

Description

The present invention relates to a label and to a method of producing labels.

EP-A-0153186 discloses a self-adhesive label having a top part removably adhered to a varnish layer and a method of producing such self-adhesive labels.

EP-A-0130053 discloses a self-adhesive label for affixing to a container which comprises a folded longitudinal strip which is carried on a self-adhesive support web.

The present invention provides a self-adhesive label comprising a label base portion which is coated on its rear surface with pressure sensitive adhesive and is carried on a release backing material and a folded label portion including a rear part and a front part which covers the rear part, the folded label portion being adhered by a region of adhesive to the front surface of the label base portion characterised by a varnish layer which extends over at least a part of the front surface of the label base portion to define varnished and unvarnished regions of the front surface of the label base portion, the rear part being fixedly adhered by the adhesive to an unvarnished region of the label base portion, and the front part being releasably adhered to a varnished region of the label base portion so as to be selectively releasable from the varnish layer thereby to reveal the rear part, and a varnished region lying adjacent to the folded label portion.

The label portion preferably comprises a folded longitudinal strip which is divided into a row of panels by a series of transverse fold lines, an end panel of the strip comprising the said front part and an adjacent panel comprising the said rear part, and a free transverse edge of the front part being releasably adhered to the varnish layer.

Advantageously, the free transverse edge, when released from the varnish layer, retains the adhesive on the rear surface of the free transverse edge whereby the free transverse edge can be subsequently re-adhered to the varnish layer.

The present invention also provides a method of producing self-adhesive labels carried on a release backing material, the method comprising the steps of:- (a) providing a support layer coated on its rear surface with a pressure sensitive adhesive and which is carried on a release backing material; (b) applying a region of adhesive to the front surface of the support layer; and (c) applying a rearwardly-directed face of a folded label portion having a rear part and a front part which covers the rear part to the region of adhesive whereby the rearwardly-directed face is adhered to the support layer, characterised in that before step (b) the front surface of the support layer is partly coated with a varnish layer to define varnished and unvarnished regions of the front surface of the support layer; and in step (c) the rear part is fixedly adhered

by the adhesive to an unvarnished region of the front surface of the support layer and the front part is releasably adhered to a varnished region of the front surface of the support layer so as to be selectively releasable from the varnish layer thereby to reveal the rear part; and a varnished region lies adjacent the folded label portion in the self-adhesive label.

The label portion preferably comprises a folded longitudinal strip which is divided into a row of panels by a series of transverse fold lines, an end panel of the strip comprising the said front part and an adjacent panel comprising the said rear part, and a free transverse edge of the front part being releasably adhered to the varnish layer.

The method may further comprise the step, at any stage in the method after step (a), of cutting the support layer into a series of label base portions and wherein a succession of the label portions is applied to successive regions of adhesive whereby a succession of self-adhesive labels is produced on the release backing material, each including a respective label portion and a respective label base portion.

Preferably, the cutting step is carried out after applying step (b) and each label portion is cut simultaneously with the cutting of the respective label base portion so as to have at least one cut edge of the label portion in registry with a cut edge of the respective label base portion.

Embodiments of the present invention will now be described by way of example only with reference to the accompanying drawings, in which:-

FIGURE 1 is a plan view of a label base portion of a self-adhesive label carried on a backing of release material in accordance with the invention; FIGURE 2 is a perspective view of a folded strip to be applied to the label base portion of Figure 1 thereby to form the label of the first embodiment of the present invention;

FIGURE 3 is a plan view of the label of the first embodiment of the present invention carried on the backing of release material; and

FIGURE 4 is a perspective view of the label of Figure 3 in an unfolded configuration when adhered to a product;

FIGURES 5 and 6 illustrate stages in making the labels.

Referring to Figure 1, a label base portion 2 has a self-adhesive rear surface which is releasably adhered to a backing 4 of release material, such as waxed or polysiloxane-coated paper. The rear surface of the label base portion 2 is coated with a pressure sensitive adhesive. The label base portion 2 has been die-cut from an elongate web of self-adhesive paper carried on the backing 4, and the waste web remnant has been removed. The upper surface of the label base portion 2 has been printed with desired images. A layer of varnish 6 extends over the whole of the upper surface of the label base portion 2 except

for a central part 8 thereof. The varnish layer has been printed, e.g. by means of a printing cylinder, over the printed upper surface of the label base portion 2 in the last step of the printing process for the label base portion. In the preferred embodiment, the elongate web of self-adhesive paper is printed, with the desired images, and then with the varnish layer 6, and then the web is die-cut to form the label base portions 2. The varnish of the varnish layer 6 consists of a gloss over-printing varnish which is solvent-based.

An adhesive is then applied to the upper surface of the label base portion 2. The adhesive is extruded from an applicator in the form of a series of parallel beads 10 which extend across the central part 8 of the label base portion 2 and also across a strip 12 of the varnish layer 6 which is disposed at a transverse edge of the central part 8. Alternatively, the adhesive may be printed onto the upper surface of the label base portion 2, e.g. by means of a printing roller. It will be understood by those skilled in the art that the printed adhesive can be in the form of a continuous layer of adhesive rather than in the form of beads of adhesive. The adhesive is typically a water-based adhesive, such as a pva adhesive, and a suitable adhesive is sold in the UK as Monarch Adhesive 4974.

The adhesive and varnish compositions are preferably selected such that the varnish seals the coated surface of the label base portion sufficiently so as to render that surface substantially non-absorbent to the adhesive whereby the adhesive dries back into the rear surface of a folded strip or removable label portion which is applied over the adhesive in the manner described hereinafter.

Figure 2 shows a folded strip 14 to be adhered to the label base portion by the adhesive beads 10 thereby to form a label of the present invention. The folded strip 14 consists of a row of panels which have been folded about a series of transverse fold lines to form a flattened tube. An end panel 16 constitutes a top cover panel which covers the remaining panels. A longitudinal edge 20 of the top cover panel 16 extends beyond the remaining panels thereby to form an elongate flap 22. The rear face of the folded strip 14 is comprised of the outer face of that panel 24 which is adjacent the top cover panel 16 and the rearwardly facing surface of the flap 22.

Figure 3 shows a self-adhesive label 26 of the first embodiment of the present invention which has been formed by adhering, by means of the adhesive beads 10, the outer face of the panel 24 to the central part 8 of the label base portion 2 and the rearwardly facing surface of the flap 22 to the strip 12 of the varnish layer 6. The adhesive beads 10 constitute a region or layer of adhesive which adheres the folded strip 14 to the label base portion 2. In the label 26, the panel 16 constitutes a front cover panel, and the panel 24 a back cover panel, between which the remaining panels are folded. The folded strip 14 of the label 26

is maintained in its closed configuration by the adhesion of the flap 22 to the strip 12 of the varnish layer 6. The label 26 is releasably adhered to the release backing material 4.

Referring to Figure 4, the self-adhesive label 26 has been removed from the release backing material 4 and adhered to a product 28, the label 26 may be opened by releasing the flap 22 of the folded strip 14 from being adhered to the varnish layer 6. This is done by pulling the free transverse edge of the flap 22 away from the varnish layer 26. The portions 30 of the adhesive beads 10 which are between the flap 22 and the strip 12 of the varnish layer adhere preferentially to the inside surface of the flap 22. Thus when the flap 22 is pulled away from the varnish layer 6, the portions 30 remain adhered to the flap 22 and are removed from the varnish layer 6. The remaining panels of the folded strip 14 can then be unfolded as shown in Figure 4. When it is desired to reclose the label 26, the remaining panels can be refolded and the portions 30 of adhesive can be readhered to the varnish layer 6 by refolding the flap 22 over the remaining panels and pressing the free transverse edge of the flap 22 into engagement with the varnish layer.

The label illustrated in Figure 4 constitutes a neat and simple arrangement for a resealable folded label. The label may be easily manufactured. In contrast to known arrangements, the folded strip does not require adhesive bands, strips or release layers but it can simply comprise a folded strip of paper. The folded strip is simply applied to a layer of adhesive, formed from the adhesive beads 10, which extends over an unvarnished portion and a varnished portion of a label base portion, with a free outer edge of a front cover panel being in registry above the varnish portion and the back cover panel being fixedly adhered to the unvarnished portion.

Figures 5 and 6 show stages in the manufacture of labels.

In Figure 5, there is shown a paper web 32 coated on its rear surface with a pressure-sensitive adhesive and carried on a web of a release backing material 34. The front surface of the web 32 is coated with a varnish layer 36, the varnish being of the type employed in the embodiment of Figures 1 to 4. Referring to Figure 6, there is shown a self-adhesive label 38 carried on the release backing material 34. The self-adhesive label 38 consists of a label base portion 40 which has been die-cut from the web 32. The rear face of a removable label portion 42, such as the folded strip shown in Figure 2, is adhered to the varnish layer 36 by a layer of adhesive, the adhesive being such as that employed in the embodiment of Figures 1 to 4 for the adhesive beads 10. The removable label portion 42 is thereby releasably adhered to the label base portion 40 due to the preferential adhesion of the adhesive layer to the rear face of the removable layer 42

rather than to the varnish layer. The removable label 42 can be pulled away from the label base portion 40 and subsequently adhered by its rear face, which is coated with the adhesive which has been stripped off the varnish layer 36, to any desired surface. The removable label 42 can also be readhered to the label base portion 40. The removable label 42 may consist of any desired folded label, such as a folded strip or a booklet.

In order to make the labels, a series of adhesive layers is applied along the length of the web 32 and removable labels 42 are applied in succession to respective adhesive layers. The web 32 and the removable labels 42 adhered thereto are then die-cut at a die-cutting station to form a succession of label base portions 40 each with a respective removable label 42 adhered thereto. In the die-cutting step, the two opposed longitudinal edges of the removable label 42 are preferably die-cut also so that in the resultant self-adhesive label 38 the longitudinal edges of the removable panel 42 coincide with the respective longitudinal edges of the label base portion 40. The waste web remnant consisting of the portion of the web outside the label base portions and if appropriate also including the cut-away parts of the removable labels 42 is removed from the release backing material.

The labels of the present invention have a number of advantages over known labels. The layer of varnish is disposed on the label base portion which is of a thicker material than the folded strip and is thus less easily deformed. This results in the resealable labels achieving improved resealability on closing and improved releasability on opening when compared to known labels since the relatively thick and extensive label base portion is rigid and resists being deformed when the folded strip is pulled open or pushed shut. Also, the folded strip which is adhered to the label base portion is easily manufactured and handled since it does not require a release layer of polysiloxane or adhesive layer to be applied thereto prior to being adhered to the label base portion. Furthermore, the labels of the present invention may conveniently and easily be manufactured in a continuous process.

Claims

1. A self-adhesive label comprising a label base portion (2) which is coated on its rear surface with pressure sensitive adhesive and is carried on a release backing material (4) and a folded label portion (14) including a rear part (24) and a front part (16) which covers the rear part (24), the folded label portion (14) being adhered by a region of adhesive (10) to the front surface of the label base portion (2) characterised by a varnish layer (6) which extends over at least a part of the front

surface of the label base portion (2) to define varnished and unvarnished regions of the front surface of the label base portion (2), the rear part (24) being fixedly adhered by the adhesive to an unvarnished region of the label base portion (2), and the front part (16) being releasably adhered to a varnished region of the label base portion (2) so as to be selectively releasable from the varnish layer (6) thereby to reveal the rear part (24), and a varnished region lying adjacent to the folded label portion.

2. A self-adhesive label according to Claim 1, wherein the label portion (14) comprises a folded longitudinal strip which is divided into a row of panels by a series of transverse fold lines, an end panel (16) of the strip comprising the said front part (16) and an adjacent panel (24) comprising the said rear part (24), and a free transverse edge (22) of the front part (16) being releasably adhered to the varnish layer (6).
3. A self-adhesive label according to Claim 2, wherein the free transverse edge (22), when released from the varnish layer (6), retains the adhesive (10) on the rear surface of the free transverse edge (22) whereby the free transverse edge (22) can be subsequently re-adhered to the varnish layer (6).
4. A method of producing self-adhesive labels carried on a release backing material (4), the method comprising the steps of:-
 - (a) providing a support layer (2) coated on its rear surface with a pressure sensitive adhesive and which is carried on a release backing material (4);
 - (b) applying a region of adhesive (10) to the front surface of the support layer (2); and
 - (c) applying a rearwardly-directed face of a folded label portion (14) having a rear part (24) and a front part (16) which covers the rear part (24) to the region of adhesive (10) whereby the rearwardly-directed face is adhered to the support layer (2),
 characterised in that before step (b) the front surface of the support layer (2) is partly coated with a varnish layer (6) to define varnished and unvarnished regions of the front surface of the support layer (2); and in step (c) the rear part (24) is fixedly adhered by the adhesive (10) to an unvarnished region (8) of the front surface of the support layer and the front part (16) is releasably adhered to a varnished region of the front surface of the support layer (2) so as to be selectively releasable from the varnish layer (6) thereby to reveal the rear part (14); and a varnished region lies adjacent the folded label portion



rather than to the varnish layer. The removable label 42 can be pulled away from the label base portion 40 and subsequently adhered by its rear face, which is coated with the adhesive which has been stripped off the varnish layer 36, to any desired surface. The removable label 42 can also be readhered to the label base portion 40. The removable label 42 may consist of any desired folded label, such as a folded strip or a booklet.

In order to make the labels, a series of adhesive layers is applied along the length of the web 32 and removable labels 42 are applied in succession to respective adhesive layers. The web 32 and the removable labels 42 adhered thereto are then die-cut at a die-cutting station to form a succession of label base portions 40 each with a respective removable label 42 adhered thereto. In the die-cutting step, the two opposed longitudinal edges of the removable label 42 are preferably die-cut also so that in the resultant self-adhesive label 38 the longitudinal edges of the removable panel 42 coincide with the respective longitudinal edges of the label base portion 40. The waste web remnant consisting of the portion of the web outside the label base portions and if appropriate also including the cut-away parts of the removable labels 42 is removed from the release backing material.

The labels of the present invention have a number of advantages over known labels. The layer of varnish is disposed on the label base portion which is of a thicker material than the folded strip and is thus less easily deformed. This results in the resealable labels achieving improved resealability on closing and improved releasability on opening when compared to known labels since the relatively thick and extensive label base portion is rigid and resists being deformed when the folded strip is pulled open or pushed shut. Also, the folded strip which is adhered to the label base portion is easily manufactured and handled since it does not require a release layer of polysiloxane or adhesive layer to be applied thereto prior to being adhered to the label base portion. Furthermore, the labels of the present invention may conveniently and easily be manufactured in a continuous process.

Claims

1. A self-adhesive label comprising a label base portion (2) which is coated on its rear surface with pressure sensitive adhesive and is carried on a release backing material (4) and a folded label portion (14) including a rear part (24) and a front part (16) which covers the rear part (24), the folded label portion (14) being adhered by a region of adhesive (10) to the front surface of the label base portion (2) characterised by a varnish layer (6) which extends over at least a part of the front

surface of the label base portion (2) to define varnished and unvarnished regions of the front surface of the label base portion (2), the rear part (24) being fixedly adhered by the adhesive to an unvarnished region of the label base portion (2), and the front part (16) being releasably adhered to a varnished region of the label base portion (2) so as to be selectively releasable from the varnish layer (6) thereby to reveal the rear part (24), and a varnished region lying adjacent to the folded label portion.

2. A self-adhesive label according to Claim 1, wherein the label portion (14) comprises a folded longitudinal strip which is divided into a row of panels by a series of transverse fold lines, an end panel (16) of the strip comprising the said front part (16) and an adjacent panel (24) comprising the said rear part (24), and a free transverse edge (22) of the front part (16) being releasably adhered to the varnish layer (6).
3. A self-adhesive label according to Claim 2, wherein the free transverse edge (22), when released from the varnish layer (6), retains the adhesive (10) on the rear surface of the free transverse edge (22) whereby the free transverse edge (22) can be subsequently re-adhered to the varnish layer (6).
4. A method of producing self-adhesive labels carried on a release backing material (4), the method comprising the steps of:-
 - (a) providing a support layer (2) coated on its rear surface with a pressure sensitive adhesive and which is carried on a release backing material (4);
 - (b) applying a region of adhesive (10) to the front surface of the support layer (2); and
 - (c) applying a rearwardly-directed face of a folded label portion (14) having a rear part (24) and a front part (16) which covers the rear part (24) to the region of adhesive (10) whereby the rearwardly-directed face is adhered to the support layer (2),
 characterised in that before step (b) the front surface of the support layer (2) is partly coated with a varnish layer (6) to define varnished and unvarnished regions of the front surface of the support layer (2); and in step (c) the rear part (24) is fixedly adhered by the adhesive (10) to an unvarnished region (8) of the front surface of the support layer and the front part (16) is releasably adhered to a varnished region of the front surface of the support layer (2) so as to be selectively releasable from the varnish layer (6) thereby to reveal the rear part (14); and a varnished region lies adjacent the folded label portion



in the self-adhesive label.

5. A method according to Claim 4, wherein the folded label portion (14) comprises a folded longitudinal strip which is divided into a row of panels by a series of transverse fold lines, an end panel (16) of the strip comprising the said front part (16) and an adjacent panel (24) comprising the said rear part (24), and a free transverse edge (22) of the front part (16) being releasably adhered to the varnish layer (6). 5
6. A method according to claim 4 or claim 5 further comprising the step, at any stage in the method after step (a), of cutting the support layer (2) into a series of label base portions (2), and wherein a succession of the folded label portions (14) is applied to successive regions of adhesive (10) whereby a succession of self-adhesive labels is produced on the release backing material (4), each including a respective label portion (14) and a respective label base portion (2). 10 15 20
7. A method according to claim 6, wherein the cutting step is carried out after applying step (b) and wherein each folded label portion (14) is cut simultaneously with the cutting of the respective label base portion (2) so as to have at least one cut edge of the folded label portion (14) in registry with a cut edge of the respective label base portion (2). 25 30

Patentansprüche

1. Selbstklebendes Etikett mit einem Etikettbasisabschnitt (2), der auf seiner Rückfläche mit selbsthaftendem Klebstoff beschichtet und auf einem abziehbaren Unterlagematerial (4) getragen ist, und mit einem gefalteten Etikettabschnitt (14), der einen Rückteil (24) und einen Vorderteil (16) aufweist, der den Rückteil (24) abdeckt, wobei der gefaltete Etikettabschnitt (14) mittels eines Klebstoffbereichs (10) an die Vorderfläche des Etikettbasisabschnitts (2) angeklebt ist, gekennzeichnet durch eine Lackschicht (6), die sich über wenigstens einen Teil der Vorderfläche des Etikettbasisabschnitts (2) erstreckt, so daß gelackte und ungelackte Bereiche der Vorderfläche des Etikettbasisabschnitts (2) gebildet werden, wobei der Rückteil (24) durch den Klebstoff an dem ungelackten Bereich des Etikettbasisabschnitts (2) fest angeklebt ist, und der Vorderteil (16) an einem gelackten Bereich des Etikettbasisabschnitts (2) abziehbar angeklebt ist, so daß er wahlweise von der Lackschicht (6) abziehbar ist, um dadurch den Rückteil (24) freizulegen, und wobei ein gelackter Bereich neben dem ge- 35 40 45 50 55

falteten Etikettabschnitt liegt.

2. Selbstklebendes Etikett nach Anspruch 1, bei welchem der Etikettabschnitt (14) aus einem gefalteten Längsstreifen besteht, der durch eine Reihe von Querfalzlinien in eine Reihe von Tafeln unterteilt ist, wobei eine Endtafel (16) des Streifens den Vorderteil (16) und eine benachbarte Tafel (24) den Rückteil (24) bilden, und eine freie Querkante (22) des Vorderteils (16) an der Lackschicht (6) lösbar haftet.
3. Selbstklebendes Etikett nach Anspruch 2, bei welchem die freie Querkante (22), wenn sie von der Lackschicht (6) abgezogen ist, den Klebstoff (10) auf der Rückfläche der freien Querkante (22) zurückhält, wodurch die freie Querkante (22) sodann wieder an der Lackschicht (6) angeklebt werden kann.
4. Verfahren zur Herstellung von selbstklebenden Etiketten, die auf einem abziehbaren Unterlagematerial (4) getragen sind, mit folgenden Schritten:
 - a) Vorsehen einer Trägerschicht (2), die auf ihrer Rückfläche mit einem selbsthaftenden Klebstoff beschichtet und auf einem abziehbaren Unterlagematerial (4) getragen ist;
 - b) Aufbringen eines Klebstoffbereichs (10) auf die Vorderfläche der Trägerschicht (2); und
 - c) Aufbringen einer nach rückwärts gerichteten Fläche eines gefalteten Etikettabschnitts (14) mit einem Rückteil (24) und einem Vorderteil (16), der den Rückteil (24) überdeckt, auf den Klebstoffbereich (10), wodurch die nach rückwärts gerichtete Fläche auf die Trägerschicht (2) aufgeklebt wird, dadurch gekennzeichnet, daß vor dem Schritt (b) die Vorderfläche der Trägerschicht (2) teilweise mit einer Lackschicht (6) beschichtet wird, um gelackte und ungelackte Bereiche der Vorderfläche der Trägerschicht (2) zu bilden; und daß in Schritt (c) der Rückteil (24) durch den Klebstoff (10) auf einen ungelackten Bereich (8) der Vorderfläche der Trägerschicht fest aufgeklebt und der Vorderteil (16) auf einen gelackten Bereich der Vorderfläche der Trägerschicht (2) lösbar aufgeklebt wird, so daß er wahlweise von der Lackschicht (6) lösbar ist, um dadurch den Rückteil (14) freizulegen; und daß ein gelackter Bereich neben dem gefalteten Etikettabschnitt in dem selbstklebenden Etikett liegt.
5. Verfahren nach Anspruch 4, bei welchem der gefaltete Etikettabschnitt (14) einen gefalteten Längsstreifen aufweist, der durch eine Reihe von Querfalzlinien in eine Reihe von Tafeln unterteilt ist, wobei eine Endtafel (16) des Streifens den



Vorderteil (16) und eine angrenzende Tafel (24) den Rückteil (24) bilden, und eine freie Querkante (22) des Vorderteils (16) an der Lackschicht (6) lösbar angeklebt wird.

6. Verfahren nach einem der Ansprüche 4 oder 5, bei welchem in irgendeiner Stufe des Verfahrens nach dem Schritt (a) die Trägerschicht (2) in eine Reihe von Etikettbasisabschnitten (2) geschnitten wird, und bei welchem eine Folge der gefalteten Etikettabschnitte (14) auf aufeinanderfolgende Klebstoffbereiche (10) aufgebracht wird, wodurch eine Folge von selbstklebenden Etiketts auf dem abziehbaren Unterlagematerial (4) hergestellt wird, während jedes jeweils einen Etikettabschnitt (14) und einen Etikettbasisabschnitt (2) umfaßt.

7. Verfahren nach Anspruch 6, bei welchem der Schritt des Schneidens nach Durchführung des Schrittes (b) durchgeführt wird, und bei welchem jeder gefaltete Etikettabschnitt (14) gleichzeitig mit dem Schneiden des entsprechenden Etikettbasisabschnitts (2) geschnitten wird, damit wenigstens eine Schneidkante des gefalteten Etikettabschnitts (14) mit einer Schneidkante des jeweiligen Etikettbasisabschnitts (2) fluchtet.

Revendications

1. Etiquette autocollante comportant une partie de base (2) d'étiquette dont la surface arrière est revêtue d'un adhésif sensible à la pression et qui est portée sur une matière dorsale anti-adhérente (4), et une partie d'étiquette pliée (14) comprenant une portion arrière (24) et une portion avant (16) qui recouvre la portion arrière (24), la partie d'étiquette pliée (14) étant collée à une zone d'adhésif (10) à la surface avant de la partie de base d'étiquette (2), caractérisée par une couche (6) de vernis qui s'étend au-dessus d'au moins une partie de la surface avant de la partie de base d'étiquette (2) pour définir des zones vernies et non vernies de la surface avant de la partie de base d'étiquette (2), la portion arrière (24) étant collée fixement par l'adhésif à une zone non vernie de la partie de base d'étiquette (2), et la portion avant (16) étant collée de façon libérable à une zone vernie de la partie de base d'étiquette (2) afin d'être libérée sélectivement de la couche de vernis (6) pour mettre ainsi à découvert la portion arrière (24), et une zone vernie s'étendant à proximité immédiate de la partie d'étiquette pliée.
2. Etiquette autocollante selon la revendication 1, dans laquelle la partie d'étiquette (14) comprend

une bande longitudinale pliée qui est divisée en une rangée de panneaux par une série de lignes transversales de pliage, un panneau extrême (16) de la bande comprenant ladite portion avant (16) et un panneau adjacent (24) comprenant ladite portion arrière (24), et un bord transversal libre (22) de la portion avant (36) étant collé de façon libérable à la couche de vernis (6).

3. Etiquette autocollante selon la revendication 2, dans laquelle le bord transversal libre (22), lorsqu'il est libéré de la couche de vernis (6), retient l'adhésif (10) sur la surface arrière du bord transversal libre (22) de manière que le bord transversal libre (22) puisse être ensuite recollé à la couche (6) de vernis.

4. Procédé de production d'étiquettes autocollantes portées sur une matière dorsale anti-adhérente (4), le procédé comprenant les étapes qui consistent :

(a) à utiliser une couche (2) de support dont la surface arrière est revêtue d'un adhésif sensible à la pression et qui est portée sur une matière dorsale anti-adhérente (4) ;

(b) à appliquer une zone d'adhésif (10) à la surface avant de la couche (2) de support ; et

(c) à appliquer une face tournée vers l'arrière d'une partie d'étiquette pliée (14) ayant une portion arrière (24) et une portion avant (16) qui recouvre la portion arrière (24) à la zone d'adhésif (10) de manière que la face tournée vers l'arrière soit collée à la couche (2) de support,

caractérisé en ce que, avant l'étape (b), la surface avant de la couche (2) de support est partiellement revêtue d'une couche (6) de vernis pour définir des zones vernies et non vernies de la surface avant de la couche (2) de support ; et dans l'étape (c), la portion arrière est collée fixement par l'adhésif (10) à une zone non vernie (8) de la surface avant de la couche de support et la portion avant (16) est collée de façon libérable à une zone vernie de la surface avant de la couche (2) de support de façon à pouvoir être libérée sélectivement de la couche (6) de vernis pour mettre ainsi à découvert la portion arrière (14) ; et une zone vernie s'étend à proximité immédiate de la partie d'étiquette pliée dans l'étiquette autocollante.

5. Procédé selon la revendication 4, dans lequel la partie d'étiquette pliée (14) comprend une bande longitudinale pliée qui est divisée en une rangée de panneaux par une série de lignes transversales de pliage, un panneau extrême (16) de la bande comprenant ladite portion avant (16) et un panneau adjacent (24) comprenant ladite portion



arrière (24), et un bord transversal libre (22) de la portion avant (16) étant collé de façon libérable à la couche (6) de vernis.

6. Procédé selon la revendication 4 ou la revendication 5, comprenant en outre l'étape, à un stade quelconque du procédé après l'étape (a), qui consiste à couper la couche (2) de support en une série de parties de base (2) d'étiquette, et dans lequel une succession de parties d'étiquette pliée (14) est appliquée à des zones successives de l'adhésif (10) de manière qu'une succession d'étiquettes autocollantes soit produite sur la matière dorsale anti-adhérente (4), comprenant chacune une partie d'étiquette respective (14) et une partie de base d'étiquette respective (2).
7. Procédé selon la revendication 6, dans lequel l'étape de coupe est exécutée après l'étape d'application (b) et dans lequel chaque partie d'étiquette pliée (14) est coupée simultanément à la coupe de la partie de base d'étiquette respective (2) de manière qu'au moins un bord coupé de la partie d'étiquette pliée (14) soit en alignement avec un bord coupé de la partie de base d'étiquette respective (2).

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