Jan. 3, 1967 J. H. LEMELSON 3,295,672

PACKAGING ASSEMBLIES

Filed Oct. 14, 1964 2 Sheets-Sheet 1

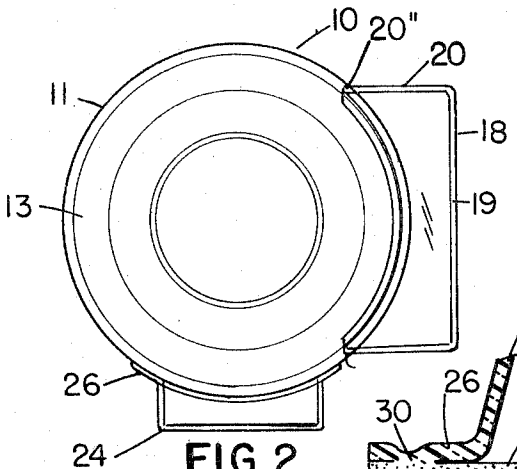


FIG. 2

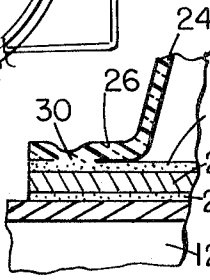


FIG. 3

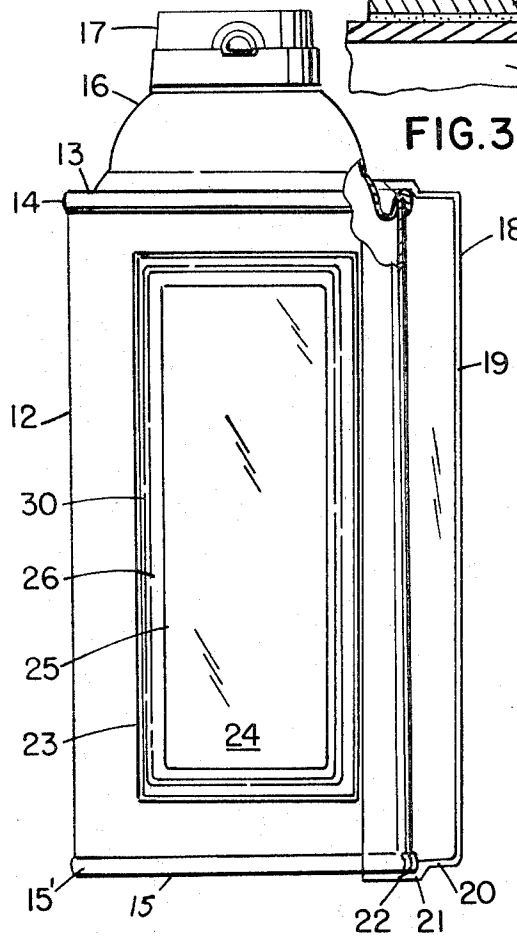


FIG. 1

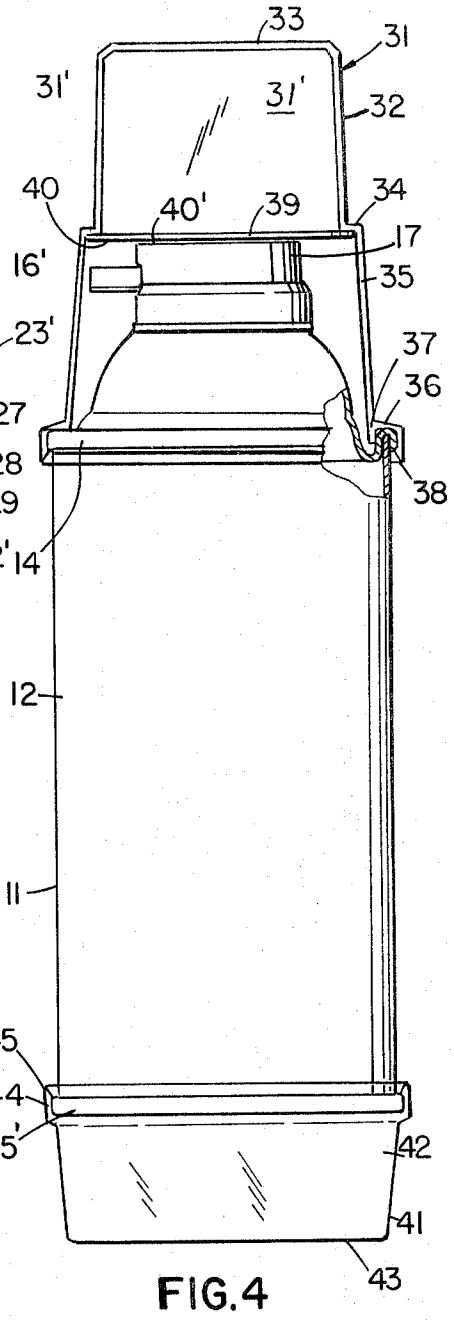


FIG. 4

INVENTOR.
Jerome H. Lemelson

Jan. 3, 1967 J. H. LEMELSON 3,295,672

PACKAGING ASSEMBLIES

Filed Oct. 14, 1964 2 Sheets-Sheet 2

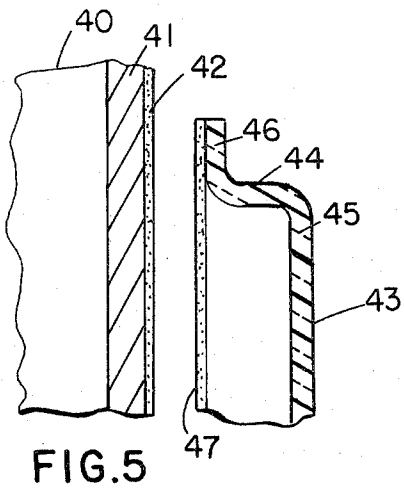


FIG.5

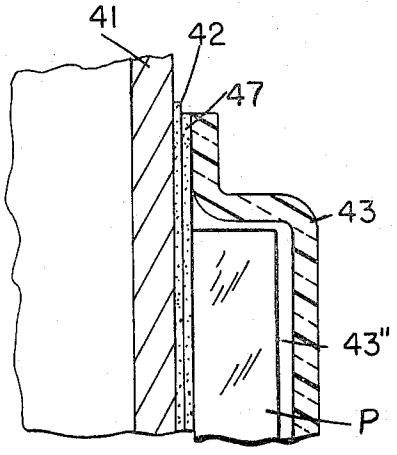


FIG.6

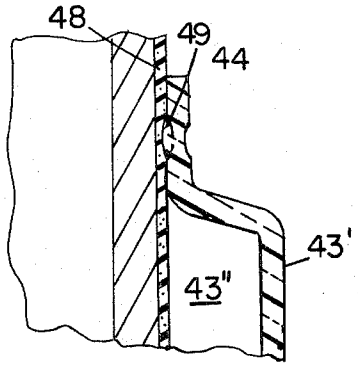


FIG.7

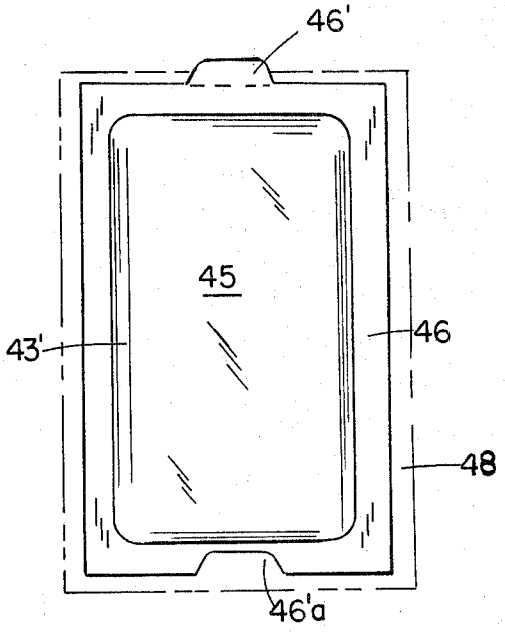


FIG.8

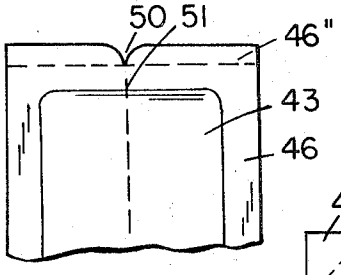


FIG.9

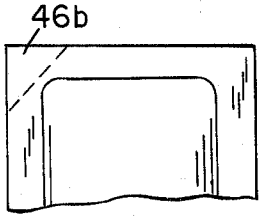


FIG.10

INVENTOR.
Jerome H. Lemelson
BY

United States Patent Office 3,295,672 Patented Jan. 3, 1967

3,295,672

PACKAGING ASSEMBLIES

Jerome H. Lemelson, 85 Rector St., Metuchen, N.J. 08840

Filed Oct. 14, 1964, Ser. No. 403,777
15 Claims. (Cl. 206—47)

This invention relates to packaging assemblies and is a continuation-in-part of my copending application Serial No. 297,483 filed July 8, 1963, for "Product Container and Method of Producing Same" and application Serial No. 201,231, filed May 21, 1962, now U.S. Patent Number 3,244,082, entitled, "Packaging Machinery."

In the packaging of consumer products in containers such as cans or bottles made of plastic or metal or boxes made of such materials as plastic and paperboard or laminations of these mtaerials, it is frequently desirable to retain an article or articles exterior of the main container which may serve as premiums or to supplement the contents of the main container. Adhesive tape has been frequently employed for such functions but suffers a number of important shortcomings one of which is the inability of the tape to prevent removal of the article by merely pulling the tape off the container without destroying the package. Banding the article with plastic film extending completely therearound and around the container suffers the same shortcoming. Also, both techniques do not permit the hermetic sealing of the article presented exterior of the main container which limit their function and they frequently serve to detract from the appearance if not hide the article itself. Furthermore, adhesive tapes have a tendency to be easily moved or slip thereby leaving bare adhesive areas on the container surface which may easily pick up dirt or adhere the container to other containers.

Accordingly, it is a primary object of this invention to provide a new and improved packaging assembly for retaining premiums and the like against the wall of a main product container.

Another object is to provide an improved bonding system and methods applicable to packaging and other fabrication fields.

Another object is to provide an improved packaging assembly including a premium housing disposed exterior of a main container which housing is attractive to the eye and does not hide or detract from the appearance of the premium or article retained thereby.

Another object is to provide an improved structure in a packaging assembly including a retainer or housing for a premium to be secured to the exterior of a main product container which assembly does not require a complex fixture or machine to effect same.

Another object is to provide an improved premium retainer for a main product container which may be easily applied by hand thereto yet which will adequately hold the premium in place against pilferage.

With the above and such other objects in view as may hereafter more fully appear, the invention consists of the novel constructions, combinations and arrangements of parts as will be more fully described and illustrated in the accompanying drawings, but it is to be understood that changes, variations and modifications may be resorted to which fall within the scope of the invention as claimed.

In the drawings:

FIG. 1 is a side view, partially sectioned, of a product container having a plurality of sub-housings or premium retainers assembled therewith;

FIG. 2 is a top view of the container assembly of FIG. 1;

FIG. 3 is a side, cross-sectional view of a fragment of a container and premium retainer assembly secured thereto and applicable to the packaging assembly of FIGS. 1 and 2;

FIG. 4 is a side view of a main product container showing two sub-housings assembled at both the upper and lower ends thereof for retaining premiums or the like;

FIG. 5 is a side view in cross section showing portions of a main product container and a premium retainer prior to being assembled;

FIG. 6 is a fragmentary view in cross section of the components of FIG. 5 in adhesive assembly with each other;

FIG. 7 is a fragmentary side view of another form of packaging assembly.

FIG. 8 is a side view of a container sub-housing made in accordance with the teachings of the structure illustrated in FIGS. 5 and 6 and having tab means for rapidly and easily removing said sub-housing from the main product container;

FIG. 9 is a side view of part of a modified form of sub-housing showing other means for easily and rapidly disassembling said sub-housing from a main product container and

FIG. 10 is a view of part of a face of another sub-housing showing other means for effecting the rapid removal thereof from the main product container.

There is shown in FIGS. 1 and 2 a packaging assembly **10** which comprises a main product container **11** having a cylindrical side wall **12** and end walls **15** and **16** which are joined by beaded formations **14** and **15'**. Secured to the upper end of end wall **16** is a cap and assembly **17** defining means for dispensing the fluent contents of the container. Containers of the shape illustrated in FIGS. 1 and 2 are known in the art and are particularly applicable to the dispensing of fluent material by the internal pressurization of said material. However, various other containers of the general shape illustrated, with or without the upwardly extending end wall portion **16** are also utilized in packaging various foods, cosmetics and the like.

Shown at the front side of the side wall **12** is a substantially rectangular sub-housing **24** made of thin, transparent sheet plastic material and having a circumscribing side wall **25** which extends to a flange **26** circumscribing said side wall. The flange **26** is adhesively bonded or welded to the side wall **12** of main container **11** by means to be described hereafter and is removable therefrom by peeling off the flange **26** or piercing the outwardly extending walls thereof.

Shown at the right side of the container **11** is a second sub-housing **18** which is preferably formed with a thin outer wall **19**, side walls **20** and end walls **20'** by ejection molding a transparent polymeric plastic material. Extensions **21** and **22** of the side and end walls of sub-housing **18** are shaped, as illustrated, to permit the housing to compressively engage the surfaces of the beaded formations **14** and **15'** at both ends of the cylindrical side wall **12** so as to frictionally retain the sub-housing **18** in place as illustrated. Formation **22** is provided as a tapered lip which circumscribes the overlying portion **21** of side wall **20** and is adapted to permit said overlying portion to outwardly deflect when the housing is pushed against the side wall **12** of the cylindrical portion of the container so as to snap said sub-housing in place, preferably with a premium retained therein. The end walls **20'** of the sub-housing are preferably shaped with a circular rim **20''** to conform to the circular shape of the end wall **11** and rim **14** as clearly illustrated in FIG. 2.

FIG. 3 shows a form of the invention in which the side wall **12'** of the container has an assembly **23'** se-

cured thereto which includes the transparent sub-housing 24, a base sheet 28 of material such as paperboard which is coated on its outer surface with a heat sealable plastic 27 and on its inner surface with an adhesive material 29 which bonds 28 and the assembly secured thereto to the outer surface of side wall 12'. The container 12' may comprise the cylindrical container 12 of FIG. 1, a flat walled metal, plastic or paperboard container or any suitable product container.

Sub-housing 24 is shown heat sealed to the coating 27 along a weld line 30 which circumscribes the flange portion 26 of 24.

FIG. 4 illustrates a sub-housing 31 frictionally secured to the upper end of a container 11 of the type provided in FIGS. 1 and 2. The sub-housing 31 is preferably injection molded of a transparent plastic and comprises an upper portion 32 having an end wall 33 integrally molded therewith and a step or flange portion 34 at the lower end thereof which extends to the lower side wall 35 of the sub-housing 31. The end of side wall 35 is shaped with a stepped portion 36 having an inner flange 37 which is a direct extension of 35 and an outer wall 38 having a rim which outwardly tapers as illustrated permitting it to be easily forced over the beaded formation 14 of the container 11. In other words, formations 37 and 38 are so shaped as to permit the sub-housing 31 to be frictionally assembled with container 11 by being longitudinally forced thereagainst over the beaded formation 14 as illustrated.

Shown disposed between the upper and lower portions of sub-housing 31 is a sheet 39 of rigid material such as paperboard or plastic which separates the two portions of the sub-housing. The rim of sheet 39 is preferably bonded to the undersurface of the stepped portion 34 of the side wall of sub-housing 31 and its lower surface 40 may rest against the flat upper surface 40' of the cap or closure 17 provided at the end of container 11, thereby stabilizing the sub-housing and supporting same as well as the premium held within the volume 31' defined between 39 and the upper portion of said sub-housing having the circumscribing side wall portion 32.

Illustrated at the lower end of container 11 in FIG. 4 is a sub-housing 41 which is injection molded of transparent rigid plastic material and shaped to permit it to be frictionally assembled against the beaded rim portion 15' of the container. The housing 41 has a lower wall 43 with a substantially flat bottom surface permitting the packaging assembly to stand thereon and a frusto-conical side wall 42 which is stepped to engage the lower surface of the beaded formation 15' and extends to a side wall portion 44 depending parallel to the side wall of formation 15 and having its upper rim tapered inwardly as shown so as to permit the sub-housing to be forced against the beaded formation 15' and to outwardly deflect until it clears said formation whereafter the tapered portion deflects inwardly and frictionally engages said beaded formation as illustrated. Both the sub-housings 31 and 41 may be interchanged with each other and may have a band of adhesive tape or plastic film shrunk thereon across the rim formations thereof and engaging respective side wall portions 38 and 44 as well as the side wall 12 of container 11, so as to offer further retention of the sub-housing against the container and, if necessary hermetic sealing of the enclosure defined by the end wall of 11 and the respective sub-housing.

The hereinabove described sub-housing assemblies may contain further means for improving both the retentive assembly thereof with the main product container and effecting hermetic sealing therewith. For example, a suitable adhesive may be disposed the circumscribing rim of the sub-housing or areas adjacent thereto and those portions of the main product container engaged thereby. While it has been proposed to assemble a cover such as paperboard or plastic member 28 with the plastic dome 24 of FIG. 3, the sub-housing or dome 24 is illustrated in FIG. 1 as having its rim directly bonded or welded to the side wall 12 of container 11. If both sub-housing 24 and side wall 12 are made of thermoplastic material or the latter is coated with a thermoplastic material, then the cover sheet 28 may be eliminated and the rim 26 of member 24 may be circumscribingly sealed in a sealing line similar to 30 directly to the wall 12 or the thermoplastic coating provided thereon. Suitable adhesives may also be disposed directly between the surface of rim 26 and side wall 12.

FIGS. 5 and 6 illustrate means for effecting a packaging assembly of the type provided in FIG. 1 without the need for complex coating and assembly equipment. There are many instances where it may be desirable to assemble a premium housing with a premium disposed therein, against a main product container without resort to heat sealing or welding equipment and without having to await the drying of an adhesive material before upending the container so as to prevent the sub-housing from falling off the container by gravity. In FIG. 5, a main product container 40 includes a side wall 41 of any suitable shape. At least a portion of said side wall has a coating 42 of adhesive material disposed thereon for retaining a sub-housing 43 thereagainst. The adhesive material defining coating 42 may be tacky and pressure sensitive whereupon it may only be applied thereto or to the surface of the rim 46 of the sub-housing 43 just prior to effecting assembly of the two unless a protective material such as wax paper is disposed thereover to be removed prior to said assembly.

In packaging procedures where it may be desired to assemble a sub-housing such as 43 against the wall of a container after the container has been shipped to a distributor or store, the coating 42 may comprise an adhesive material such as rubber cement or latex which is, upon drying a few minutes after being applied, not generally tacky or adhesive to most surfaces but will adhere to a similar coating of similar material applied to another surface. Accordingly, notation 47 in FIG. 5 also refers to such a rubber cement or latex coating disposed against the upper surface of flange or rim 46 and operative whereby, when said flange is compressed against coating 42 on the outer surface of wall 41, sub-housing 43 will become adhesively bonded to 40 and will retain a premium in the volume defined by wall 41, side wall 44 and outer wall 45 of sub-housing 43. Accordingly, the need for coated closures such as member 28 of FIG. 3 is eliminated, thereby reducing the cost of the packaging assembly.

Such assembly is illustrated in FIG. 6 and shows the transparent plastic sub-housing 43 having its coated rim portion 46 bonded to the coating 42 on the outer surface of container wall 41. A primary advantage of the construction illustrated in FIGS. 5 and 6 is that, since the rubber cement or latex material coating rim or flange 46 is not tacky, such pan or cup-shaped housings 43 may be stacked one inside the other without adhesively bonding to each other since the upper surface of each flange 46 engages the lower surface of the next flange which is not so coated. The assembly of FIG. 6 may thus be rapidly effected by manual means so that a distributor of the product or store owner may rapidly and easily dispose a premium in volume 43' is also sealed from external dust, moisture and contaminating atmosphere.

FIG. 7 illustrates a portion of a packaging assembly 40 having a side wall 41 with an outer surface 41' which has been coated with a heat sealable polymeric plastic such as polyvinylchloride or other suitable plastic material defining a partial or complete coating for said outer surface and referred to by the notation 48. If sub-housing 43 is of the same material as coating 48 or a compatible material heat sealable thereto, the two may be welded in the area of the flange 46 of 43 in either a spot weld or circumscribing weld line 49 operative to retain the two

members in assembly with each other. The side wall **41** of container **40** of FIG. 7 may be made of metal, metal foil, paper or laminates of these materials and plastic including the coating **48**.

As hereinabove set forth, the adhesive or plastic coatings **42** and **48** provided against the outer surface of the container side wall **41** of FIGS. 6 and 7 may completely cover said outer surface of said side wall or may be applied merely to the area thereof selected to be engaged by the flange portions of the sub-housings. Such application may be made by spraying through a mask, roller applying same, or electro-static means wherein solid particles or aerosoled droplets of the adhesive or plastic material are electrically attracted to the selected area or areas to be coated.

In FIG. 8 is shown a modified form of the invention providing means for simplifying the disassembly of the premium sub-housing **43** from the main product container. A tab **46'** extends from and is integral with the main portion of the flange **46** and overlies a portion of the side wall of the main product container. The tab **46'** is not heat sealed or adhesively bonded to the main product container side wall while the remainder of flange **46** is so welded or bonded thereto. To remove the sub-housing **43** from the main product container, the user lifts tab **46'** and pulls it away from the main product container which either tears the wall of the sub-housing or lifts the flange **46** away from the main product container by severing the bond therebetween. The action resulting from outwardly pulling tab **46'** will depend on the nature of the bond or weld and its strength relative to the tear strength of the plastic material comprising sub-housing **43**. Notation **46'***a* refers to an indentation in the shape of the lower end of the flange **46** of sub-housing **43** which results from die-cutting the tab in the sub-housing formed of the same sheet as **43** in direct alignment therewith and additional portions of flange **46** may also be provided free of bonding or welding to facilitate removal of the sub-housing from the main product container.

In FIG. 9 one of the borders of the flange **46** of the sub-housing **43** is provided with a notch **50** therein which is made during die-cutting the vacuum or pressure formed blister formation **43** from the main sheet of which it is originally thermoformed. The outer border **46''** of flange **46** is shown void of adhesive or is unsealed to the main product container so that the user may lift said flange away from the surface of the main product container and sever the housing **43** along line **51** which may be a score line extending from the end of notch **50** in the housing wall.

In FIG. 10 one corner portion **46***b* of the flange of the housing **43** is not welded or adhesively bonded to the surface of the main product container so that it may be lifted easily off said surface and used to remove the sub-housing therefrom by a simple peeling or pulling action.

The structures illustrated in FIGS. 5 to 10 may be applied to the side or end walls of containers such as the canister of FIG. 1, boxes, bottles or the like.

It is noted that the hereinabove described procedures and structures involving sealing the flange portion of a sub-housing to the side wall of a main product container by heat sealing means or by coating both surfaces with an adhesive material such as rubber cement which is pressure sensitive to itself without being so sensitive to other surfaces may be applied to sub-housing such as elongated sub-housing **19** of FIG. 1, upper assembly **31** and lower retained sub-housing **41** of FIG. 4. If, for example, beaded formations **14** and **15'** are made of thermoplastic material or are coated therewith, the sub-housings may be heat sealed thereto by the application of the proper die, heat and pressures. If, the beaded formations **14** or **15'** and the inside engaging surfaces of the border areas adjacent the rims of the premium sub-housings are also so coated, engagement of the two members together will result in an assembly held together both by clamping engagement resulting from the outward deflection of the rim of the sub-housing and adhesive bonding. Such adhesive bonding may result in effecting a hermetic seal between the two members and may suffice to prevent pilferage without preventing disassembly of the components when it is desired to remove the premium.

Methods of fabricating packaging assemblies of the types hereinabove described include the following procedures:

(I) In an assembly employing the use of an adhesive such as rubber cement, latex or any adhesive which will become substantially non-tacky after application to a surface but will bond to a coating of a similar adhesive on another surface and wherein said adhesive is provided as two coatings, one on each container component, the main product container is first coated on the area thereof adapted to receive the sub-container **43** with such an adhesive which is allowed to dry thereon. The sub-container **43** is formed of thin sheet material with its flange coated with an adhesive material similar to the material coating the main product container and said flange adhesive is allowed to form a non-tacky coating thereon. A plurality of such sub-containers may thus be stacked or nested one inside the other for storage until needed since the adhesive on the flange is non-tacky and will not adhere to surfaces not similarly coated. Thus the upper coated surface of the flange of one sub-container will engage the non-coated under surface of the sub-container nesting therein without the two containers adhering together.

When it is desired to apply a premium to the main product container, one of the sub-containers is removed from the nested array thereof, a premium is inserted therein and the coated flange is pressed against the area of the main product container similarly coated with adhesive which is sensitive to the adhesive on said sub-container flange. The two surfaces adhere together retaining the sub-container against the main product container with the premium sealed therebetween.

The main product container may comprise a paperboard or molded plastic box, molded bottle, metal can, bag or the like having a selected area of its outer surface coated with adhesive of the type described, prior to, during or after fabrication and filling of the container.

(II) If a label is affixed to the main product container, the described pressure sensitive adhesive may be coated directly on the label by roller or spray application thereto at the same time said label is printed. After the label is affixed to the main product container, the sub-housing may be affixed thereto and held with a premium disposed therein in assembly with the main product container by pressing the coated flange thereof against the coated surface of the label.

(III) In a packaging assembly employing a tacky, pressure sensitive adhesive to retain the flange of the sub-housing against the main product container, the coating of pressure sensitive adhesive may be applied to either said sub-housing flange or a selected area of the surface of the main product container, or label affixed thereto. When so applied, it will be preferable to cover the tacky adhesive with a protective overlay of plastic or paper such as wax paper which is readily peeled off the adhesive coated surface when it is desired to assemble same with the other packaging component by pressing the two together, after the premium has been placed therebetween.

(IV) In a further system applicable to packaging assemblies of the type described, the surface of the main product container adapted to receive and support the flange of the sub-housing may be precoated with a plastic such as an epoxy resin in an uncured condition or the surface of the flange of the sub-housing so coated while the other surface to be engaged therewith is coated with a catalyst or material containing a catalyst operative to cure the resin upon mixing of the two by compression of the two surfaces together: Homopolymerization of the epoxy coating may be effected upon release of conven-

tional primary, secondary or tertiary amino catalysts from a filler or a porous plastic such as Porelon coating the other surface when the two are compressed together. Various so called "hardeners" are also known for epoxy resins which will copolymerize the resin when introduced therein. Such hardeners may be retained against one of the surfaces as a tacky coating protected by a peelable release paper covering or held in the cells of a thin coating of micro-porous plastic such as Porelon manufactured by the S. C. Johnson & Sons of Racine, Wisconsin. Compression of the Porelon coating will cause it to release the hardener or catalyst upon pressing the two components together which will admit the catalyst or hardener to the epoxy coating resulting in the eventual curing of the plastic into a hard bonding layer for holding the packaging assembly together. It is briefly noted that both plastic and catalyst containing coatings may be protected by release papers or plastic films applied thereto and peelable or otherwise operative to permit combining the plastic and hardener upon compressing the two surfaces together and that a system as so described may be applicable for securing various precoated articles together by compressively abutting said articles in the areas where they are so coated.

Respective plastic and catalyst or hardener containing coatings may be applied to respective portions of the surfaces of both articles by first applying said coatings to a sheet of silicone coated release paper, cutting said sheet to sections defining areas to be coated, applying the tacky coated side of the paper to the surface to receive the coating, and when desired to assemble the two articles, peeling off the release paper while retaining the coatings against the surfaces of the articles. Thereafter, the articles are compressed together in the areas so coated to cause the hardener to mix with and cure the resin.

I claim:

1. A packaging assembly comprising
(a) a main product container,
(b) a container sub-housing made of thin, flexible sheet material,
(c) said sub-housing having an end wall and a circumscribing side wall,
(d) a circumscribing flange formed as an outward extension of said side wall and extending lateral to the side wall of said sub-housing,
(e) a first coating bonded on a selected area of the outer surface of said main product container,
(f) means sealing said outwardly extending flange of said sub-housing to said first coating for retaining the sub-housing and product container together with a storage volume defined between the two by the walls of both and
(g) a premium disposed in said storage volume and retained by said sub-housing against said main product container.

2. A packaging assembly in accordance with claim 1, including a second coating on that surface of said outwardly extending flange which surface is an extension of the inside surface of said sub-housing, said second and first coatings being intermingled and forming a unitary adhesive interlayer bonding the sub-housing to the main product container.

3. A packaging assembly in accordance with claim 2 in which said first and second coatings are substantially the same adhesive material applied respectively to a predetermined area of the outer surface of said main product container and said outwardly extending flange of said sub-housing.

4. A packaging assembly in accordance with claim 3 in which said first and second coatings comprise a rubber base adhesive having had substantially most of the solvents removed from both coatings by evaporation prior to assembly of the sub-housing with the main product container.

5. A packaging assembly in accordance with claim 2, one of said coatings comprising a resin such as epoxy, the other coating including a hardener for said resin intermingled with said resin and chemically reacted therewith so as to provide said resin in a cured condition retaining the two members together in a strong bond.

6. A packaging assembly comprising in combination:
(a) a main product container,
(b) a sub-housing made of thermoplastic heat sealable plastic and being assembled with said main product container,
(c) a premium held within said sub-housing and said main product container,
(d) said sub-housing having a transparent outer wall, a circumscribing side wall portion and an outwardly extending flange circumscribing said side wall portion and lateral to said circumscribing side wall,
(e) said main product container having a portion of its outer surface coated with a heat sealable plastic material, and
(f) a weld line circumscribing said flange and defined by fused portions thereof and said heat sealable plastic disposed on the outer surface of said main product container.

7. A packaging assembly comprising in combination:
(a) a main product container,
(b) a premium package including a sub-container open at one end and having a circumscribing side wall and an outwardly extending flange extending from said opening and circumscribing said side wall as a lateral extension thereof,
(c) a sheet member extending completely across the open end of said sub-container and serving as a closure for the opening therein,
(d) one surface of said sheet member being bonded to said outwardly extending flange of said sub-container and defining a closure for said sub-container,
(e) the other surface of said sheet member being secured to a portion of the outside surface of a wall of said main product container in a bond retaining the two together and
(f) a premium disposed in the volume defined by said sub-container and said sheet member.

8. A packaging assembly in accordance with claim 7, said sub-container and said sheet member being heat sealed together in a circumscribing weld line disposed around the outwardly extending flange of the sub-container and said sheet member.

9. A packaging assembly in accordance with claim 8 in which said outwardly extending flange of said sheet member is welded to the surface of said main product container.

10. A packaging assembly comprising in combination with a cup-shaped container having a circumscribing side wall and a flange circumscribing and extending outwardly from said side wall, around an opening in said container a first sheet member disposed completely across said opening and bonded to said flange so as to enclose the volume within said cup-shaped container, an article disposed within said volume, a pressure sensitive adhesive coated on the outer surface of said sheet member, and a second sheet member covering said adhesive, said second sheet member being peelable off said adhesive to permit said first sheet member to be bonded to a surface by compression of said assembly thereagainst.

11. A packaging assembly in accordance with claim 1, a portion of said flange of said sub-housing extending beyond the sealing means and adapted to be grasped between the fingers of the hand for lifting said sub-housing away from said main product container and destroying said seal between said flange and coating on said main product container.

12. A packaging component applicable to a main product container for retaining a premium or the like in a closure defined by said component and a portion of the wall of said main product container comprising an open container having a sheet-like top wall and a side wall circumscribing said top wall, an outwardly extending

flange circumscribing said side wall; and lateral thereto said top wall, side wall and flange being integrally molded of the same material; a pressure sensitive adhesive material coating that surface of said flange which is an extension of the inside surface of the side wall, said coating terminating outwardly of said side wall, and a sheet of protective material extending completely across the coating on said outwardly extending flange and the opening in said container, said protective sheet being manually peelable from said flange to leave and expose the adhesive coating thereon for application and adhesion to a surface against which said flange is compressed.

13. A method of fabricating packaging assemblies comprising the steps of:

(a) applying a coating of a pressure sensitive adhesive material to a portion of the outer surface of a main product container,

(b) covering said adhesive material with a sheet easily removable therefrom to protect the adhesive,

(c) forming a sub-housing of sheet material for retaining a premium against said main product container, with said sub-housing having a side wall and a circumscribing flange portion extending outwardly from said side wall,

(d) removing said sheet from said adhesive material by peeling same away from said product container,

(e) placing an article in said sub-housing and

(f) securing said sub-housing to said main product container by compressing the flange portion thereof against said adhesive coating the outer surface thereof to adhesively bond the two together.

14. A method of fabricating packaging assemblies comprising the steps of:

(a) applying a coating of heat sealable thermoplastic material to a selected portion of the outer surface of a main product container and solidifying said coating thereon,

(b) forming a sub-housing of heat sealable thermoplastic plastic having sheet-like walls including a circumscribing side wall and a flange circumscribing and extending outwardly from said side wall,

(c) disposing a premium within said sub-housing,

(d) compressing said flange of said sub-housing against said heat sealable coating on said main product container, and

(e) heat sealing said flange of said sub-housing to said coating while compressed thereagainst.

15. A method in accordance with claim 13 wherein said adhesive material is applied to the outer surface of said main product container as a portion of a label which label is secured to said container.

References Cited by the Examiner

UNITED STATES PATENTS

2,323,342	7/1943	McManus et al.	
2,770,411	11/1956	MacKay	206—19.5
2,927,713	3/1960	Buttery et al.	206—47
3,067,867	12/1962	Bonham et al.	206—47

THERON E. CONDON, *Primary Examiner.*

WILLIAM T. DIXSON, JR., *Assistant Examiner.*