

GREETING CARD

5 This invention relates to a greeting card of the kind comprising resilient means for urging a portion of the card to spring from a first position relative to another portion of the card into a second such relative position upon withdrawal of the card from an envelope.

10 The object of the present invention is to provide such a greeting card which is more spectacular than cards of the aforesaid kind presently available and which is capable of giving the recipient of such a card a greater surprise and greater pleasure when withdrawing it from its envelope than presently available such greeting
15 cards.

The invention provides a greeting card comprising a lamina having a plurality of portions which are foldable with respect to each other and further comprising resilient means for urging said
20 portions from a first relative position, in which the portions lie flat on top of each other, to a second relative position, in which the portions are spread to form a three-dimensional structure, wherein in the second position a first array of said portions
25 defines a display surmounting, and extending three-dimensionally from, a second array of said portions which defines a plinth for said first array.

Preferably the greeting card embodying the invention includes a second lamina having portions
30 which are foldable with respect to each other, said second lamina being secured to said first-mentioned lamina so that, in said first relative position of said portions of said first-mentioned lamina, said portions of said second lamina are folded so that
35 said last mentioned portions are disposed in a first

relative position in which they lie flat on top of each other and, in said second relative position of the portions of said first-mentioned lamina, said portions of said second lamina are urged by said
5 resilient means, directly or via at least one portion of said first-mentioned lamina into a second relative position in which said portions of said second lamina define a second display which extends three-dimensionally from the display defined by said array
10 of said portions of said first mentioned lamina.

The invention also includes within its scope, as the case may be, a said lamina or a said lamina and a said second lamina for use in a greeting card embodying the invention as hereinbefore defined,
15 and also, as the case may be, a blank or blanks for said lamina or laminae.

Two forms of greeting card embodying the invention will now be described by way of example with reference to the accompanying drawings in
20 which:-

Figure 1 shows a blank for a lamina for a first form of greeting card;

Figure 2 shows a blank for an auxiliary lamina for cooperation with the aforesaid lamina:

25 Figure 3 shows the blanks of Figures 1 and 2 folded with portions thereof in said first relative position and with the greeting card positioned inside an envelope:

Figure 4 is a partly broken away
30 perspective view from below of the the blank of Figures 1 to 3 with said portions urged by said resilient means into said second relative positions:

Figure 5 is a view corresponding to Figure 1 of a blank for a first lamina of a said second form

of greeting card;

Figure 6 shows a blank for a second lamina for said second form of greeting card; and

Figure 7 is a perspective view
5 corresponding to Figure 4 but from above of said second form of greeting card.

Referring firstly to Figures 1 to 4, said first form of greeting card comprises: a lamina, a blank of which is generally designated 1, having
10 portions 2 to 19 which are foldable with respect to each other about fold lines such as 20 between adjacent said portions; an auxiliary lamina, a blank of which is generally designated 21 (Figure 2); and resilient means in the form of an elastic rubber band
15 22 (Figure 4).

The rubber band 22 is attached to appropriate said portions of the blanks 1 and 21 for resiliently urging said portions of said blanks 1 and 21 when folded in the manner shown in Figure 3 (in
20 which said portions are contiguously disposed in adjacent planes) into their position as shown in Figure 4 (in which said portions are disposed in mutually transverse planes).

In the position of the portions 2 to 19 shown in Figure 3, the rubber band 22 is in a state
25 of tension and the greeting card is retained in the condition shown in Figure 3 by a reaction force exerted on the greeting card by the walls of an envelope 23, the force being opposite to the force
30 exerted on the greeting card by the rubber band 22.

Upon removal of the greeting card from the envelope 23, the said reaction force is removed, with the result that the said portions 2 to 19 take up their respective positions shown in Figure 4.

35 A first array of said portions (viz.

portions 2 to 7) defines a display 24 surmounting, and extending three-dimensionally from, a second array of said portions (viz. portions 8 to 19) which defines a plinth 25 for said first array.

5 It will be noted from Figure 4 that the plinth 25 is of a substantially square cross-section and that it comprises a diagonal web 26 which is made up of portions 8 and 9 which are contiguously disposed in adjacent planes; the rubber band 22 is
10 anchored in enlarged bights 27 in slots 28 in the said portions 8 and 9 (Figure 1).

 The auxiliary lamina 21, apart from contributing to the decorative display, is provided to facilitate assembly of the greeting card, and more
15 particularly the insertion of the rubber band 22. It is hooked into slots 30 in the blank 1 by lugs 31 and lies flush against the portions 14 and 15 of the blank 1, nesting between the latter and portions 18 and 19 of the blank 1 which have been turned up
20 about the fold line 32. The rubber band 22, having been inserted into slots 33 so as to rest in holes 34 in the auxiliary lamina 21, is then threaded through a slot 29 bridging the portions 18 and 19. Finally, with the blank 1 folded about the fold lines 35 to
25 37, the rubber band 22 is slipped through the said slots 28 into the said bights 27.

 The array of portions which defines the display 24 may take any desired decorative form. In the embodiment shown in Figures 1 to 4, the display
30 24 comprises a set of four flaps coated in tin foil and defined by the portions 4 to 7; another part of the display 24 comprises the star-shaped portions 2 and 3.

 It will be appreciated that the desired
35 message or greeting is printed on or across one or more of the portions defining the said display.

Referring now to Figures 5 to 7 (viz. those illustrating a second form of greeting card) the same reference numerals are used as those for corresponding parts of the greeting card illustrated in Figures 1 to 4.

The blank shown in Figure 5 differs from that shown in Figure 1 only in that a slot is provided in each of portions 2 and 3 into which a second lamina, a blank for which is shown in Figure 6 and which is generally designated 38, is hooked. The said slots are numbered respectively 39 and 40 and hooks 41, 42 on the second lamina 38 are respectively hooked into the slots 39 and 40.

Ornamental strips 43 are attached to appropriate ones of portions 2 to 7 (Figure 7). For sake of clarity these have been omitted from Figure 4.

When folded for insertion in, and prior to its removal from, an envelope 23, this second form of greeting card looks the same as the first form of greeting card (viz. as shown in Figure 3). However, with the portions 2 to 19 in the said second relative position, this second form of greeting card looks as shown in Figure 7, the portions of the lamina made of the blank 38 having been urged by the rubber band 22 into the position shown, (via adjacent ones of the portions 2 to 7) in which the portions of the second lamina define a second display which extends three-dimensionally from the display 24.

The material of the laminae may be 130-330 grams/square metre, and preferably 180-280 grams/square metre, glazed card and, as those skilled in the art will appreciate, it is important that the direction of the grain of the material is such that the desired resilience of the relevant portions about their fold lines is achieved.

CLAIMS

1. A greeting card comprising a lamina having a plurality of portions which are foldable with respect to each other and further comprising
5 resilient means for urging said portions from a first relative position, in which the portions lie flat on top of each other, to a second relative position, in which the portions are spread to form a three-dimensional structure, wherein in the second position
10 a first array of said portions defines a display surmounting, and extending three-dimensionally from, a second array of said portions which defines a plinth for said first array.
2. A greeting card according to Claim 1 and
15 including a second lamina having portions which are foldable with respect to each other, said second lamina being secured to said first-mentioned lamina so that, in said first relative position of said portions of said first-mentioned lamina, said
20 portions of said second lamina are folded so that said last-mentioned portions are disposed in a first relative position in which they lie flat on top of each other and, in said second relative position of the portions of said first-mentioned lamina, said
25 portions of said second lamina are urged by said resilient means, directly or via at least one portion of said first-mentioned lamina into a second relative position in which said portions of said second lamina define a second display which extends three-
30 dimensionally from the display defined by said array of said portions of said first-mentioned lamina.
3. A greeting card according to Claim 1 or Claim 2, including an auxiliary lamina which is arranged to contribute to said display and adapted to
35 facilitate assembly of the greeting card by



facilitating the insertion of a rubber band defining said resilient means, said auxiliary lamina being attached to said first-mentioned lamina.

4. A greeting card according to Claims 2 and 3, wherein said second lamina and said auxiliary lamina have lugs whereby they are hooked into slots in said first-mentioned lamina.

5. A greeting card according to any one of the preceding claims, wherein, in said second relative position, said plinth is of a substantially square cross-section and comprises a diagonal web made up of portions of said first-mentioned lamina.

6. A greeting card according to any one of the preceding claims, wherein at least one ornamental strip is attached to, so as to extend between, portions of said lamina or laminae.

7. A greeting card according to any one of the preceding claims, wherein said display comprises a set of flaps coated in tin foil and defined by a plurality of said portions defining said display.

8. A greeting card according to any one of the preceding claims, wherein the material of said laminae is 130 to 330 grams/square metre glazed card.

9. A greeting card according to Claim 1, which is constructed, arranged and adapted to operate substantially as hereinbefore described with reference to, and as illustrated in, Figures 1 to 4 or Figures 2, 3, 5, 6 and 7, of the accompanying diagrammatic drawings.

10. A lamina or a set of laminae for a greeting card according to any one of the preceding claims.

11. A blank for any one of the laminae defined in Claim 10.

