have a base wall (12b, 14b) and a side wall (12s, 14s) upstanding therefrom. In the depicted embodiment, the edge between the base wall (12b, 14b) and the side wall (12s, 14s) of the container is bevelled providing a smooth edge to the container 10. It will be

understood that the edge may be sharp with the base wall (12b, 14b) joined at right angles to the side wall (12s, 14s).

The lid 12 and the base 14 have inter-engaging screw threads (not shown), whereby
5 the lid 12 can be screwed onto and removed from the base 14 to close and open the container 10. The abutment of the lid 12 and the base 14 provided when the parts are screwed together defines a joining line 16 which extends around the circumference of the container 10.

10 Fig 1B shows a tamper-evident label 18 for the container 10. The label 18 is made from paper and comprises a first portion 20 and a second portion 22. The label 18 is elongate, with a length dimension greater than its width dimension. The second portion 22 depends from a transverse margin of the first portion 20. In Fig 1B, the transverse margin is the lowermost edge of the first portion 20.

15 The second portion 22 is joined to the first portion 20 along a line of separation 24 extending the full length of the label 18, or substantially the full length thereof. Perforations are provided along the line of separation 24, so that the second portion 22 is severable from the first portion 20 along the line of separation 24.

20 At one end of the second portion 22, a deadened, non-adhesive region is provided. The deadened, non-adhesive region comprises a pull-tab 26. The pull tab 26 has a substantially circular form and is adhesively attached to the innermost surface of the second portion 22. In alternative embodiments, the pull-tab 26 may be
25 provided by a substantially circular extension of the second portion 22. In the alternative embodiments, the pull-tab 26 will be formed integrally with the second portion 22, however, will be free from any adhesive.

The label 18 is printable with indicia and/or graphics and typically bears the name
30 of the snus manufacturer and various other information as required.

Figs 2 to 4 show the label of Fig 1B attached to the container of Fig 1A. The first portion 20 of the label 18 is adhered, by a permanent adhesive, to a receiving

surface on the lid 12 (the side wall 12s). The permanent adhesive extends substantially the full length of the first portion 20, and is the only adhesive on the first portion 20. The second portion 22 is adhered, by a non-permanent adhesive, to a receiving surface on the base 14 (the side wall 14s). The non-permanent
5 adhesive is the only adhesive on the second portion 22. The label 18 is arranged on the container 10 such that the line of separation 24 between the first and second portions 20, 22 of the label 18 overlies the joining line 16 between the lid 12 and base 14 of the container 10.

10 Since the label 18 is adhered to both the lid 12 and base 14 of the container 10, the label 18 secures the lid 12 against movement with respect to the base 14 (particularly relative rotation via the screw threads), whilst the label 18 is intact on the container 10.

15 The label 18 extends all the way around the outer circumference of the container 10. The length of the label 18 matches the circumference of the container 10, so there is no significant overlap; the only part of the label 18 which forms a minor overlap is part of the pull tab 26. Furthermore, the length of the label 18 matching the circumference of the container 10 means that the label 18 fully covers the joining
20 line 16.

In use, in order to facilitate first opening of the container 10, a consumer grips the pull tab 26 and pulls same away from the container 10, as shown in Fig 6. The pull tab 26 comes away easily from the container 10, as it has no adhesive on its rear
25 surface. Pulling on the pull tab 26 causes a pull on the entire label 18. The first portion 20 of the label remains adhered to the container 10, due to the permanent adhesive on the first portion 20. The second portion 22 of the label 18 (which is adhered with a non-permanent adhesive) is caused to come away from the container 10, with the second portion 22 being severed away from the first portion 20 along
30 the perforations of the line of separation 24. As the consumer continues to pull on the pull tab 26 the second portion 22 of the label 18 is caused to be entirely separated from the first portion 20 and the container 10. Thus the label 18 no

longer secures the lid 12 against rotation with respect to the base 14, and the lid 12 can be unscrewed to open the container 10.

Referring now to Fig 7A and Fig 7B, an alternative tamper-evident label 118 for a
5 container is shown. The label 118 is made from paper and comprises a first portion 120 and a second portion 122. The label 118 is elongate, with a length dimension greater than its width dimension. The second portion 122 is appended to an upper transverse margin of the first portion 120. In Figs 7A and 7B, the transverse margin is the uppermost edge of the first portion 120.

10

The second portion 122 is joined to the first portion 120 along a line of separation 124 extending the full length of the label 118, or substantially the full length thereof. Perforations are provided along the line of separation 124, so that the second portion 122 is severable from the first portion 120 along the line of
15 separation 124.

At one end of the second portion 122, a deadened, non-adhesive region is provided. The deadened, non-adhesive region comprises a pull-tab 126 which is formed integrally with the second portion 122 and is free from any adhesive. The pull tab
20 126 is generally rectangular with one side 126a which is adjacent the second portion 122 being shaped as a chevron or arrow head. In alternative embodiments, the pull-tab 126 may be provided by a separate tab portion adhesively attached to the innermost surface of the second portion 122.

25 Fig 8 shows an alternative embodiment of a container of the present invention. The container is cylindrical and comprises first and second separable parts, in the form of a lid 112 (the first separable part) and a base 114 (the second separable part). The lid 112 and base 114 each have a base wall (112b, 114b) and a side wall (112s, 114s) upstanding therefrom. The base wall 114b includes a recess (not shown)
30 defining a disposal compartment in the underside of the container 110 to store used snus until it can be hygienically and conveniently discarded. A removable cover 115 is secured to the base wall 114b to close the disposal compartment to keep the contents thereof within the disposal compartment until they can be discarded. In

the depicted embodiment, the edge between each base wall (112b, 114b) and the respective side wall (112s, 114s) of the container is squared providing clean edge to the container 110. It will be understood that the edge may be rounded or bevelled in alternative embodiments.

5

The lid 112 and the base 114 have inter-engaging securing means (not shown), whereby the lid 112 can be secured in place onto the base 114 to close the container 110. Such securing means may, for example, comprise an annular bead around the outer edge of the side wall 114s of the base 114, and a corresponding annular bead
10 or enlarged rim around the side wall 112s of the lid 112, such that the annular bead or enlarged rim of the lid 112 can make a snap-fit over the annular bead of the base 114. The abutment of the lid 112 and the base 114 provided when the parts are fitted together defines a joining line 116 which extends around the circumference of the container 110. However, alternative inter-engaging means may be provided,
15 such as cooperating screw threads, or simple friction-fit side walls.

Figs 9 to 14 show the label of Figs 7A and 7B attached to the container 110 of Fig 8. The first portion 120 of the label 118 is adhered, by a permanent adhesive, to a receiving surface on the base 114 (the side wall 114s). The permanent adhesive
20 extends substantially the full length of the first portion 120, and is the only adhesive on the first portion 120. The second portion 122 is adhered, by a non-permanent adhesive, to a receiving surface on the lid 112 (the side wall 112s). The non-permanent adhesive is the only adhesive on the second portion 122. The label 118 is arranged on the container 110 such that the line of separation 124 between the
25 first and second portions 120, 122 of the label 118 overlies the joining line 116 between the lid 112 and base 114 of the container 110.

Since the label 118 is adhered to both the lid 112 and base 114 of the container 110, the label 118 secures the lid 112 against movement with respect to the base 114,
30 whilst the label 118 is intact on the container 110.

The label 118 extends all the way around the outer circumference of the container 110. The length of the label 118 matches the circumference of the container 110, so

there is no significant overlap; the only part of the label 118 which forms a minor overlap is part of the pull tab 126. Furthermore, the length of the label 118 matching the circumference of the container 110 means that the label 118 fully covers the joining line 116.

5

The label 118 is printable with indicia and/or graphics and typically bears the name of the snus manufacturer and various other information as required.

10 In use, in order to facilitate first opening of the container 110, a consumer grips the pull tab 126 and pulls same away from the container 110, as shown in Fig 14. The pull tab 126 comes away easily from the container 110, as it has no adhesive on its rear surface. Pulling on the pull tab 126 causes a pull on the entire label 118. The first portion 120 of the label remains adhered to the container 110, due to the permanent adhesive on the first portion 120. The second portion 122 of the label
15 118 (which is adhered with a non-permanent adhesive) is caused to come away from the container 110, with the second portion 122 being severed away from the first portion 120 along the perforations of the line of separation 124. As the consumer continues to pull on the pull tab 126 the second portion 122 of the label 118 is caused to be entirely separated from the first portion 120 and the container 110.
20 Thus the label 118 no longer secures the lid 112 against movement with respect to the base 114, and the lid 112 can be removed from the base 114 to open the container 110.

25 In embodiments of the invention, an alternative method of opening the containers 10/110 is to twist the lid 12/112 firmly with respect to the base 14/114, such that the label 18/118 severs along the line of separation 24/124, without necessarily having to remove the second portion 22/122 from the container 10/110.

30 Therefore, if a consumer inspects the container 10/110 and finds the label 18/118 fully intact on the container 10/110, he can be confident that the container 10/110 has not been previously opened. If, however, the consumer finds that either the second portion 22/122 of the label 18/118 is not present on the container 10/110, or that the two portions 20, 22/120, 122 of the label 18/118 have been severed,

either partially or completely, from each other along the line of separation 24/124, it can be deduced that the container 10/110 has already been opened and/or tampered with.

5 Modifications and improvements may be incorporated without departing from the scope of the invention. For example, the container 10/110 need not be specifically a snus container; it may alternatively house other products, such as another type of tobacco product, loose tobacco for example.

10 In an alternative embodiment, the upper part of the pull-tab 26 does not overlie the corresponding end of the first portion 20, but instead, sits within a part-circular cut-out in the first portion 20. Such an embodiment would be identical to the Fig 1B view. In this embodiment, the line of separation 24 would be mostly horizontal in Fig 1B, changing to part circular at the pull tab 26.

15

In another alternative embodiment (not shown), when applied to the container 10/110, the pull tab 26/126 does not overlie the opposite end of the label 18/118 (the right hand end in Fig 1B and Fig 7A). In the case of the first embodiment in Fig 1B, instead, a semi-circular recessed cut-out could be provided in the right hand
20 end of the label 18, in which the pull tab 26 is seated.

Both of the above modifications enable the label 18/118 to lie flatter against the container 10/110.

25 The pull tab 26/126 is not an essential element and could be omitted or could take on a shape other than circular, part-circular, rectangular or partially rectangular, partially chevroned. For example, the pull tab 26/126 could extend radially outwards of the second portion 22/122. Alternatively, the pull tab 26/126 could extend in the plane of the second portion 22/122, as in the illustrated embodiments,
30 but it could take on a different shape, e.g. it could be smaller and not overlie the first portion 20/120.

In alternative embodiments, the line of separation comprises a line of weakening formed otherwise than with perforations. For example, this line could be a fold line, or a weakened/weaker material part of the label.

- 5 In alternative embodiments, the label 10/110 could comprise another material, for example, plastic, or a combination of paper and plastic.

In the embodiments shown in Figures 1A to 6, the first portion 20 of the label 18 with permanent adhesive is adhered to the lid 12, while the second label portion 22 is adhered to the base 14, whereas in the embodiments shown in Figures 7A to 14,
10 the first portion 120 of the label 118 with permanent adhesive is adhered to the base 114, while the second label portion 122 is adhered to the lid 112. However, the respective first and second embodiments of the labels 18/118 shown and described may be positioned on the respective container 10/110 such that the
15 respective first and second portions 20,22/120,122 are positioned in an opposite orientation on the respective container 10/110.

In either of these configurations, it is possible within the scope of the invention that the second, non-permanent adhesive portion of the label may overlay the join
20 between the lid and the base, rather than the line of separation being exactly aligned with the join. It will be appreciated that the container would still be sealed by this configuration if the second portion of the label were removed from the container to allow the lid to be separated from the base.

- 25 The container is not necessarily cylindrical and can be any shape that includes two separable parts. Furthermore, the two separable parts do not necessarily engage via screw threads or a snap-fit connection. For example, the container could be in the form of a box, where the lid simply sits inside the base, or where the lid is hinged to a side wall of the base. The label can be adhered around the join of the lid and the
30 base, and the second portion removed, to allow access to the join.

The non-permanent adhesive on the second portion 22/122 may optionally cover the entire surface area of the second portion 22/122 (except the pull tab 26/126).

Alternatively, the non-permanent adhesive could be provided in a series of discrete portions, along the second portion 22/122. In further alternative embodiments the non-permanent adhesive could be provided in an elongate strip with a width less than the width of the second portion 22/122.

Claims

1. A label comprising a first portion and a second portion,
the second portion being severable from the first portion along a line of
5 separation extending along at least part of the length of the label;
wherein the first portion includes a permanent adhesive such that the first
portion can be permanently adhered to a surface; and
wherein the second portion includes a non-permanent adhesive such that,
the second portion can be releasably adhered to a surface.
10
2. A label according to claim 1, comprising an elongate strip of material.
3. A label according to claims 1 or 2, wherein the second portion has a
deadened, non-adhesive region.
15
4. A label according to claim 3, wherein the deadened, non-adhesive region
comprises a pull-tab.
5. A label according to any preceding claim, wherein the line of separation
20 comprises a single line.
6. A label according to any preceding claim, wherein the label is printable with
indicia and/or graphics.
- 25 7. A label according to any preceding claim, wherein the label is formed of a
flexible material.
8. A label according to any preceding claim, wherein the second portion
depends from a transverse margin of the first portion.
30
9. A label according to any of claims 1 to 7 wherein the second portion is
appended to an upper transverse margin of the first portion.

10. A label according to any preceding claim, wherein the line of separation extends along the entire length of the label.
11. A label according to any preceding claim, wherein the permanent adhesive
5 extends substantially along the entire length of the first portion.
12. A label according to any preceding claim, wherein the only adhesive on the first portion is permanent adhesive and wherein the only adhesive on the second portion is non-permanent adhesive.
- 10 13. A label according to any preceding claim, wherein the label is a single-ply label.
14. A container comprising first and second separable parts and a label that
15 extends at least partially around the outer perimeter of the container;
wherein the label comprises a first portion and a second portion, the second portion being severable from the first portion along a line of separation extending along the at least part of the length of the label;
wherein the first portion includes a permanent adhesive to permanently
20 adhere the first portion of the label to a surface of the first part of the container;
and
wherein the second portion includes a non-permanent adhesive to releasably adhere the second portion of the label to a surface of the second part of the container.
- 25 15. A container according to claim 14, wherein the container is a smoking article container.
16. A container according to claims 14 or 15 wherein the container is a Snus
30 container.
17. A container according to any of claims 14 to 16, wherein the container is a cylinder.

18. A container according to any of claims 14 to 17, wherein the first and second separable parts of the container comprise a lid and a base of the container.

5 19. A container according to claim 18, wherein the lid and base of the container each have a base wall and a side wall upstanding therefrom.

20. A container according to claim 19, wherein the first part of the container comprises the lid and the second part of the container comprises the base of the
10 container.

21. A container according to claim 20, wherein:
the surface on the first part of the container, to which the first portion of
the label is adhered, comprises the side wall of the lid of the container; and
wherein the surface on the second part of the container, to which the second
15 portion of the label is adhered, comprises a side wall of the base of the container.

22. A container according to claim 20 or claim 21 wherein the second portion of the label depends from a transverse margin of the first portion.

20 23. A container according to claim 19, wherein the first part of the container comprises the base and the second part of the container comprises the lid of the container.

24. A container according to claim 23, wherein:
25 the surface on the first part of the container, to which the first portion of the label is adhered, comprises the side wall of the base of the container; and
wherein the surface on the second part of the container, to which the second portion of the label is adhered, comprises a side wall of the lid of the container.

30 25. A container according to claim 23 or claim 24 wherein the second portion of the label is appended to an upper transverse margin of the first portion.

26. A container according any of claims 14 to 25, wherein the line of separation between the first and second portions of the label overlies a joining line between the first and second separable parts of the container.

5 27. A container according to any of claims 14 to 26, wherein the label comprises an elongate strip of material.

28. A container according to claim 27, wherein the length of the label is greater than its width.

10

29. A container according to any of claims 14 to 22, wherein the length of the label does not substantially exceed the length of the perimeter of the container.

30. A container according to claim 29, wherein the length of the label is
15 substantially the same as the length of the perimeter of the container.

31. A container according to any of claims 13 to 30, wherein the second portion of the label has a deadened, non-adhesive region.

20 32. A container according to claim 31, wherein the deadened, non-adhesive region comprises a pull-tab.

33. A container according to any of claims 13 to 32, wherein the line of separation of the label comprises a single line.

25

34. A container according to any of claims 13 to 33, wherein the label is printable with graphics and/or indicia.

35. A container according to any of claims 13 to 30, wherein the label is formed
30 of a flexible material.

36. A container according to any of claims 13 to 35, wherein the label is single-ply.

37. A container according to any of claims 13 to 36 wherein the line of separation extends along the entire length of the label.

5

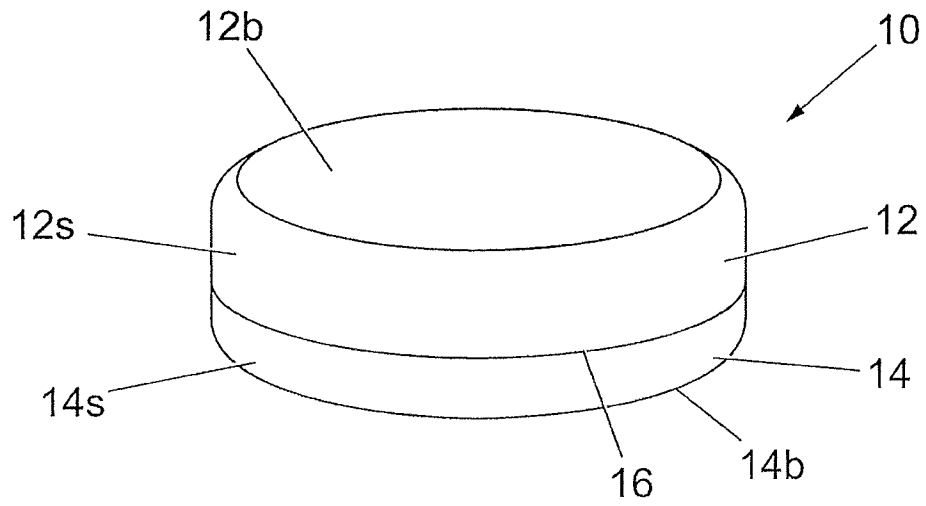
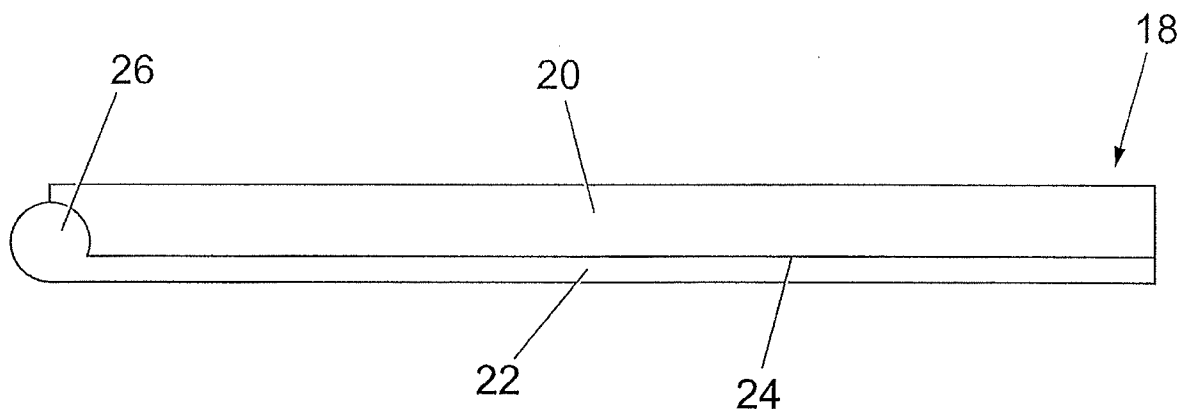
38. A container according to any of claims 13 to 37 wherein the permanent adhesive extends substantially the full length of the first portion.

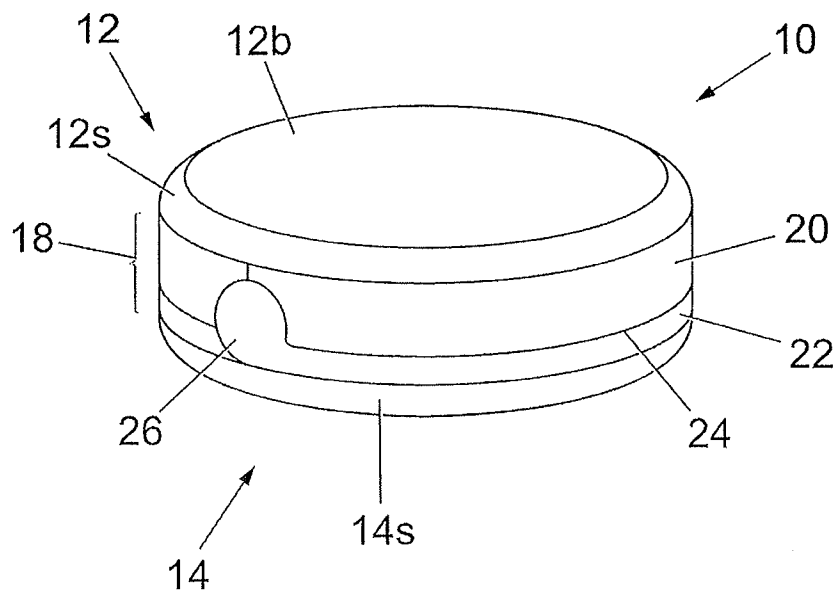
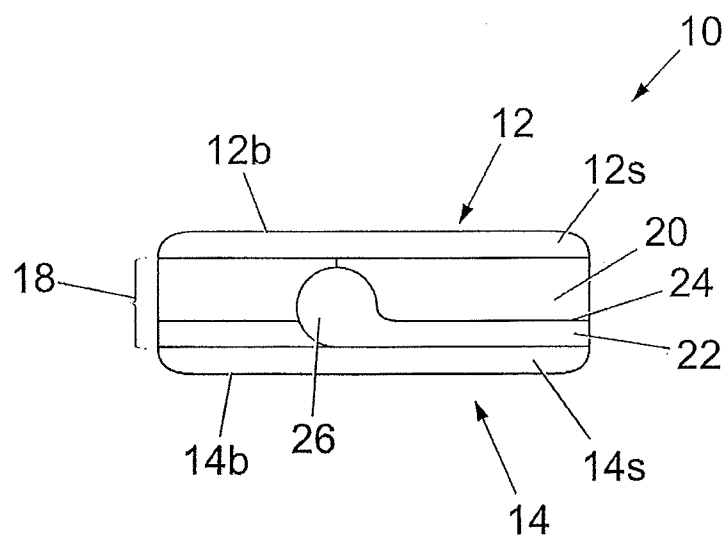
39. A container according to any of claims 13 to 38 wherein the only adhesive
10 on the first portion is permanent adhesive and wherein the only adhesive on the second portion is non-permanent adhesive.

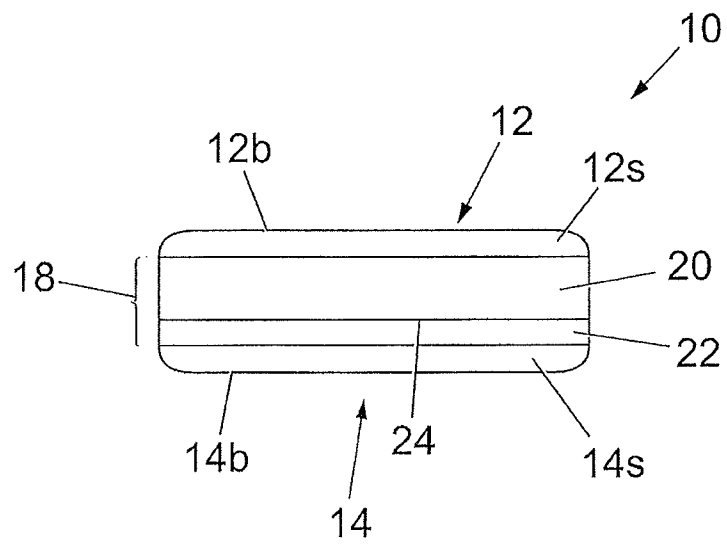
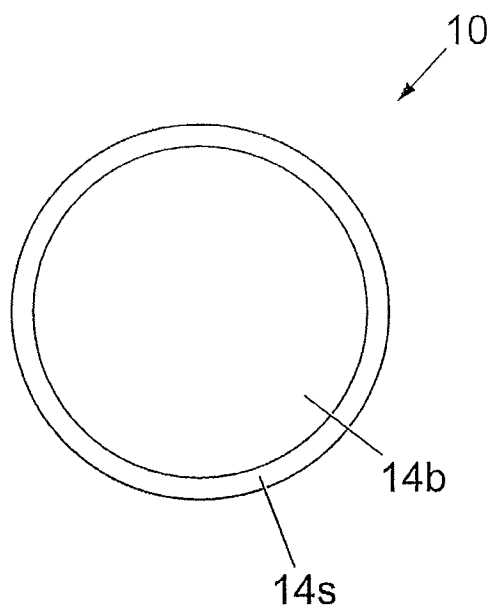
40. A label substantially as hereinbefore described with reference to the accompanying drawings.

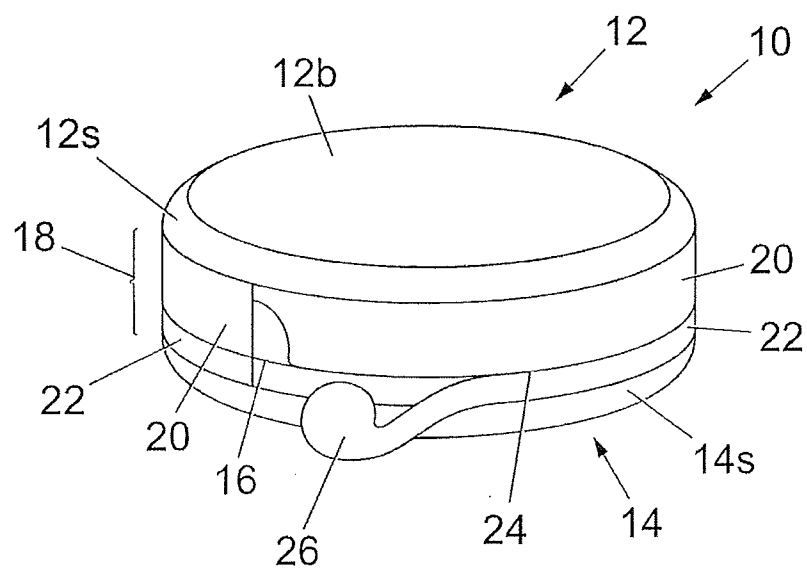
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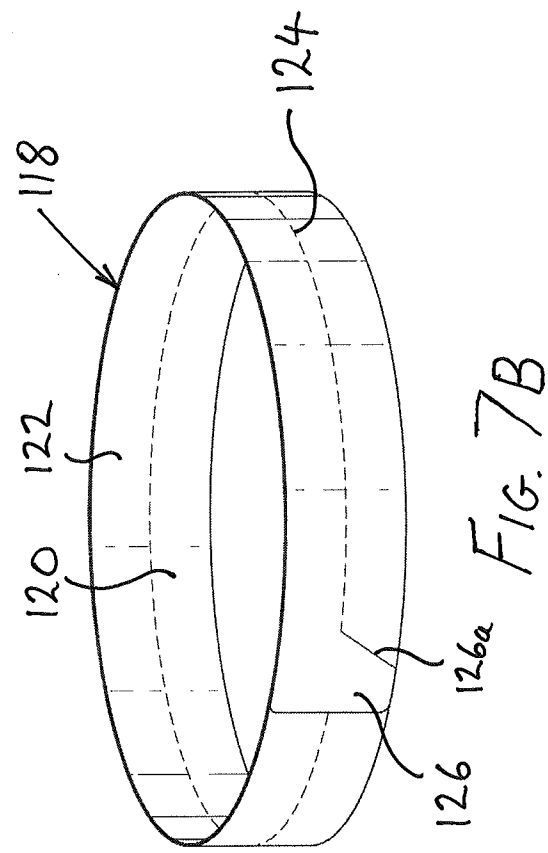
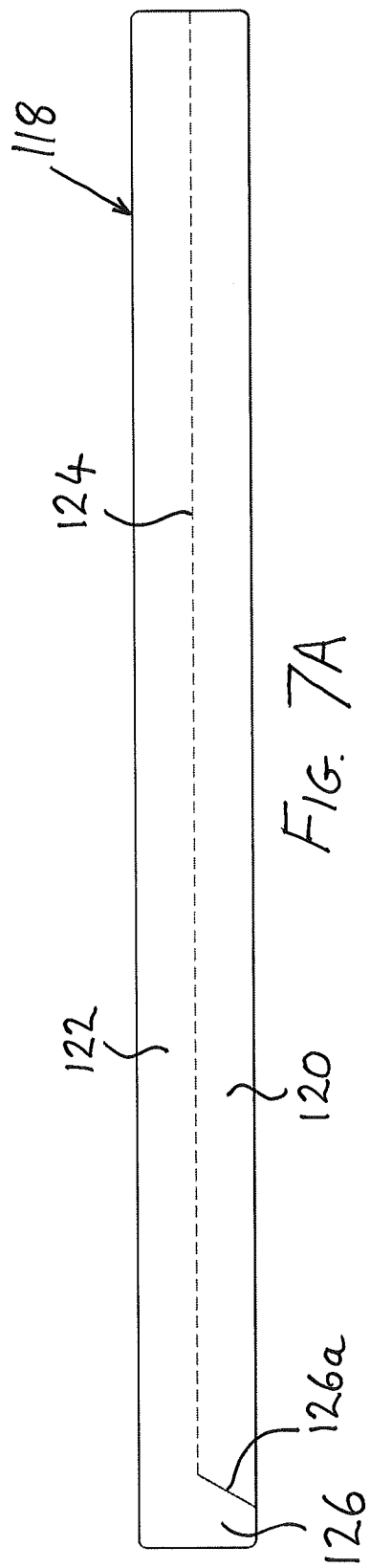
41. A container substantially as hereinbefore described with reference to the accompanying drawings.

*Fig. 1A**Fig. 1B*

*Fig. 2**Fig. 3*

*Fig. 4**Fig. 5*

*Fig. 6*



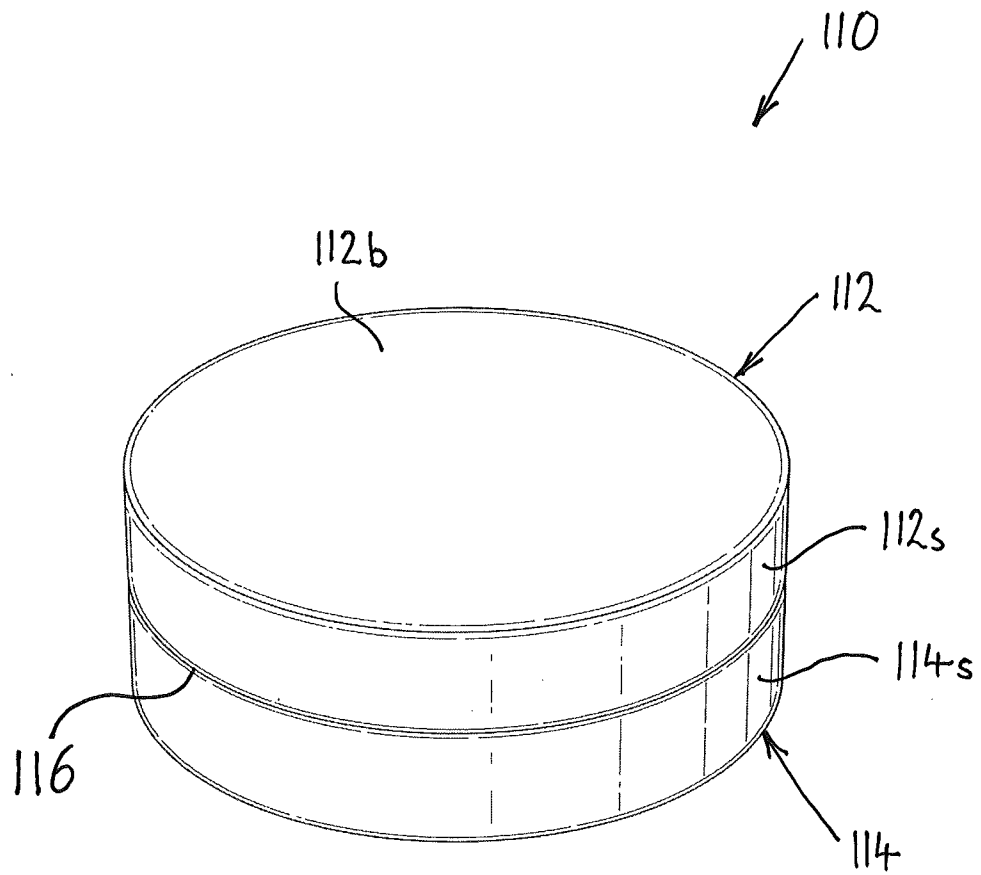
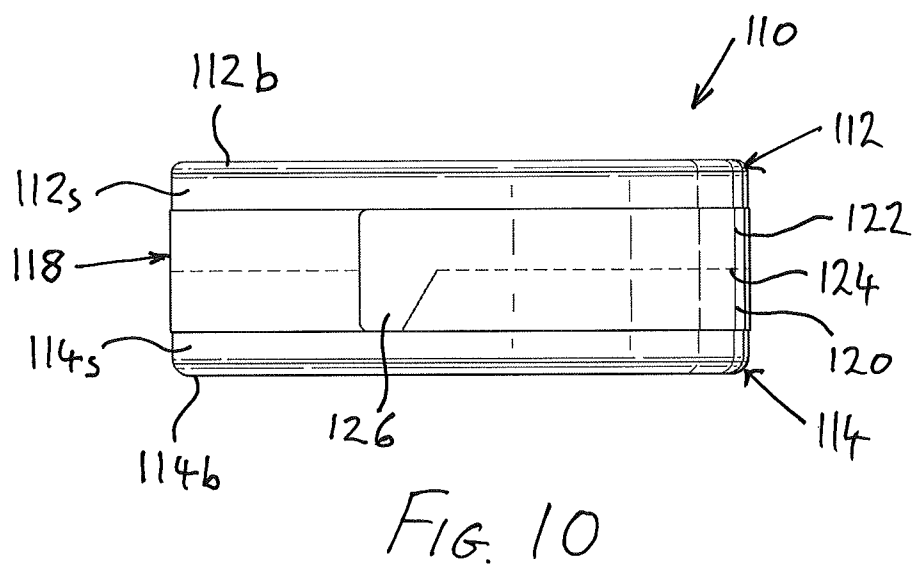
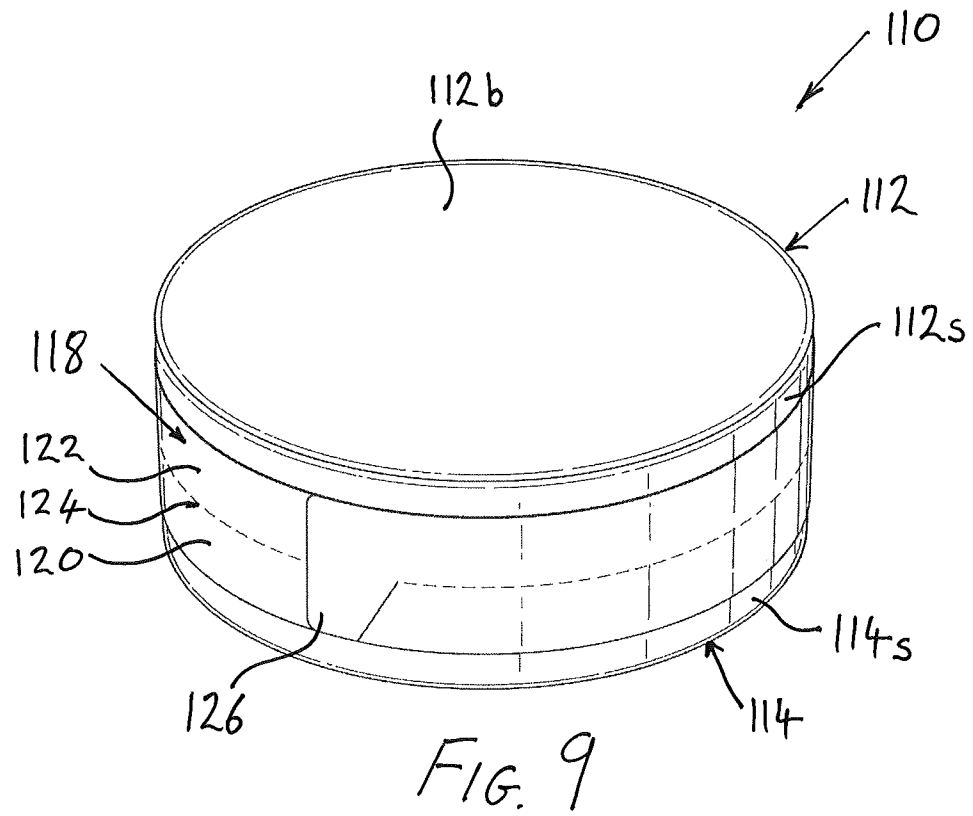
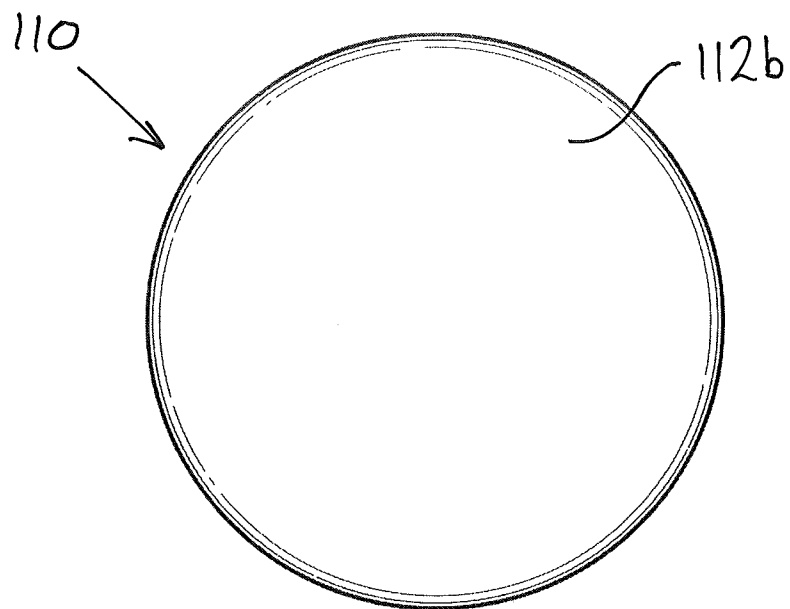
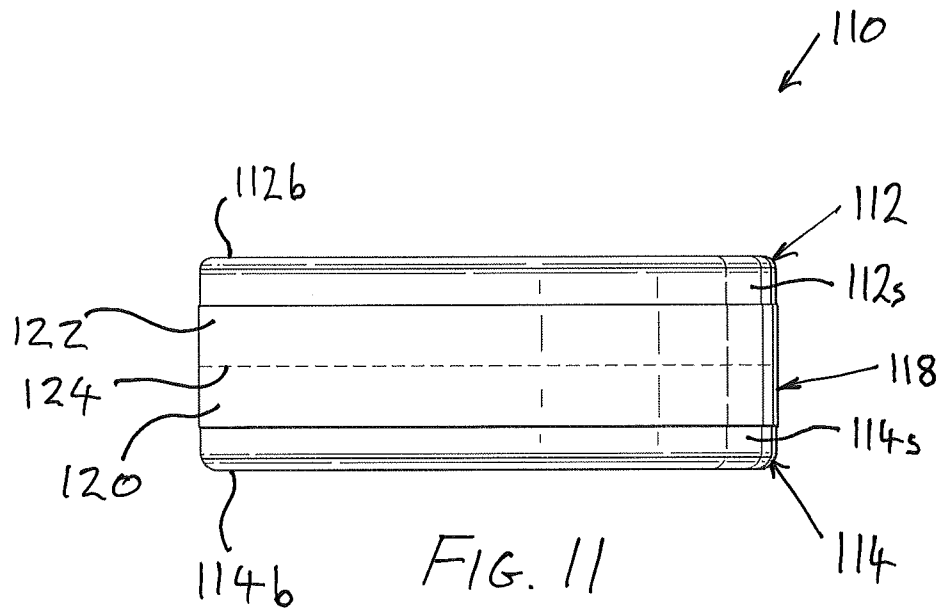


FIG. 8





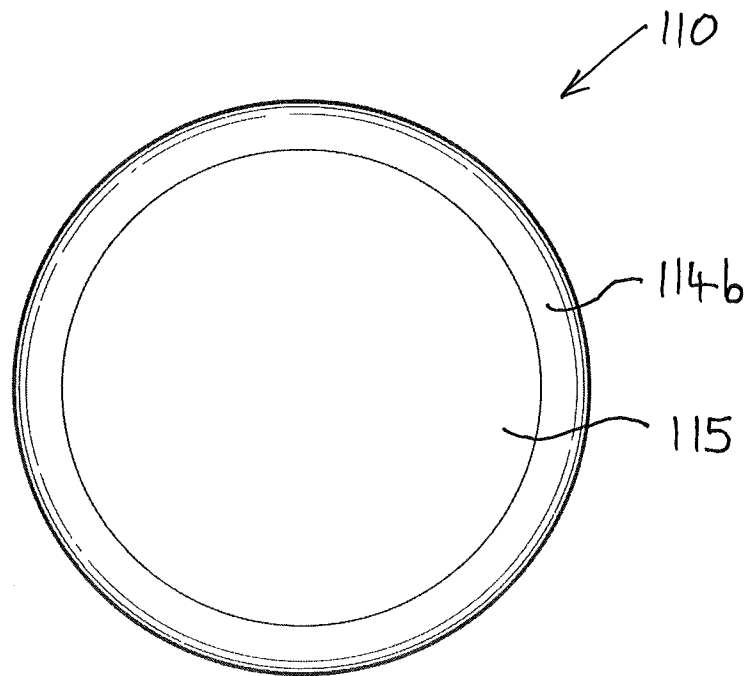


FIG. 13

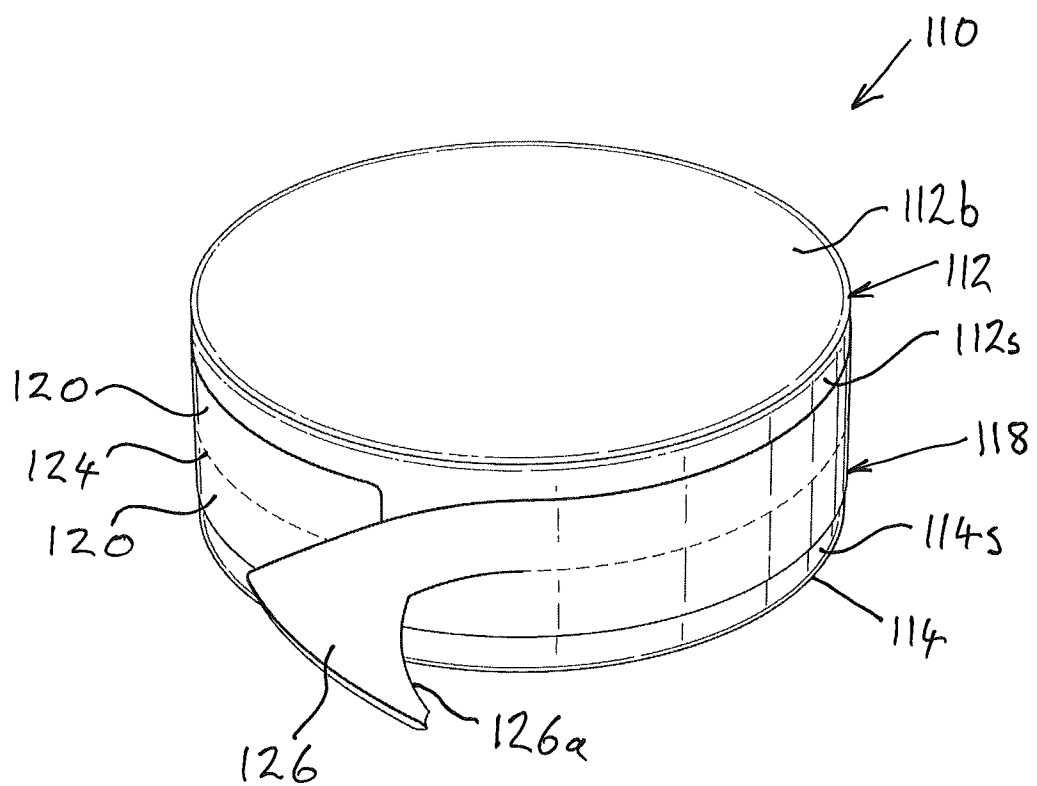


FIG. 14

INTERNATIONAL SEARCH REPORT

International application No

PCT/EP2009/060984

A. CLASSIFICATION OF SUBJECT MATTER

INV. B65D55/08 G09F3/02 G09F3/10

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

B65D G09F

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practical, search terms used)

EPO-Internal

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X A	US 5 172 936 A (SULLIVAN BRIAN P [US] ET AL) 22 December 1992 (1992-12-22) column 3, line 68 - column 4, line 59; figures	1,3,4,6, 7,10,12, 13 14,17, 31-36, 38,39
X A	----- US 2003/012911 A1 (CAMPBELL CHRISTOPHER C [US]) 16 January 2003 (2003-01-16) page 3, column 1, line 57 - column 2, line 49; figures ----- -/--	1,3,5-9, 12 14,17, 21,22, 29,31, 33-35,39



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See patent family annex.

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O document referring to an oral disclosure, use, exhibition or other means

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Date of the actual completion of the international search

16 November 2009

Date of mailing of the international search report

07/12/2009

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Jagusiak, Antony

INTERNATIONAL SEARCH REPORT

International application No

PCT/EP2009/060984

C(Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
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A	FR 2 803 938 A (GOUZY S A [FR]) 20 July 2001 (2001-07-20) -----	
A	EP 0 463 193 A (SCHREINER ETIKETTEN [DE]) 2 January 1992 (1992-01-02) -----	

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Information on patent family members

International application No

PCT/EP2009/060984

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