PACKAGES OF ABSORBENT ARTICLES WITH PREMIUMS

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ABSTRACT

Each package in a plurality of packages includes a plurality of absorbent articles and at least one premium located within an interior space. Each package further includes at least one opening means to transition the package from a closed condition to an open condition and create an opening to access the interior space. The premium in each package is not directly attached to the absorbent articles or the package and the premium is consistently positioned and is immediately accessible through the opening when the package is first transitioned from the closed condition to the open condition.
PACKAGES OF ABSORBENT ARTICLES WITH PREMIUMS

BACKGROUND OF THE INVENTION

[0001] The present invention relates to packages which contain a plurality of selected absorbent articles, such as disposable diapers, training pants, feminine care products, incontinence garments, or the like. Additionally, the present invention relates to a plurality of packages of absorbent articles having at least one premium consistently and conveniently located within the package.

[0002] It is common for manufacturers to include premiums with various products to enhance the value of said products and thereby entice consumers to purchase said products. Likewise, it is common for manufacturers to include premiums with various products to provide a sample of the premium product without requiring a separate purchase.

[0003] However, previous executions for delivering premiums have suffered some shortcomings. For example, some premiums have been attached to the outside of a product package as is common with premiums in the form of coupons. These executions are prone to theft and/or can be damaged during manufacturing, shipping, and general handling, and/or may be disfavored by retailers for various other reasons.

[0004] Other executions for delivering premiums have included inter-mixing the premium with the product as is common with coupons and toys added to breakfast cereal. These executions are less prone to theft and damage but undesirably require the consumer to dig through the product to obtain the premium. Furthermore, consumers may not be aware of the premium in these executions because the premium is not necessarily visible when the package is first opened.

[0005] Yet other premiums are provided separately from the subject products as is common with mail-in offers for samples. These executions are less prone to theft and damage but are not accessible when the product package is opened. Furthermore, these executions require the consumer to take at least one additional action to receive the premium and therefore the premiums are likely to reach fewer consumers.

[0006] Therefore, there is a need for packages of absorbent articles containing a premium located therein that addresses the shortcomings of the prior art.

SUMMARY OF THE INVENTION

[0007] In general, the present invention provides a plurality of packages of absorbent articles containing a premium located therein such that the premium is protected from theft and damage from shipping, is consistently located, and is immediately visible and accessible when the package is first opened.

[0008] In one aspect, the present invention provides a plurality of packages wherein each package includes a plurality of absorbent articles and at least one premium located within an interior space of the package. Furthermore, each package also includes at least one opening means adapted to transition the package from a closed condition to an open condition and create an opening to access the interior space. In each package, the premium is not directly attached to the absorbent articles or the package. Additionally, the premium is consistently positioned within the package and is immediately accessible through the opening when the package is first transitioned from the closed condition to the open condition.

[0009] In some embodiments, the absorbent articles of each package may have a folded edge and may be arranged in a stack wherein the folded edges of each absorbent article are aligned and wherein the premium in each package is consistently positioned adjacent the folded edges.

[0010] In various embodiments, the stacks of absorbent articles may define six sides and the premium may overlie at least a portion of at least two sides of the stack.

[0011] In various embodiments, the absorbent articles may be adapted to fit a user having a first size and the premium may be an absorbent article adapted to fit a user having a second size that is different than the first size.

[0012] In various embodiments, the absorbent articles may be labeled with a first brand name owned by a first company and the premium may be labeled with a second brand name owned by a second company wherein the first company is different than the second company.

[0013] In various embodiments, the absorbent articles may be a product type selected from a first group consisting of diapers, pants, swimpants, feminine hygiene articles, and boxers shorts. In some embodiments, the premium may be a product type selected from a second group consisting of diapers, pants, swimpants, feminine hygiene articles, boxers shorts, clothing, compact discs, wipes, lotions, wash cloths, changing pads, sun sensors, spa items, coupons, informational items, books, promotional items, game pieces, and collectibles. In some embodiments, the product type of the absorbent articles may be different than the product type of the premiums.

[0014] In various embodiments, each package may further include at least one window on at least one side wherein at least a portion of the premium is visible from the exterior space before the package is first transitioned to the open condition.

[0015] In some embodiments, the opening means may include at least one line of weakness. In various embodiments, the premium may include a wrap at least partially enclosing the premium. In various embodiments, each package may include a first premium and a second premium wherein the second premium is a different type than the first premium.

[0016] In another aspect, the present invention provides a plurality of packages wherein each package includes a plurality of absorbent articles and at least one premium located within an interior space. Furthermore, each package also includes at least one opening means adapted to transition the package from a closed condition to an open condition and create an opening to access the interior space. In each package, the premium is not directly attached to the absorbent articles or the package. Additionally, the premium is consistently positioned from package to package and is immediately accessible through the opening when the package is first transitioned from the closed condition to the open condition. Furthermore, the premium is positioned adjacent a major face panel of each package.

[0017] In various embodiments, the premium may be rigid. In some embodiments, the entire major face panel of each package defines a face panel surface area and the premium defines a premium surface area wherein the premium surface area is at least 50% of the face panel surface area.

[0018] In some embodiments, each package may further include at least one window on at least one side wherein at
least a portion of the premium is visible from the exterior space before the package is first transitioned to the open condition.

[0019] In various embodiments, each package may include a first premium and a second premium wherein the second premium is different than the first premium. In some embodiments, the absorbent articles may be labeled with a first brand name owned by a first company and the premium may be labeled with a second brand name owned by a second company wherein the first company is different than the second company.

[0020] In another aspect, the present invention provides a plurality of packages wherein each package includes a plurality of absorbent articles and at least one premium located within an interior space. Furthermore, each package also includes at least one opening means adapted to transition the package from a closed condition to an open condition and to create an opening to access the interior space. In each package, the premium is not directly attached to the absorbent articles or the package. Additionally, the premium is consistently positioned and is immediately accessible through the opening when the package is first transitioned from the closed condition to the open condition. Additionally, the absorbent articles are arranged in a stack along an appointed stacking direction. The stack includes a first absorbent article defining a first end of the stack and a second absorbent article defining a second end of the stack opposite the first end. The premium is positioned within the stack between the first absorbent article and the second absorbent article.

[0021] In various embodiments, the premium may have a longest dimension that is less than or equal to a longest dimension of the absorbent articles. In various embodiments, the premiums and the absorbent articles may be compressed within the package. In some embodiments, each package may include a first premium and a second premium wherein the second premium is different than the first premium.

[0022] FIG. 4 representatively shows a perspective view of a filled package of one embodiment of the invention.

DETAILED DESCRIPTION OF THE DRAWINGS

[0033] The various aspects of the present invention include a plurality of packages wherein each package defines an interior space and an exterior space. Each package of the plurality of packages has at least one opening allowing access to the interior space when the package is in an open condition and denying access to the interior space when the package is in a closed condition. Additionally, each package contains a plurality of absorbent articles and at least one premium located within the interior space of the package. The premiums are consistently and conveniently located in the plurality of packages.

[0034] As used herein, a “plurality” of packages may be at least 10, at least 100, at least 1,000, at least 10,000, at least 100,000, or at least 1,000,000 packages.

[0035] As used herein, the term “consistently positioned” refers to the repetitive location of premiums from package to package relative to a package opening and/or a product stack. In other words, the relative position of a first premium in a first package is the same, within normal process variability, as the relative position of a second identical premium in a second package and so forth continuing throughout a plurality of packages. In contrast, a plurality of packages does not include premiums that are “consistently positioned” if a first package includes a first premium positioned in a first location relative to the opening means and a second package does not have a second identical premium positioned in the same location relative to the opening and/or product stack.

[0036] In various embodiments, the premium may or may not include a wrap that completely or partially covers and/or encaeses the premium. The wrap for the premium may include any suitable material or materials, such as, for example, plastic, foil, paper, films, or the like, or combinations thereof. The premium wrap may be rigid or flexible or combinations thereof.

[0037] FIG. 5 representatively shows a perspective view of a filled package of one embodiment of the invention.
package without breaking any bonds or points of attachment between the premium and/or the premium wrap and the absorbent article and/or the package.

[0039] In various embodiments, the package may have any suitable number of sides and may have any suitable shape. Traditionally, packages of absorbent articles have generally been hexahedrons with the sides forming approximately 90 degree angles with adjoining sides. For example, the embodiment representatively shown in FIGS. 1A through 1F illustrate various views of a package 20 that is composed of a flexible polymer material and contains a plurality of articles 94. The package 20 comprises a front face wall 22 which defines a top edge region 28, a bottom edge region 30, and two opposed side edge regions 24 and 26 thereof. A back face wall 32 defines a top edge region 38, a bottom edge region 40, and two opposed side edge regions 34 and 36 thereof. A top wall 50 interconnects between the top edge regions 28 and 38 of the front and back walls 22 and 32, respectively, and includes a pair of oppositely located side edge regions 52 and 54 thereof. A bottom wall 56 interconnects between the bottom edge regions 30 and 40 of the front and back walls 22 and 32, respectively. The bottom wall includes a pair of oppositely located side edge regions 58 and 60 thereof.

[0040] Two oppositely located end walls 42 and 44 are each interconnected between a side edge region of the front wall and a side edge region of the back wall, and are interconnected between a side edge region of the top wall and a side edge region of the bottom wall. In particular, end wall 42 interconnects between side edge region 24 of front wall 22 and side edge region 36 of back wall 32, and interconnects between side edge region 52 of the top wall 50 and side edge region 58 of the bottom wall 56. Similarly, end wall 44 interconnects between side edge region 26 of the front wall 22 and side edge region 34 of the back wall 32, and interconnects between side edge region 54 of the top wall 50 and side edge region 60 of the bottom wall 56. The interconnection of walls 22, 32, 42, 44, 50, and 56 define an interior space 46 and an exterior space 48 (FIG. 3).

[0041] In some embodiments, for example, each of the package walls may be composed of the same flexible polymer material. Optionally, the various individual package walls may be composed of different materials. In the various embodiments, package 20 has a generally hexahedral shape and defines a package length 106 (FIGS. 1F and 3), a package depth 108 (FIGS. 1D and 3) and a package width 110 (FIGS. 1C and 3).

[0042] In the various embodiments of the invention, the package walls may be composed of different materials, or may be composed of substantially the same type of material. The package walls may be one or more discrete pieces of material joined together to form the package or may be one or more larger pieces folded and/or joined to define the package. In various embodiments, the package walls may be made of any suitable material or combination of materials. Typically, the material is a polymer film which is sufficiently flexible to assume a desired, generally hexahedral shape when the package is substantially filled with articles. In addition, the material should have sufficient strength to hold and contain the articles without breaking and without excessive bulging or stretching of the film material. Suitable materials include monolayer films and coextruded films, and the various configurations of the bag can be made from tube stock or flat stock material. In some embodiments, for example, the film material may be composed of a polyethylene film or film laminate having a thickness of about 0.001-0.004 inch (about 0.025-0.10 millimeters). Particular examples of the film material may comprise a LDPE (low density polyethylene) film, a LDPE/LLDPE (linear low density polyethylene) film laminate, a LDPE/MDPE (medium density polyethylene) film laminate, a LDPE/HDPE (high density polyethylene) film laminate or the like.

[0043] In various embodiments, a designated opening means is included to transition a package from a closed condition to an open condition. For example, an opening means may include a frangible region 70 (FIG. 1A) that extends at least partially across one or more walls of the package. In various embodiments, the opening means may also extend at least partially across one or more complementary walls of the package. For example, as illustrated in FIGS. 1A, 1B and 1E, the frangible region 70 may extend across top wall 50 and extend partially across front face wall 22, back face wall 32, and end wall 44.

[0044] The opening means may be manipulated to transition the package from the closed condition to the open condition to create a package opening 72 (FIG. 3). Transitioning the package 20 from the closed condition to the open condition allows access to the interior space 46 via the package opening 72. The opening means may be manipulated by any suitable means. For example, the opening means may be manipulated by grasping the frangible region 70 and inserting force directed to at least one frangible line 78 to effectuate a separation in the package proximate the frangible line 78.

[0045] In the various aspects of the invention, the opening means can include a frangible region 70. The breaking or separating of frangible region 70 may, for example, be provided by partially cutting or otherwise thinning through the thickness of the bag material in a predetermined pattern, providing a selected pattern of perforations along the appointed sections of the bag, providing a desired pattern of stress-fatigue weakening, or the like, located along the appointed sections of the package or bag. In the embodiments wherein the frangible region includes a frangible line 78, the frangible line 78 can be provided by a line or other array of perforations which extends across the appointed sections of top wall 50, bottom wall 56, end walls 42 or 44, front wall panel 22 and/or back wall panel 32, and/or combinations thereof. In particular embodiments, there may be approximately 2-10 perforations per linear inch of the frangible line. In some embodiments, for example, a frangible line may include alternating slits and lands. The slits may be approximately 1/8 inch long and substantially aligned along the intended direction of frangibility. The lands may also have a length dimension of approximately 1/8 inch, as measured along the intended direction of frangibility.

[0046] Frangible region 70, in the various aspects of the invention, can include a frangible line provided by a single line of perforations. Alternatively, the frangible region 70 may be provided by a system of multiple perforation lines, such as a pair of parallel perforation lines which generally define one or more removable strips.

[0047] In various embodiments, at least one stack 96 of articles 94 are contained in the interior space 46 of the package 20 (FIG. 3). The article stacks may be aligned along an appointed stacking direction 100 of the package. Each of the stacks 96 has opposing ends 97 and 98 (FIG. 2A) thereof for contacting opposed walls of the package. With reference to FIGS. 2A and 2B, an individual article stack 96 may be composed of a plurality of individual articles 94, and may
have a generally hexahedral shape. The stacks define a stack length 95, stack width 99, and stack depth 101.

[0048] The articles 94 may be provided in any suitable configuration and any suitable number of stacks within the package 20. In the illustrated embodiments, the articles are folded and provide two opposed face surfaces 164 and 166 and pairs of opposed side edges 168 and 170. The articles are stacked in face-to-face relation and in substantial alignment with one another with the two end-most articles providing the opposed, terminal end faces of the article stack. The articles are provided in a single stack wherein the end faces of the article stack contact and press against the appointed abutment walls of the package. In various embodiments, the stack or stacks may be oriented within the package in any suitable direction or configuration. For example, the stacking direction 100 of the resultant stack array within package 20 can be aligned generally parallel to the length-wise, top edge 28 of package front wall 22 as illustrated in FIG. 3.

[0049] One aspect of the present invention includes a plurality of packages wherein each package defines an interior space and has an opening means adapted to transition the package from the closed condition to an open condition thereby creating an opening. Each package contains a plurality of absorbent articles and at least one premium located in the interior space of the package. The premium is positioned within the interior space of the package to be immediately accessible from the exterior space via the opening when the opening means is first transitioned from the closed condition to the open condition. Furthermore, the premium is not directly attached to the absorbent articles or the package but is still consistently positioned in the same relative position from package to package.

[0050] Referring now to FIG. 3, a package 20 contains absorbent articles 94 and a premium 18. The absorbent articles are arranged in a stack 96 having a stacking direction 100. The package 20 further includes a frangible line 78 in the form of a perforation. The frangible line 78 extends across top wall 50 and partially across front face wall 22 and back face wall 32 (which is not visible in this view). The frangible line 78 is at least partially defined by a frangible region 70. The frangible region 70 may be manipulated to transition the package 20 from a closed condition to an open condition. The frangible region 70 may be manipulated by any suitable means, such as, for example, tearing at least partially along the frangible line 78 to create an opening 72 as illustrated. In the illustrated embodiment, the premium 18 is located between the articles 94 and the package 20 proximate the frangible line 78 such that the premium is immediately accessible via the opening 72 when the package 20 is first transitioned from the closed condition to the open condition.

[0051] In various embodiments, and as illustrated in FIG. 3, each package in the plurality of packages may include absorbent articles arranged in a stack 96 along an appointed stacking direction 100 and may have side edges 102 wherein the premium 18 is located adjacent the side edges 102. In various embodiments, the premium 18 may be located adjacent a major face panel. As used herein, the term “major face panel” refers to a side of a package having the greatest surface area. For example, in FIG. 4, the front face wall 22 is a major face panel because it is defined by the two longest dimensions of the package (length 106 and depth 108) and therefore has the greatest surface area. In various embodiments, a package may have two or more major face panels. In FIG. 4, the front face wall 22 is a major face panel and the back face wall 32, which is opposite the front face wall 22 and is not visible in FIG. 4, is a major face panel.

[0052] Consistently positioning the premium in the illustrated locations is believed to be advantageous because the premium is immediately visible within the package and thus draws the attention of the consumer. The premium is also neatly presented and is less susceptible to damage and theft because it is located within the package. Furthermore, it is believed to be advantageous because the consumer can remove the premium from the package via the opening without withdrawing any articles or further manipulating the package.

[0053] Referring now to FIG. 4, each package in the plurality of packages may include a package 20 containing absorbent articles 94 and at least one premium 18. The absorbent articles may be arranged in a stack 96 having a stacking direction 100. Each package 20 may further include at least one frangible line 78 in the form of a perforation. The frangible line 78 may extend across top wall 50 and partially across front face wall 22 and back face wall 32 (which is not visible in this view). The frangible line 78 at least partially defines a frangible region 70 wherein the frangible region 70 may be manipulated to transition the package 20 from a closed condition to an open condition. The frangible region 70 may be manipulated by any suitable means, such as, for example, tearing at least partially along the frangible line 78 to create an opening 72 as illustrated. In the illustrated embodiment, the premium 18 is located between the articles 94 and the package 20 proximate the frangible line 78 such that the premium is immediately accessible via the opening 72 when the package 20 is first transitioned from the closed condition to the open condition.

[0054] In various embodiments, and as illustrated in FIG. 4, each package in the plurality of packages may include absorbent articles arranged in a stack 96 along an appointed stacking direction 100 and may have side edges 102 wherein the premium 18 is located adjacent the side edges 102. In various embodiments, the premium 18 may be located adjacent a major face panel. As used herein, the term “major face panel” refers to a side of a package having the greatest surface area. For example, in FIG. 4, the front face wall 22 is a major face panel because it is defined by the two longest dimensions of the package (length 106 and depth 108) and therefore has the greatest surface area. In various embodiments, a package may have two or more major face panels. In FIG. 4, the front face wall 22 is a major face panel and the back face wall 32, which is opposite the front face wall 22 and is not visible in FIG. 4, is a major face panel.

[0055] In various embodiments, the total surface area of the major face panel defines a face panel area and the total surface area of the premium defines a premium area wherein the premium area is at least 25%, at least 50%, or at least 75% of the major face panel area. For example, in FIG. 4, the premium 18 has a premium area 120 defined by a premium length 116 times a premium depth 118. Likewise, the major face panel 22 has a major face panel area 112 defined by the package length 106 times the package depth 108. Thus, in this embodiment, the premium area 120 is about 60% of the major face panel area 112.

[0056] Referring now to FIG. 5, each package 20 in the plurality of packages may include absorbent articles 94 and at least one premium 18 (shaded). The absorbent articles are arranged in a stack 96 having a stacking direction 100. The package 20 further includes a frangible line 78 in the form of a perforation. The frangible line 78 extends across top wall 50 and partially across front face wall 22 and back face wall 32.
The frangible line 78 at least partially defines a frangible region 70 which may be manipulated to transition the package 20 from a closed condition to an open condition. The frangible region 70 may be manipulated by any suitable means, such as, for example, tearing at least partially along the frangible line 78 to create an opening 72 as illustrated. In the illustrated embodiment, the premium 18 is located between the articles 94 and in the stacking direction 100 such that the premium is immediately accessible via the opening 72 when the package 20 is first transitioned from the closed condition to the open condition.

In various embodiments, the plurality of packages may include absorbent articles adapted to fit a user having a first size and the premium may be an absorbent article adapted to fit a user having a second size that is different than the first size. For example, the plurality of packages may include absorbent articles, for example diapers, adapted to fit babies having a weight of 12 to 18 pounds. These packages may also include a premium which is a diaper adapted to fit babies having a weight range of 16 to 28 pounds. For example, a package of diapers may be sized for a “Step 2” size baby and therefore contain Step 3 size diapers. In such embodiments, each package of Step 2 diapers may also include a premium wherein the premium is a Step 3 sized diaper consistently positioned and immediately accessible when the consumer first opens the package. As such, the consumer may determine whether their baby is ready for the next size diaper without requiring the purchase of an entire package.

In various embodiments, the plurality of packages may include absorbent articles having features associated with a value tier. For example, the absorbent articles may have non-stretchable materials, lower breathability, simpler graphics, lower basis weight materials, less absorbent material, and the like, and combinations thereof. In some embodiments, each package of absorbent articles may have features associated with value tier products and may include one or more premiums consistently positioned within the package wherein the premium is an absorbent article having one or more features associated with a higher tier. For example, the premiums may be an absorbent article having stretchable materials, higher breathability, vibrant and/or complex graphics, higher basis weight materials, more absorbent material, and the like, and combinations thereof. As such, a consumer may purchase a package of value tier absorbent articles and receive a sample of a higher tier absorbent article to try without the necessity of buying an entire package of higher tier articles.

In some embodiments, the plurality of packages may include absorbent articles having a first grade cost and one or more premiums within the package having a second grade cost that is higher, lower, or the same as the first grade cost. As used herein, the term “grade cost” refers to the cost necessary to manufacture one standard unit of an item. In some embodiments, a plurality of packages having absorbent articles with a first grade cost may include premiums having a higher grade cost.

In various embodiments, any suitable absorbent articles and any suitable premiums may be combined. In various embodiments, the absorbent articles may be selected from a first group that includes diapers, training pants, swim-pants, feminine hygiene articles, absorbent briefs, absorbent boxer shorts, and the like. Whereas, the premiums may be selected from a second group that includes diapers, pants, swim-pants, feminine hygiene articles, briefs, boxer shorts, clothing (e.g., tee shirts), compact discs, wipes, lotions, wash...
cloths, changing pads, sun sensors, spa items, coupons, informational items (e.g., parenting tips), books, promotional items, game pieces, collectibles, and the like.

[0066] In various embodiments, the absorbent articles and the premiums may be the same type of item. For example, the absorbent articles may be diapers and the premium may also be a diaper. In various embodiments, the premium may be an absorbent article that has features different from the plurality of absorbent articles contained within the package. In some embodiments, the absorbent articles and the premiums may be different types of items. For example, in some embodiments, the absorbent articles may be diapers and the premiums may be wipes. In some embodiments, the absorbent articles may also be swim pants and the premiums may be sun sensors. In some embodiments, the absorbent articles may be training pants and the premiums may be tee shirts.

[0067] In some embodiments, each package in the plurality of packages may further include at least one window wherein at least a portion of the premium is visible through the window from the exterior space when the package is in the closed condition.

[0068] In some embodiments, each package of absorbent articles may include two or more premiums. In some embodiments, the two or more premiums may be the same or at least one of the premiums may be different. For example, packages containing a plurality of absorbent articles may each include a first premium that is a wipe and a second premium that is a tee shirt. In another example, packages containing a plurality of absorbent articles may each include a first premium that is a first wipe and a second premium that is a second wipe. In various embodiments, the first wipe and the second wipe may be the same or may be different.

[0069] In some embodiments, each package in the plurality of packages may include at least two premiums located in the same position or in different positions. For example, in some embodiments, each package in the plurality of packages may include a first premium located primarily adjacent the folded edge of a stack of absorbent articles and a second premium similarly located primarily adjacent the folded edge of the stack. In another example, each package in the plurality of packages may include a first premium located primarily adjacent the folded edge of a stack of absorbent articles and a second premium may be located within the stack of absorbent articles. In various embodiments, having at least two premiums, one or more premiums may be consistently positioned throughout the plurality of packages and/or one or more premiums may be immediately accessible via the opening when the package is first transitioned from the closed condition to the open condition. In some embodiments, each package in the plurality of packages may include a first premium consistently positioned and immediately accessible in a first location and a second premium consistently positioned and immediately accessible in a second location. In various embodiments, the first and second locations may be the same or may be different.

[0070] In some embodiments, the premiums may have a premium theme and the absorbent articles may have an absorbent article theme. In various embodiments, the premium theme and the absorbent article theme may be the same, related, or different. For example, packages of absorbent articles and associated premiums may both have the same theme, e.g., involving a well-known superhero. Both the absorbent articles and the premium may include an image of the superhero printed on the absorbent article and on the premium and/or on the premium wrap.

[0071] In other embodiments, the absorbent articles and the premiums may have different but related themes. For example, the absorbent article may have an absorbent article theme involving a well-known superhero and the premium and/or premium wrap may have a premium theme involving a second well-known superhero. In this example, the themes are not the same but are related in that both involve superheroes but not the same superhero.

[0072] In other embodiments, the absorbent articles and the premiums may have different themes that are not related. For example, the absorbent article may have an absorbent article theme involving a well-known superhero and the premium and/or premium wrap may have a premium theme involving wildflowers.

[0073] In various embodiments, a first manufacturer may produce the absorbent articles and may associate the absorbent articles with a first brand. Additionally, the first manufacturer may also produce the premium and may associate the premium with a second brand. In various embodiments, the first brand and the second brand may be the same or may be different.

[0074] In other embodiments, a first manufacturer may produce the absorbent articles and may associate the absorbent articles with a first brand and a second manufacturer may produce the premium and may associate the premium with a second brand wherein the second brand is different than the first.

[0075] In various embodiments, the absorbent articles may be adapted for use by a first segment of users and the premiums may be adapted for use by a second segment of users. In some embodiments, the first segment of users and the second segment of users may be the same or may be different. For example, in some embodiments, the absorbent articles may be diapers adapted for use by babies and the premium may be a rattle adapted for use by babies. In other embodiments, the absorbent articles may be diapers adapted for use by babies whereas the premium may be a spa article adapted for use by an adult.

[0076] While the invention has been described in detail with respect to specific embodiments thereof, it will be appreciated that those skilled in the art, upon attaining understanding of the foregoing will readily appreciate alterations to, variations of, and equivalents to these embodiments. Accordingly, the scope of the present invention should be assessed as that of the appended claims and any equivalents thereto. Additionally, all combinations and/or sub-combinations of the disclosed embodiments, ranges, examples, and alternatives are also contemplated.

1. A plurality of packages wherein each package comprises a plurality of absorbent articles and at least one premium located within an interior space; each package further comprises at least one opening means adapted to transition the package from a closed condition to an open condition and create an opening to access the interior space, wherein, in each package, the premium is not directly attached to the absorbent articles or the package and the premium is consistently positioned and is immediately accessible through the opening when the package is first transitioned from the closed condition to the open condition.

2. The plurality of packages of claim 1 wherein the absorbent articles of each package have a folded edge and are arranged in a stack wherein the folded edges of each absor-
bent article are aligned and wherein the premium in each package is consistently positioned adjacent the folded edges.

3. The plurality of packages of claim 2 wherein the stack of absorbent articles defines six sides and the premium overlies at least a portion of at least two sides of the stack.

4. The plurality of packages of claim 1 wherein the absorbent articles are adapted to fit a user having a first size and wherein the premium is an absorbent article adapted to fit a user having a second size that is different than the first size.

5. The plurality of packages of claim 1 wherein the absorbent articles are labeled with a first brand name owned by a first company and the premium is labeled with a second brand name owned by a second company wherein the first company is different than the second company.

6. The plurality of packages of claim 1 wherein the absorbent articles comprise a product type selected from a first group consisting of diapers, training pants, swimsuits, feminine hygiene articles, and absorbent boxer shorts, and the premium comprises a product type selected from a second group consisting of diapers, training pants, swimsuits, feminine hygiene articles, absorbent boxer shorts, clothing, compact discs, wipes, lotions, wash cloths, changing pads, sun sensors, spa items, coupons, informational items, books, promotional items, game pieces, and collectibles wherein the product type of the absorbent articles is different than the product type of the premiums.

7. The plurality of packages of claim 1 wherein each package further comprises at least one window wherein at least a portion of the premium is visible from the exterior space before the package is first transitioned to the open condition.

8. The plurality of packages of claim 1 wherein the opening means comprises at least one line of weakness.

9. The plurality of packages of claim 1 wherein the premium includes a wrap at least partially encasing the premium.

10. The plurality of packages of claim 1 wherein each package includes a first premium and a second premium wherein the second premium is a different type than the first premium.

11. A plurality of packages wherein each package comprises a plurality of absorbent articles and at least one premium located within an interior space; each package further comprises at least one opening means adapted to transition the package from a closed condition to an open condition and create an opening to access the interior space; wherein, in each package, the premium is not directly attached to the absorbent articles or the package and the premium is consistently positioned and is immediately accessible through the opening when the package is first transitioned from the closed condition to the open condition, and wherein the premium is positioned adjacent a major face panel.

12. The plurality of packages of claim 11 wherein the premium is rigid.

13. The plurality of packages of claim 11 wherein the entire major face panel defines a face panel surface area and the entire premium defines a premium surface area wherein the premium surface area is at least 50% of the face panel surface area.

14. The plurality of packages of claim 11 wherein each package further comprises at least one window wherein at least a portion of the premium is visible from an exterior space before the package is first transitioned to the open condition.

15. The plurality of packages of claim 11 wherein each package includes a first premium and a second premium and wherein the second premium is a different type than the first premium.

16. The plurality of packages of claim 11 wherein the absorbent articles are labeled with a first brand name owned by a first company and the premium is labeled with a second brand name owned by a second company wherein the first company is different than the second company.

17. A plurality of packages wherein each package comprises a plurality of absorbent articles and at least one premium located within an interior space; each package further comprises at least one opening means adapted to transition the package from a closed condition to an open condition and create an opening to access the interior space; wherein, in each package, the premium is not directly attached to the absorbent articles or the package and the premium is consistently positioned and is immediately accessible through the opening when the package is first transitioned from the closed condition to the open condition, and wherein the absorbent articles are arranged in a stack along an appointed stacking direction, the stack including a first absorbent article defining a first end of the stack and a second absorbent article defining a second end of the stack opposite the first end; and the premium being positioned within the stack between the first absorbent article and the second absorbent article.

18. The plurality of packages of claim 17 wherein the premium has a longest dimension that is less than or equal to a longest dimension of the absorbent articles.

19. The plurality of packages of claim 17 wherein the premium and the absorbent articles are compressed within the package.

20. The plurality of packages of claim 17 wherein each package includes a first premium and a second premium wherein the second premium is a different type than the first premium.

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