

(19)



(11)

EP 3 081 508 B1

(12)

EUROPEAN PATENT SPECIFICATION

(45) Date of publication and mention
of the grant of the patent:

05.02.2020 Bulletin 2020/06

(51) Int Cl.:

B65D 75/36 (2006.01)

(86) International application number:

PCT/KR2014/012098

(21) Application number: **14870279.8**

(22) Date of filing: **10.12.2014**

(87) International publication number:

WO 2015/088234 (18.06.2015 Gazette 2015/24)

(54) **BLISTER PACKAGE BODY HAVING IMPROVED VISIBILITY**

BLISTERPACKUNGSKÖRPER MIT VERBESSERTER SICHTBARKEIT

CORPS D'EMBALLAGE-COQUE PRÉSENTANT UNE VISIBILITÉ AMÉLIORÉE

(84) Designated Contracting States:

**AL AT BE BG CH CY CZ DE DK EE ES FI FR GB
GR HR HU IE IS IT LI LT LU LV MC MK MT NL NO
PL PT RO RS SE SI SK SM TR**

(30) Priority: **10.12.2013 KR 20130153304**

(43) Date of publication of application:

19.10.2016 Bulletin 2016/42

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Description

[Technical Field]

[0001] The present invention relates to a blister package body for accommodating different types of semi-solid material contents such as gel, and more particularly, to a blister package body having improved visibility which may configure two container parts of identical shapes that are protruded to one side on a flat cover film to face each other while a folding line is formed in the middle of the two container parts such that the two container parts are folded along the folding line to be combined into one to form of a certain object shape during packaging, may be provided with a container printed part having a variety of colors or patterns on a surface of each of the container parts to assist in distinguishing a shape that the container part is intended to express, and may configure a transparent part or a transparent part having a covering printed part at a portion of a covering film for the package body covering around an entrance of the container part such that contents visible through the covering film can be expressed as an interior shape of an object the container part is intended to express. Therefore, some pieces of information related to elements or characteristics of the contents may be presented through a shape, thus a consumer may simply and clearly infer or expect a product. A configuration of the package body may be dynamically changed via folding and unfolding, thereby fully highlighting exhibiting and advertising effects of the product which may promote curiosity or visual attractiveness to promote product sales to the consumer.

[Background Art]

[0002] Typically, a blister package is a type of package method as a thermoplastic plastic film or sheet, and is a method in which contents are put in a swollen portion of a container body, which is made of a plastic laminated cover film or sheet formed by pressure forming or vacuum forming in a shape which roughly resembles a product desired to be packaged, and then, only a flat flange part of the container body is adhered with a cover film made of a paper or a plastic laminated film by heat-sealing, a high frequency wave, an ultrasonic wave, etc., which is widely used in packaging of food, daily necessities, goods, industrial products, refined chemicals, liquid cosmetics, and the like.

[0003] A conventional blister package body is configured to have a container part where certain contents are filled or stored and protruded in a direction of one side at a planar molding sheet, and a covering film which is attached and sealed to a back side of the molding sheet in order to keep the contents from unexpectedly escaping.

[0004] However, the conventional package body as above is a fixed structure in which a configuration itself is not dynamically changeable and has problems in pro-

moting curiosity or visual attractiveness to a consumer since the container part of the package body is also formed in such a uniform and simple shape such as a hemisphere, an oval, or a square type. Therefore, it is difficult to promote product sales due to lowered exhibiting and advertising effects of the product.

[0005] Further, the container part of the conventional package body is generally configured to simply store or preserve contents and is transparent so that the accommodated contents may be visible from the outside, therefore, it is impossible for a consumer to infer or receive some pieces of information which may be related by elements or characteristics of the contents through a shape of the container part. For example, it is not possible to assume or expect in advance that contents contain a scent or elements of an apple by only seeing a container part which is in a shape of an apple. Thus, in reality, a variety of information phrases or an indication of design about contents are printed and used on a back side of the covering film, and a problem brought about by lowered competitiveness without a unique difference with structures of other package bodies remains. Document US4020694 describes a device use to assemble two thermometers, an indoor thermometer and an outdoor thermometer, into one single unit, which allows the user to understand the operation and configuration of the two thermometers. The basic sheet to which the two thermometers are fastened is made of cardboard, because it must provide a supporting structure for two devices. The thermometers are fastened to the cardboard sheet by using a plastic film placed thereon. The cardboard sheet is to be folded to have the two thermometers taking a back-to-back arrangement and windows opening are made in the cardboard sheet to allow the temperature indicating element of both thermometers to be seen from both sides.

[0006] Document US2006042988 describes a folded blister sheet where the blisters are placed symmetrically on the sheet, so that each blister is facing the back foil of another blister cavity, enabling the blister cavity to endure many times more pressure than if unfolded, and a method of making the blister sheet. The folding takes place immediately at the end of the packaging process. Packing of drugs in blister packages is facilitated so that the necessary protecting carton may be eliminated and shipping and display of the blisters is easier.

[0007] Document WO02064444 relates to a multi-component packaging with a deep-drawn part having two bowls for receiving the liquid components closed with a lidding foil. In order to deliver the components, a channel extends from the bowls. A folding axis allows both sections to be tilted at 180 DEG taking a back-to-back configuration. The liquid product is delivered by squeezing the two bowls.

[Disclosure]

[Technical Problem]

[0008] The present invention, in order to solve the aforementioned problem, provides a blister package body having improved visibility which may simply and clearly present some pieces of information related by elements or characteristics of contents through a shape, and may dynamically change a configuration of the package body via folding and unfolding, thereby fully highlighting exhibiting and advertising effects of a product which may promote curiosity or visual attractiveness to promote product sales to a consumer.

[Technical Solution]

[0009] To achieve the above object of the present invention, there is provided a blister package body which comprises two container parts of identical shape that are protruded to one side on a flat cover film to face each other while a folding line is formed in the middle of the two container parts such that the two container parts are folded along the folding line to be combined into one to form a certain object shape; a printed part having a variety of colors or patterns on a surface of each of the container parts is provided to assist in distinguishing a shape that the container part is intended to express, and a transparent part having a printed part at an area of a covering film for the package body covering around an entrance of the container part is provided such that contents visible through the covering film can be expressed as an interior shape of an object the container part is intended to express.

[Advantageous Effects]

[0010] According to the present invention described above, when a package body is folded along a folding line, a container part is combined and shown as a shape of one object, therefore, a consumer may infer or expect some pieces of information which may be related by elements or characteristics of contents in a state of packing and exhibiting. Further, when the package body is unfolded for use, a transparent part of a covering film or a covering printed part may be expressed as an interior or a cross sectional shape of the corresponding object which may allow curiosity or visual attractiveness to the consumer, thereby fully highlighting exhibiting and advertising effects of a product and promoting product sales.

[Modes of the Invention]

[0011] Hereinafter, exemplary embodiments of the present invention will be described in detail. However, the present invention is not limited to the exemplary embodiments disclosed below, but can be implemented in

various forms, whereby the scope of the present invention is defined by the claims. The following exemplary embodiments are described in order to enable those of ordinary skill in the art to embody and practice the invention.

[0012] The present invention will be described herein-after in detail

[0013] A package body of the present invention respectively includes a set of container parts which are formed in a dual manner and spaced apart from each other on a piece of a cover film and are in a certain shape to fill or store certain contents therein, container printed parts which are formed on surfaces of the container parts are configured with a variety of colors or patterns to assist a visual perception of shapes that the container parts are intended to express, transparent parts which are on a covering film sealed and attached to a back side of the cover film are formed on areas covering entrances of the container parts, and a folding line which is formed on the cover film and the covering film to be disposed in the middle part of the container parts may fold the cover film and the covering film in half such that the container parts are combined facing each other when needed.

[0014] According to a configuration example of the covering film in accordance with the present invention, covering printed parts which are formed in relatively small areas inside the transparent parts and are configured with a variety of colors or patterns to assist a visual perception of an interior shape of an object that container parts are intended to express in association with the transparent parts are further included.

[0015] Hereinafter, a work of the present invention configured as above will be described below.

[0016] Shapes of the container parts to which the present invention is applied may be configured in relation to a type or an element of contents, but are not limited thereto, and may also be denoted as a shape of any object to improve visibility to a consumer.

[0017] For ease of illustration, the shapes of the container parts are described in a state applying a shape of an egg.

[0018] In a blister package body of the present invention, container printed parts in a color and a shape of an egg are printed on the transparent cover film, then the container printed parts are protrudingly molded into a hemispherical shape corresponding to a half of the egg to configure the container parts, and the contents are filled in the container parts in a next process.

[0019] Here, the container parts may be filled with only a single content having only one element and color, and may be filled with different kinds of contents having different elements and colors which may be mixed when in use. As the container parts are formed in the shape of an egg, different kinds of contents having different colors are applied such that arbitrary contents selected from a filling process is disposed at an inner center of the other content to be seen as a yolk and a shape of filling is also configured to have a hemispherical or circular shape.

[0020] After the contents are finished being filled, the opaque covering film is attached to a back side of the cover film such that the transparent parts seal entrances of the container parts, and then the folding line is processed on the covering film and the cover film to be foldable.

[0021] A blister package body of the present invention having such a configuration is sold in a sealed state. When the two hemispherical container parts are folded to be combined, the shape of an egg will be shown by the container printed parts having a color of an egg, thereby improving visibility to consumers on exhibition and encouraging interest and curiosity about a product.

[0022] Meanwhile, when the container parts are unfolded to be used, the contents having different types and colors filled inside the container parts is visible through the transparent parts of the covering film as if the shapes are associated with a yolk and a white inside an egg.

[0023] According to the present invention, covering printed parts are formed in relatively small areas inside transparent parts. When contents having only one color, not different colors, are filled, and an interior of a form which is configured by the container parts has different colors, the covering printed parts may realize a shape or a color which is not expressed through the contents.

[0024] For example, when stripes and a green color of a watermelon are printed on the container printed parts and contents having only a white color are filled in the container parts, scattered black seeds on a red background may be printed to be expressed on the covering printed parts such that areas shown through the transparent parts and the covering printed parts are similar to an interior of a watermelon.

[0025] As a result, the contents in white are associated with a rind of a watermelon through the transparent parts which are formed at edges of the covering printed parts, and an image of flesh and seeds of the watermelon may be expressed through the covering printed parts.

[0026] Such a blister package body of the present invention is available to freely apply a variety of images of objects depending on changes in forms of the container parts, and shapes and colors of the container printed parts and the covering printed parts, and thus is capable of achieving a magnificent effect of visibility to consumers.

[0027] While the embodiments of the present invention have been described, it should be understood by those skilled in the art that various alternations and changes in form may be made therein without departing from the scope of the invention as defined by the appended claims.

Claims

1. A blister package body having improved visibility, the blister package body comprising:

a set of container parts which are formed in a dual manner and spaced apart from each other on a piece of a cover film and are in a shape to fill or store contents therein;

a covering film sealed and attached to a back side of the cover film covering entrances of the container parts;

a folding line which is formed on the cover film and the covering film to be disposed in the middle part of the container parts and configured to fold the cover film and the covering film in half in which the container parts are combined facing each other when needed,

said blister package being **characterized in that:**

container printed parts are formed on surfaces of the container parts and configured with a variety of colors or patterns to assist a visual perception of shapes that the container parts are intended to express when the blister pack is folded in half so that the container parts are combined facing each other;

transparent parts are formed on said covering film on areas covering entrances of the container parts; and

covering printed parts are additionally formed in relatively small areas of said transparent parts being configured with a variety of colors or patterns to assist a visual perception of an interior shape of an object that the container parts are intended to express in association with the transparent parts.

2. A blister package body according to claim 1, wherein a variety of images, shapes and colors of objects are applied to the container printed parts and the covering printed parts depending on changes in forms of the container parts.
3. A blister package body according to claim 1 or 2 comprising two hemispherical container parts being folded and combined into the shape of a product and having a color of said product, thereby improving visibility to consumers on exhibition and encouraging interest and curiosity about said product.
4. A blister package body according to any of claims 1 to 3, wherein said contents include a single content having only one element and color.
5. A blister package body according to any of claims 1 to 4, wherein said contents have only one color, and an interior of a form which is configured by the container parts has different colors, and the covering printed parts realize a shape or a color which is not

expressed through the contents.

6. A blister package body according to any of claims 1 to 4, wherein said contents include different kinds of contents having different elements and colors which may be mixed when in use.

Patentansprüche

1. Blisterverpackungskörper mit verbesserter Sichtbarkeit, wobei der Blisterverpackungskörper umfasst:

einen Satz von Behälterteilen, die doppelt ausgebildet und auf einem Stück einer Deckfolie voneinander beabstandet sind und in einer Form vorliegen, um Inhalte darin zu füllen oder zu speichern;

eine Abdeckfolie, die versiegelt und an einer Rückseite der Abdeckfolie befestigt ist, die die Eingänge der Behälterteile abdeckt.

eine Falzlinie, die auf der Deckfolie und der im Mittelteil der Behälterteile anzuordnenden Deckfolie gebildet und konfiguriert ist, um die Deckfolie und die Deckfolie in der Hälfte zu falten, wobei die Behälterteile bei Bedarf gegenüberliegend kombiniert werden, wobei die Blisterverpackung **dadurch gekennzeichnet ist, dass:**

Behälterbedruckte Teile werden auf den Oberflächen der Behälterteile gebildet und mit einer Vielzahl von Farben oder Mustern konfiguriert, um eine visuelle Wahrnehmung von Formen zu unterstützen, die die Behälterteile zum Ausdruck bringen sollen, wenn die Blisterverpackung in zwei Hälften gefaltet wird, so dass die Behälterteile einander zugewandt kombiniert werden; transparente Teile auf der Abdeckfolie an Bereichen gebildet werden, die Eingänge der Behälterteile abdecken; und Abdeckende bedruckte Teile werden zusätzlich in relativ kleinen Bereichen der transparenten Teile gebildet, wobei sie mit einer Vielzahl von Farben oder Mustern konfiguriert sind, um eine visuelle Wahrnehmung einer inneren Form eines Objekts zu unterstützen, die die Behälterteile in Verbindung mit den transparenten Teilen ausdrücken sollen.

2. Blisterverpackungskörper nach Anspruch 1, wobei eine Vielzahl von Bildern, Formen und Farben von Gegenständen auf die Behälterdruckteile und die abdeckenden Druckteile aufgebracht sind, abhängig von Änderungen in den Formen der Behälterteile.

3. Blisterverpackungskörper nach Anspruch 1 oder 2, umfassend zwei halbkugelförmige Behälterteile, die gefaltet und zu der Form eines Produkts kombiniert werden und eine Farbe des Produkts aufweisen, wodurch die Sichtbarkeit für die Verbraucher auf der Ausstellung verbessert und das Interesse und die Neugierde auf das Produkt geweckt wird.

4. Blisterverpackungskörper nach einem der Ansprüche 1 bis 3, wobei der Inhalt einen einzelnen Inhalt mit nur einem Element und einer Farbe beinhaltet.

5. Blisterverpackungskörper nach einem der Ansprüche 1 bis 4, wobei der Inhalt nur eine Farbe aufweist, und ein Inneres einer Form, das durch die Behälterteile konfiguriert ist, unterschiedliche Farben aufweist, und die bedeckenden bedruckten Teile eine Form oder eine Farbe realisieren, die nicht durch den Inhalt ausgedrückt wird.

6. Blisterverpackungskörper nach einem der Ansprüche 1 bis 4, wobei der Inhalt verschiedene Arten von Inhalten mit unterschiedlichen Elementen und Farben beinhaltet, die bei Verwendung gemischt werden können.

Revendications

1. Corps d'emballage blister ayant une visibilité améliorée, le corps d'emballage blister comprenant:

un ensemble de parties du conteneur qui sont formées d'une manière double et espacées les unes des autres sur une pièce d'un film de couverture, et qui sont dans une forme permettant de remplir ou de stocker le contenu; un film de recouvrement scellé et fixé à l'arrière du film de recouvrement recouvrant les entrées des parties du conteneur une ligne de pliage qui est formée sur le film de recouvrement et le film de recouvrement à disposer dans la partie médiane des parties du conteneur et qui est configurée pour plier le film de couverture et le film de recouvrement en deux, dans laquelle les parties du conteneur sont combinées l'une en face de l'autre si nécessaire, ledit emballage blister étant **caractérisé en ce que:**

des parties imprimées des contenants sont formées sur les surfaces des parties du conteneur et configurées avec une variété de couleurs ou de motifs pour aider à une perception visuelle des formes que les parties du conteneur sont destinées à exprimer lorsque le blister est plié en deux, de sorte que les parties du conteneur sont combi-

- nées les unes en face des autres;
des parties transparentes sont formées sur
ledit film de recouvrement sur des zones
couvrant les entrées des parties du conte-
neur; et 5
- des parties imprimées de recouvrement
sont en outre formées dans des zones re-
lativement petites desdites parties transpa-
rentes étant configurées avec une variété 10
de couleurs ou de motifs pour aider à une
perception visuelle d'une forme intérieure
d'un objet que les parties du conteneur sont
destinées à exprimer en association avec
les parties transparentes. 15
2. Corps d'emballage blister selon la revendication 1,
dans lequel une variété d'images, de formes et de
couleurs d'objets sont appliquées aux parties impré-
mées du conteneur et aux parties imprimées de cou-
verture en fonction des changements de formes des 20
parties du conteneur.
3. Corps d'emballage blister selon la revendication 1
ou 2 comprenant deux parties du conteneur hémis-
phériques pliées et combinées en forme d'un produit 25
et ayant une couleur dudit produit, améliorant ainsi
la visibilité des consommateurs en exposition et en-
courageant l'intérêt et la curiosité pour ledit produit.
4. Corps d'emballage blister selon l'une quelconque 30
des revendications 1 à 3, dans lequel ledit contenu
comprend un contenu unique ayant seulement un
élément et une couleur.
5. Corps d'emballage blister selon l'une quelconque 35
des revendications 1 à 4, dans lequel ledit contenu
n'a qu'une seule couleur, et un intérieur d'une forme
qui est configurée par les parties du conteneur a dif-
férentes couleurs, et les parties imprimées de cou-
verture réalisent une forme ou une couleur qui n'est 40
pas exprimée par le contenu.
6. Corps d'emballage blister selon l'une quelconque
des revendications 1 à 4, dans lequel ledit contenu 45
comprend différents types de contenus ayant diffé-
rents éléments et couleurs qui peuvent être mélan-
gés lorsqu'ils sont utilisés.

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REFERENCES CITED IN THE DESCRIPTION

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