

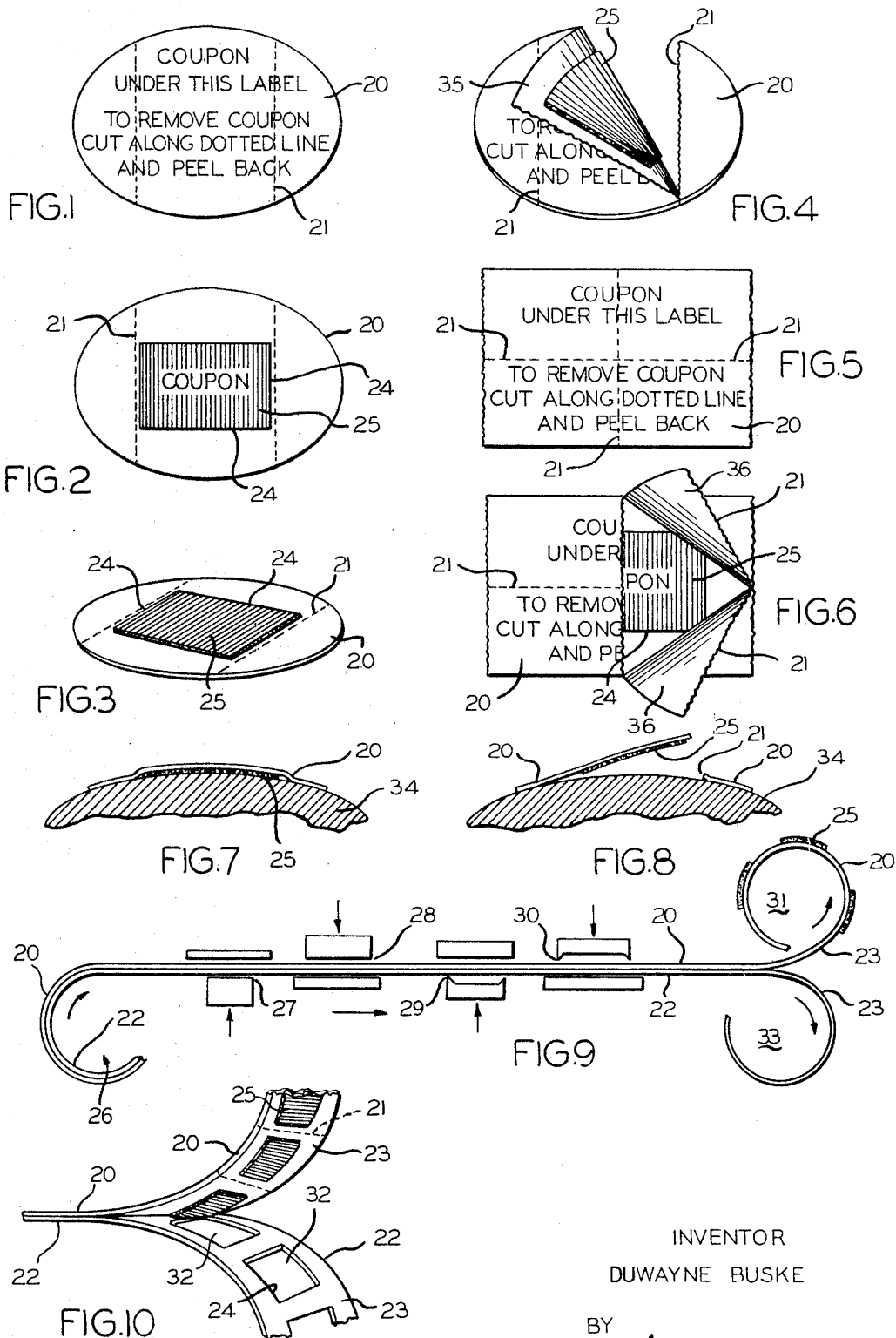
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D. F. BUSKE

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COMBINATION PROTECTION LABEL AND COUPON

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INVENTOR
DUWAYNE BUSKE

BY
Irwin C. Alter
ATTORNEY

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3,524,782 COMBINATION PROTECTION LABEL AND COUPON

Duwayne F. Buske, % Layton Label Mfg. Co., Inc.,
426 W. Walnut St., Milwaukee, Wis. 53212
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2 Claims

ABSTRACT OF THE DISCLOSURE

Includes a label that has pressure sensitive adhesive for attaching the same to a container or the like. The label has a coupon adhered to the rear thereof and the label is perforated so that it can be opened by tearing along the perforations for access to the coupon.

My invention relates to a coupon protection label and more particularly to a combination protection label and coupon and method of printing and cutting a pair of adherently engaged strips, or sheets of pre-fabricated sheet material to produce said protection label and coupon.

The prime object of my invention is to provide a label in combination with a coupon, arranged in a manner to make it inconvenient to remove the coupon from a package, or container to which the combination is applied.

Another object of my invention is to provide a label for supporting and concealing a coupon, or the like, which label is equipped with perforations so it may be severed to provide access to the coupon, thereby supporting the coupon or the like within a tamper proof attaching sheet or label.

Still another object of my invention is to provide a device of the character described, that may be printed, scored, and cut in one continuous operation.

A further object of my invention is to provide a method applied to a pair of pressure sensitized coated strips of material, attached to one another, that may be processed in a continuous manner, or separately, in a single operation.

It is manifest to anyone familiar with the art, that coupons, or gift certificates are frequently applied to the container, or package, supporting the merchandise being dispensed, and in the process of self-serving by the consumer it is a known fact acknowledged by the retail trade, that the coupons, or the like, are frequently taken, or pilfered from the package by the consumer while shopping, and it is the prime object of my invention to provide a device that supports the coupon, or the like, one that requires the protective label to be cut to provide access to the coupon, which coupon is adherently attached to the label for support.

The device and the method of producing it are exceedingly simple, easy to produce, and very efficient for the purpose for which it is intended.

Other and further objects of my invention will become more apparent as the description proceeds, when taken in conjunction with the drawings, in which:

FIG. 1 is a top view of a label, oval in contour, having instructions imprinted thereon, and showing the scoring or perforations laterally disposed.

FIG. 2 is a bottom view of the label shown in FIG. 1, with the coupon, or the like, silicone coated, attached to the adhesive applied to the rear face of the label.

FIG. 3 is a perspective view of the label shown in FIGS. 1 and 2, showing the coupon, or the like, disposed onto the adhesive coating.

FIG. 4 is a front, or top view of the label of oval contour, showing it separated at one of the scored or perforated lines, to permit access to the silicone coated

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coupon which is adherently attached to the central portion of the label with pressure sensitive adhesive, to permit it to be easily removed from the label.

FIG. 5 is a top view of a modified type of label, rectangular in shape, and having scored, or perforated lines disposed in longitudinal and lateral direction.

FIG. 6 is a label as shown in FIG. 5 with the paper separated or torn at the scored lines, to expose and give access to the coupon.

FIG. 7 is a fragmentary cross-sectional view of a portion of a fanciful container, with the label applied in a manner to protect the coupon.

FIG. 8 is a similar view as shown in FIG. 7 with the label torn at one of the perforated lines to provide access to the coupon adherently attached to the central portion of the label.

FIG. 9 is a schematic lay-out, showing the progressive method employed when printing and scoring the two scripts, or sheets, which are adherently attached to one another, and

FIG. 10 is a perspective view of the two strips being separated from one another.

Similar characters of reference indicate corresponding parts and features throughout the several views, and referring now to the same, the character 20 shows a label of sheet material, which may be of any form shape, or contour, shown as oval in FIGS. 1 to 4 inclusive, and rectangular in FIGS. 5 and 6.

This label 20 is equipped with perforated lines 21 which may be arranged in any convenient manner, either laterally as shown in FIGS. 1 to 4 inclusive, or crossing one another as shown in FIGS. 5 and 6.

There is another sheet of material 22, adherently attached to the material 20 constituting the label, by means of a pressure sensitized adhesive 23. This sheet 22 is silicone coated, and scored to any form, or contour at 24, to form a coupon shown as 25.

By referring to the schematic lay-out shown in FIG. 9, it will be noted that the sheets 20 and 22 are adherently attached to one another and are wrapped around a roll generally shown as 26. The sheet 22 has the coupons 25 imprinted thereon at 27, and the sheet 20 has the label imprinted thereon at 28. The coupons 25 are scored, or cut at 29, and due to the cut 29, they are retained by the sheet 20. Also the sheet 20 is scored, or cut at 30 so that as the sheets pass in the direction of the arrows, the scored sheet 20 with the coupon 25 attached (see FIG. 10), wraps around a roll generally shown as 31, and the sheet 22 with the openings 32 scored at 24, wrap around a roll generally shown as 33 to form waste material.

By referring to the various views, FIG. 1 shows the label cut from the sheet 20 in the form of an oval contour, with the instructions printed onto its face, and shows the perforations 21 disposed laterally. FIG. 2 shows the back of the label with the coupon 25 adherently attached thereto, the label ready to be adherently attached onto the face of a container, or package 34, shown generally in FIGS. 7 and 8.

The coupon 25 is made readily accessible by cutting or tearing one of the perforated lines 21 of the label 20 (see FIG. 4). This same procedure occurs when the label 20 is of rectangular contour, by peeling the label backward as shown at 35 in FIG. 4, or at 36 in FIGS. 5 and 6, will provide access to the coupon 25.

The method of production as shown in FIGS. 9 and 10, includes cutting the coupon at 29 to permit the sheet 22 to be separated from the sheet 20 with the sheet 20 still retaining the coupon 25 thereon. The rest of the the sheet 22 when removed from sheet 20 leaves openings 32 in sheet 22 which conform with the shape of the coupon 25. The sheet 22 could then be disposed of; and

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when the perforated sheet which has printing thereon as a label is removed from the sheet 20 the coupon attached may be attached to the container 34, or the like as shown in FIG. 7.

The device is simple in construction, economical to manufacture, can be in the form of a tape, or may be individually cut while being processed. It serves a special purpose and function not heretofore shown in the art, and although I have shown a specific construction and arrangement of the parts constituting my invention, I am fully cognizant of the fact that many changes may be made without effecting its operativeness and purpose, and I reserve the rights to make such changes as I may deem convenient or necessary without departing from the spirit of my invention.

Having thus described my invention, what I claim and desire to secure by Letters Patent in the United States is:

1. A method of manufacturing a plurality of combination protection labels and coupons comprising the steps of: unrolling a roll of a first and a second strip of paper joined back to back with a pressure sensitive adhesive,

printing a series of labels on the front side of the first strip of paper,

printing a series of coupons on the front side of said second strip of paper,

each of said coupons being positioned immediately adjacent each of said labels,

cutting said second strip of paper in accordance with the contour of each of said coupons,

perforating said first strip of paper to define said labels,

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the perforations of said labels being dimensioned so that the label is larger than the coupon adhering thereto,

separating said first and second strips of paper whereby said coupon portions which have been cut from said second strip of paper remains adhered to the labels of said first strip of paper, and rolling up said first strip of paper so that one label at a time is available with a coupon adhering to the back of each of said series of labels.

2. A method of manufacturing, as defined in claim 6, wherein said coupon is silicone coated and wherein said combination protection labels and coupons are additionally perforated, whereby they can be easily severed from one another.

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JOHN T. GOOLKASIAN, Primary Examiner

G. W. MOXON II, Assistant Examiner

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