A MAILABLE CARD

Field of the Invention

The present invention relates to mailable cards and, in particular, to a postcard or direct mailing card having a pocket for an information storage device.

Background of the Invention

Referring to common postcards as an example only, when travellers visit destinations of interest it is common to purchase postcards, or the like, displaying the particular destination. The postcards are then sent to family and friends providing a snap shot of the travel destination being experienced.

Postcards normally include a single piece of hardened sheet material having an address and writing portion on one side and a photographic representation of a travel destination on the other side.

The disadvantage of a common postcard is that it only provides the recipient with a static view of the travel destination. Some postcards may include a small description of the destination, however, very limited information about the travel destination is conveyed.

To provide the recipient with more details of a travel destination it is also known to link a number of postcards together to form a concertina type booklet showing a number of different photographic representations. The disadvantage of these booklets are that they still do not provide sufficient information about the travel destination, they are not interactive and the booklets are not suitable for mailing at minimum cost.

Similar problems also arise with postcard style cards given away in shops, theatres, cafes or the like and the increased use of direct mailing cards in advertising. All these types of mailable cards are unable to provide sufficient information whilst being able to be mailed at minimum cost.

Object of the Invention

It is an object of the present invention to overcome or ameliorate some of the disadvantages of the prior art, or at least to provide a useful alternative.

Summary of the Invention

There is firstly disclosed herein a mailable card including:

a first panel of generally rectangular configuration so as to have a pair of side edges and a pair of end edges extending between the side edges, the first panel also having a major front face to receive an image or text and a major rear face;

a second panel including a first portion securable to the first panel so as to provide in combination with the first panel a pocket to receive a relatively flat object, and a second portion associated with the first portion and securable to the rear face to close the pocket;

securing means manipulated by a user to secure the second portion to the rear face to close the pocket; and

an opening means manipulated by a user to permit removal of said object from said pocket.

Preferably, said card is formed of a single sheet of card material folded about a line parallel to said end edges to define said first and second panels.

Preferably, said first panel includes first and second flap portions foldable about said side edges and adjacent said second panel.

Preferably, said first portion of said second panel is securable to said flap portions to close the pocket.

There is further disclosed herein a mailable card having:

first and second panels securable together in use to define a pocket for retaining an object;

securing means to secure said first panel to said second panel; and

a detachable portion to provide an opening in said second panel, whereby when said first panel is secured to said second panel, manipulation by a user of said detachable portion permits removal of said object from said pocket.

Preferably, said second panel includes a first portion and a second portion.

Preferably, said first panel includes first and second flap portions foldable about said side edges and adjacent said second panel.

Preferably, said first portion of said second panel is securable to said flap portions to close the pocket.

Preferably, said first portion is secured to said first panel prior to said object being inserted into said pocket.

Preferably, said second portion is secured by a user to said first panel after the object has been inserted into said pocket.

Preferably, said securing means includes adhesive strips along an edge of said second portion.

Preferably, said detachable portion is defined by perforations.

Preferably, said second panel includes a flap member.

Preferably, said flap member in use is moveable between a closed position substantially parallel to a plane of said panels and an open position substantially normal to a plane of said panels.

Preferably, said flap member when in said open position forms a stand for said card.

Preferably, said first and second panels are formed from a single blank of card material.

Preferably, one of said flap portions includes a lip for receipt of said flap member to reseal said pocket.

Preferably, said object is an information storage device.

Preferably, said information storage device is a mini compact disc, mini digital video disc or CD-ROM.

Brief Description of the Drawings

A preferred form of the present invention will now be described, by way of example only, with reference to the accompanying drawings wherein:

Figure 1 is a front unfolded view of a blank for a mailable card of a first embodiment of the invention;

Figure 2 is a back view of Figure 1;

Figure 3 is Figure 2 in a folded configuration;

Figure 4 is a perspective view of Figure 3 with the stand in an open position;

Figure 5 is a front unfolded view of a blank for a card of an alternate embodiment of the invention;

Figure 6 is a back view of Figure 5 in a folded configuration;

Figure 7 is a perspective view of Figure 6 with the stand in an open position;

Figure 8 is a front unfolded view of a blank for a card of an alternate embodiment of the invention;

Figure 9 is a back view of Figure 8 in a folded configuration with the seal open;

Figure 10 is a back view of Figure 8 in a folded configuration with the seal closed;

Figure 11 is a perspective view of Figure 8 with the stand in an open position;

Figure 12 is a front unfolded view of a blank for a card of an alternate embodiment of the invention;

Figure 13 is a back view of Figure 12;

Figure 14 is Figure 13 in a partially folded configuration;

Figure 15 is Figure 13 in a fully folded configuration;

Figure 16 is a perspective view of Figure 15 with the stand in an open position; and

Fig. 17 is a front unfolded view of a blank for a mailable card of another embodiment of the invention.

Detailed Description of the Preferred Embodiments

In the accompanying drawings, and in particular Figures 1 to 4, there is schematically depicted a mailable card 1 such as a postcard, direct mailing card or the like having a first panel 5 of a generally rectangular configuration so as to have a pair of side edges 10, 15 and a pair of end edges 20, 25 extending between the side edges 10, 15. The first panel 5 includes a major front face 30 to receive an image or text such as that of a travel destination on a postcard and a major rear face 35 to receive an image or text or the like along with a mailing address section. A second panel 40 is superimposed with respect to the rear face 35 of the first panel 5 and includes a first portion 45 secured to the rear face 35 so as to provide in combination with the first panel 5 a pocket 50 to receive a relatively flat object 52. The object 52 being an information storage device such as a disc, CD-ROM or the like. A second portion 55 is attached to or associated with the first portion 45 and secured to the rear face 35 to close the pocket 50. Securing means 60 is manipulated by a user to secure the second portion 55 to the rear face 35 to close the pocket 50. An opening means 65 is manipulated by a user to remove the object 52 from the pocket 50.

In a preferred form the postcard 1 would be manufactured from a single blank of card material folded about a line 70 parallel to the end edges 20, 25 to define the first and second panels 5, 40. As can best be seen in Figures 1 to 4, the second panel 40 is about half the size of the first panel 5. However, any proportion could be used. The second panel 40 would preferably have the first portion 45 secured by glue or other suitable material to the rear face 35 of the first panel 5 with the second portion 55 remaining initially unsecured. Securing means 60 in the form of adhesive strips or the like can be placed around the edges of the second portion 55 to be activated by a user when sealing the object 52 within the pocket 50. The detachable portion or opening means 65 is in a preferred form defined by perforations.

The opening means 65 preferably includes an easy tear diagonal zip-lock seal which enables the object 52 in the pocket 50 to be easily accessed without damaging the postcard 1. A user simply pulls at one end of the zip lock which opens a diagonal slit at the right-hand end of the second panel 40. Alternate opening means could also be utilised. A flap member 75 can be located in the second portion 55 and in use moveable

between an open and closed position (see Figures 4, 7, 11 or 16 for example) to provide a stand for the card 1. This flap 75 folds back to form a triangular fold (in Figures 4, 7 and 11) which further assists in removing the object 52 from the pocket 50 and to enable a stand 75 to display the card. This stand 75 allows the postcard 1 to be slightly tilted backwards pointing the front of the card slightly upwards and allowing it to be viewed from a horizontal surface such as a mantle piece. An alternate stand is shown in Figure 16.

In Figure 17 a further embodiment is disclosed, the first panel 5 having first and second flap portions 6, 7 foldable about the side edges 10, 15 and located adjacent the second panel 40. The first portion 45 and/or second portion 55 of the second panel 40 is securable to the flap portions 6, 7. One of the flap portions 7 includes a lip 8 which can be used to re-secure the flap member 75 once the opening means 65 has been used.

In use, a user would take the card 1 having the second portion 55 of the second panel 40 unsecured and the pocket 50 open. An object 52 being an information storage device, such as, a mini compact disc, mini digital video disc, CD-ROM or the like, would be obtained. The user could view the object 52 containing information about a travel destination, company profile, advertising, or the like and once finished insert the object 52 into the pocket 50. The securing means 60 would then be utilised to close the pocket 50 and secure the second portion 55 to the rear face 35 of the first panel 5. The object 52 is now securely retained within the card 1. The card 1 is then mailed to a recipient who upon detachment of the detachment means 65 retrieves the object 52 and views the details of the object 52. The stand 75 could then be opened leaving the card 1 for display on the mantle piece, disc or the like. If the card 1 is to be stored away the lip 8 can be used to re-secure the flap member 75.

The advantage of the present invention is that it is a mailer or card 1 that is the simplest, most efficient and cost effective way of providing a significant amount of information about a particular topic to a recipient whilst enabling materials like CDs/DVDs or the like to be mailed within the limitations of "minimum postage". Normally, minimum postage is for postcards. Using the sheet-fed printing method, for example, a single sheet of card/paper can be cut to form multiple mailers (printed 8-up for example) saving significant time, expense and wastage.

In the preferred form the invention is designed to work in conjunction with a miniature (80mm) CD-ROM which may contain information such as video which pertains to the image, graphics or written information printed on the front face 30 of the card 1. In effect, the card 1, whilst retaining the look and feel of a traditional postcard or greeting card, is able to fulfil many other informative purposes and utilise many new forms of

digital media as may be contained on a CD-ROM or the like. The sender of such a product is able to send 180Mb or more of digital media with the card itself. This is advantageous when sending advertising material to a large number of people.

Further, to the best of the applicant's knowledge, there is no current design that would enable a CD/DVD or the like to be mailed within the parameters of "minimum postage" whilst retaining the aesthetics and functionalities of a common postcard. The card face 30 can display a panoramic photo, text or design on the front face 30, enable the user to write a message and postage details on the back face 35 and secure a CD/DVD or equivalent within the pocket 50. The pocket 50 must securely hold the object 52 during the postage journey, prevent any tampering with the object 52, be flexible enough to allow the object 52 to be previewed prior to posting, be easily opened to enable the object 52 to be easily removed by the recipient without damaging the postcard 1 or the area that had been written on, and preferably contain some sort of stand 75 that allows the postcard 1 to be displayed like photos or pictures on mantle pieces or a work desk.

In alternative embodiments the card 1 uses a slightly wider sheet of card than a standard postcard. About 1/3 of that sheet is folded back onto itself and then the top and bottom folds are glued to form the pocket 50. The remaining slit is then also glued, using a type of glue that requires it to be "licked", "peal seal", activated or have a backing strip removed prior to closing.

Although the invention has been described with reference to specific examples, it will be appreciated by those skilled in the art that the invention may be embodied in many other forms. For example, figures 5 to 16 show alternate folding arrangements of the card. In Figures 5 to 11, first and second portions 45, 55 of the second panel are not initially attached. The card 1 is folded twice rather than once and the detachment means 65 extends longitudinally across the second portion 55. In Figures 12 to 16 again the card 1 is folded twice rather than once and no detachment means is included. The first and second portions 45, 55 are folded onto each other and secured to the first panel 5 to form the pocket 50. The second portion 55 includes slits 76 for holding the object 52. The stand 75 is created by partially unfolding the first and second portions 45, 55.

CLAIMS:

1. A mailable card including:

a first panel of generally rectangular configuration so as to have a pair of side edges and a pair of end edges extending between the side edges, the first panel also having a major front face to receive an image or text and a major rear face;

a second panel including a first portion securable to the first panel so as to provide in combination with the first panel a pocket to receive a relatively flat object, and a second portion associated with the first portion and securable to the rear face to close the pocket;

securing means manipulated by a user to secure the second portion to the rear face to close the pocket; and

an opening means manipulated by a user to permit removal of said object from said pocket.

2. The mailable card of claim 1, wherein the card is formed of a single sheet of card material folded about a line parallel to said end edges to define said first and second panels.

3. The mailable card of claim 1 or claim 2, wherein said first panel includes first and second flap portions foldable about said side edges and adjacent said second panel.

4. The mailable card of claim 3, wherein said first portion of said second panel is securable to said flap portions to close the pocket.

5. The mailable card of any one of claims 1 to 4, wherein said securing means includes an adhesive strip along an edge of said second portion.

6. The mailable card of any one of claims 1 to 5, wherein said opening means includes a detachable panel defined by a line of perforations.

7. A mailable card having:

first and second panels securable together in use to define a pocket for retaining an object;

securing means to secure said first panel to said second panel; and

a detachable portion to provide an opening in said second panel, whereby when said first panel is secured to said second panel, manipulation by a user of said detachable portion permits removal of said object from said pocket.

8. The mailable card of claim 7, wherein said first panel includes first and second flap portions foldable about said side edges and adjacent said second panel.

9. The mailable card of claim 7 or claim 8, wherein the second panel includes a first portion and a second portion.

10. The mailable card of claim 9, wherein said first portion of said second panel is securable to said flap portions to close the pocket.

11. The mailable card of claim 9, wherein said first portion is secured to said first panel prior to said object being inserted into said pocket.

12. The mailable card of claim 9, wherein said second portion is secured by a user to said first panel after the object has been inserted into said pocket.

13. The mailable card of any one of claims 7 to 13, wherein said securing means includes an adhesive strip along an edge of said second portion.

14. The mailable card of any one of claims 7 to 13, wherein said detachable portion is defined by a line of perforations.

15. The mailable card of any one of claims 8 to 14, wherein said second panel includes a flap member.

16. The mailable card of claim 15, wherein said flap member in use is moveable between a closed position substantially parallel to a plane of said panels and an open position substantially normal to a plane of said panels.

17. The mailable card of claim 16, wherein said flap member when in said open position forms a stand for said card.

18. The mailable card of any one of claims 7 to 14, wherein said first and second panels are formed from a single blank of card material.

19. The mailable card of any one of claims 17 to 19, wherein one of said flap portions includes a lip for receipt of said flap member to reseal said pocket.

20. The mailable card of any one of claims 7 to 18, wherein said object is an information storage device.

21. The mailable card of claim 20, wherein said information storage device is a mini compact disc, mini digital video disc or CD-ROM.