CONTAINER WITH ADHESIVE LABEL

The present invention relates to a container for consumer goods. The container finds particular application as a container for smoking articles.

It is known to package consumer goods such as, for example, elongate smoking articles in containers formed from folded laminar blanks. For example, elongate smoking articles, such as cigarettes and cigars, are commonly sold in hinge lid packs having a box for housing the smoking articles and a lid connected to the box about a hinge line extending across the back wall of the container. An inner frame is often provided within the container. Such packs are typically constructed from one-piece laminar cardboard blanks. In use, the lid is pivoted about the hinge line to open the pack and so gain access to the smoking articles held within the box.

It would be desirable to provide a novel container for consumer goods wherein the container can provide the consumer with additional information.

According to a first aspect of the invention, there is provided a container for consumer goods, comprising: an outer housing comprising a box, and a lid movable between a closed position and an open position; an inner frame having a first portion mounted within the box and a second portion extending outside the box, wherein the second portion of the inner frame underlies the lid when the lid is in the closed position, the inner frame comprising a front wall, the front wall having a cut out extending from the top edge of the front wall; and a removable adhesive label affixed to the second portion of the inner frame; wherein the inner frame comprises at least one indicium at least partially covered by the adhesive label, the at least one indicium being positioned transversely adjacent the cut out.

The container according to the invention is advantageous because it enables a consumer to access additional information not visible on the outer housing, by removing an adhesive label from the inner frame of the container when the lid is in the open position.

The term "indicium" (and plural "indicia") is used to refer to a discrete element, or repeating elements or patterns that has at least one of a visual or haptic component. The at least one indicium may be in the form of text, images, letters, words, logos, patterns or a combination thereof. The at least one indicium may comprise a brand or manufacturer logo. The at least one indicium may include material allowing a consumer to access further information. For example, the at least one indicium may include details of a website, telephone number or email address.

The term "underlies" is used herein to mean that a first portion of the container is closer to the interior of the container than an overlapping second portion of the container.

That is, the first portion underlies the second portion. Conversely, the term "overlies" can be used to mean that the second portion of the container is closer to the exterior of the container than the first portion. In this case, the second portion overlies the first portion.

The outer housing comprises a box and a lid. Preferably, the box has an opening through which the consumer goods are accessible. The box may comprise a box front wall, a box left side wall, a box right side wall, a box back wall and a box bottom wall. The inner frame may comprise an inner frame front wall, an inner frame right side wall and an inner frame left side wall. A portion of the inner liner extends outside of the box and underlies the lid when the lid is in the closed position. Preferably it is the front wall of the inner frame that extends above the top of the front wall of the box.

The terms "front", "back", "upper", "lower", "side", "top", "bottom" and other terms used to describe relative positions of the components of containers according to the invention refer to the container in an upright position with the lid at the top end and the consumer goods accessible from the upper end at the front. The terms "left" and "right" are used with reference to side walls of the container when the container is viewed from the front in its upright position.

The consumer goods within the container are typically wrapped in an inner liner. The inner liner and consumer goods together form an inner package. In order to access the consumer goods within the inner liner, typically a pre-perforated section of the inner liner is removed by the consumer upon first opening the pack. Preferably, the inner frame is mounted between the box and the inner liner. Prior to first opening, the filled container may be wrapped in an outer wrapper.

The design of the container itself need not be altered to account for the addition of the indicium and adhesive label. The at least one indicium and adhesive label can therefore readily be incorporated into wrapped containers for consumer goods without the need for any significant modification of existing apparatus, techniques and container blanks. Advantageously, the adhesive label may be applied to the inner frame outside the manufacturing and assembly of the container according to the invention. In particular, the label may be already applied onto the inner frame at a printer or converter. Then, the inner frame may be, for example, stack fed into regular packaging machinery. Alternatively, where the inner frame is supplied and cut from a wheel, the label application may be performed in the area of the unwinding of the inner frame material. In this way, no adaptations to modern, high speed packaging machinery need to be made in order to take advantage of the present invention.

As mentioned in the first aspect, the inner frame comprises a front wall, the front wall having a cut out extending from the top edge of the front wall. The cut out

in the front wall of the inner frame facilitates removal of the consumer goods from the box. The cut out in the front wall may be any desired shape. For example, the cut out in the front wall may be semicircular or rectangular. The cut out may be located at any desired position on the front wall. For example, the cut out may be positioned in the centre of the front wall, between the centre of the front wall and one edge of the front wall or at one edge of the front wall.

The cut out in the front wall may have any desired width. Preferably, the cut out in the front wall comprises between about 30 percent and about 90 percent of the width of the front wall.

The at least one indicium may be on the front wall of the inner frame. In order to increase the available surface area of the inner frame to which the at least one indicium may be applied, at least one of the front wall of the inner frame and the front wall of the container may be adapted such that a greater area of the inner frame is exposed upon opening the container. For example, a panel may be unfolded during the opening or closing of the container, revealing additional communication space.

As mentioned in the first aspect, the at least one indicium is positioned transversely adjacent the cut out. If the at least one indicium is positioned transversely adjacent the cut out, the at least one indicium is adjacent the cut out in the transverse direction of the container. That is to say, the at least one indicium may be positioned on the front wall of the inner frame to one side of the cut out. Alternatively, if the cut out is positioned in the centre of the front wall or between the centre of the front wall and one edge of the front wall, the at least one indicium may be positioned on the front wall on both sides of the cut out.

The at least one indicium may be positioned longitudinally adjacent the cut out. If the at least one indicium is positioned longitudinally adjacent the cut out, the at least one indicium is adjacent the cut out in the longitudinal direction of the container. For example, the at least one indicium may be positioned on the visible area of the front wall of the inner frame underneath the cut out.

The at least one indicium may be positioned transversely adjacent the cut out and longitudinally adjacent the cut out. For example, the at least one indicium may be positioned on the front wall of the inner frame both underneath the cut out and to one or both sides of the cut out. The at least one indicium may be shaped around the cut out. For example, if the cut out is positioned in the centre of the front wall or between the centre of the front wall and one edge of the front wall, the at least one indicium may be U-shaped. For example, if the cut out is positioned at one edge of the visible area of the front wall, the at least one indicium may be L-shaped.

If the at least one indicium comprises more than one indicium or part of an indicium, the indicia or parts may be on the same or different portions of the inner frame, and may have the same or different sizes and shapes.

The removable adhesive label is preferably positioned such that the at least one indicium is not visible to the consumer until the adhesive label is removed. Preferably, the

removable adhesive label is positioned over the at least one indicium so that the at least one indicium is entirely covered by the adhesive label. Preferably, the adhesive label is not visible from the outside of the container when the lid is in the closed position. The adhesive label is therefore protected by the container itself. In addition, the adhesive label can act as a surprise to the consumer.

The adhesive label may be on the front wall of the inner frame. In order to increase the available surface area of the inner frame to which the adhesive label may be mounted, at least one of the front wall of the inner frame and the front wall of the container may be adapted such that a greater area of the inner frame is exposed upon opening the container.

The surface of the inner frame to which the adhesive label is affixed may be formed of a material that allows the adhesive label to be securely affixed but readily removed. Suitable sheet materials, coatings and adhesives for this purpose are known.

If the at least one indicium is positioned transversely adjacent the cut out, preferably the adhesive label is also positioned transversely adjacent the cut out. If the at least one indicium is positioned longitudinally adjacent the cut out, preferably the adhesive label is also positioned longitudinally adjacent the cut out. The adhesive label may have substantially the same shape as the at least one indicium. Alternatively, the adhesive label may have a different shape from the at least one indicium.

Once the adhesive label has been removed from the inner frame, the label may be discarded or it may be used for a number of different purposes. For example, if the consumer goods are contained within an inner liner, the adhesive label may be adapted such that it may be used to reclose the inner liner between uses. This advantageously may protect the consumer goods within the inner liner once the container has been opened for the first time. In another embodiment, the adhesive label may be adapted such that it may be applied to the inner frame or the outer surface of the container for decorative purposes. The adhesive label may be adapted to reveal additional information to the consumer once applied to the inner frame or outer surface of the container.

The adhesive label may be printed or otherwise embellished. The adhesive label may be used, for example, to alter or emphasise the design on the inner frame. Preferably, the adhesive label has substantially the same appearance as the inner frame. Preferably, the adhesive label has substantially the same appearance as the portion of the inner frame to which the adhesive label is affixed. For example, if the adhesive label is affixed to the front wall of the inner frame, the adhesive label preferably has the same appearance as the front wall of the inner frame. For example, the adhesive label may be substantially the same colour as the inner frame. For example, the adhesive label may be substantially the same texture as the inner frame.

If the adhesive label is adapted to be applied to an outer surface of the container, the adhesive label may be used to alter or emphasise the design on the outer surface of the container or to personalise the appearance of the container. If the adhesive label is adapted to be applied to an outer surface of the container, the adhesive label may comprise one or more lines of weakness, such as rows of perforations, to coincide with any hinge lines on the container. This is so that the at least one adhesive label does not hinder the opening of the container in order to access the consumer goods therein.

Alternatively or additionally, the adhesive label or the indicium may comprise flavour agents to be released by the consumer. For example, the flavour may be contained in microcapsules that the consumer may rupture to release the flavour.

The adhesive label may include an optical filter, for example a coloured or polarized filter, allowing a consumer to see information when viewed through the filter. The adhesive label may include a pattern of holes, allowing a consumer to view information through the holes, for example, when the adhesive label is applied to a particular portion of the inner frame or container, for example to reveal a hidden message. The adhesive label may include additional features allowing a consumer to view or reveal further information on the container or inner frame, using the label.

The adhesive label may comprise a resealable adhesive, such that the label can be removed from the inner frame and reattached to the inner frame or to a different portion of the container a number of times. This is particularly advantageous where the adhesive label is intended to be used to close the inner liner, since it allows for repeated opening and closing of the inner liner in order to access the consumer goods individually. In this case, the resealable adhesive will preferably provide sufficient adhesion for the label to be reattached at least as many times as there are consumer goods in the inner liner so that it can be used to reseal the inner liner until the container is empty. The inner liner may be adapted such that an opening is provided in the inner liner in order to access the consumer goods. The opening is preferably formed when the container is opened for the first time and is then re-closed between uses by means of the adhesive label.

In a preferred embodiment, the adhesive label comprises a portion, adjacent an edge of the label, without adhesive. This may be advantageous to facilitate removal of the adhesive label from the inner frame. Preferably, the portion without adhesive is at a corner of the label. The portion without adhesive may have a different appearance from the remainder of the label so that the consumer can easily identify the portion of the adhesive label without adhesive. The portion without adhesive may protrude from the inner frame when the lid is in the open position.

The at least one indicium may be on the front wall of the inner frame. Alternatively or additionally, the at least one indicium may be on the side wall of the inner frame.

In one embodiment, the at least one indicium is printed on the inner frame. The indicium may be applied to the inner frame such that the indicium provides a tactile impression for the consumer. For example, the indicium may be printed on the inner frame using high structure ink, so that the indicium protrudes from the inner frame and can be felt by the consumer. The indicium may also be printed with visible ink so that the indicium is also visible to the consumer. Or, the consumer may be able to feel the indicium, but not see the indicium. The thickness and colour of the adhesive label and the colour of the printed indicium may be selected so that the at least one indicium is not visible to the consumer until the adhesive label is removed.

In another embodiment, the at least one indicium is debossed on the inner frame. This is advantageous since the indicium cannot be felt by the consumer through the adhesive label. Therefore, the indicium may act as a surprise to the consumer once the adhesive label has been removed. Alternatively, the indicium may be embossed on the inner frame. This may be advantageous if it is desired for the consumer to be aware of the at least one indicium before the adhesive label is removed.

Alternatively, the indicium may be cut out of the inner frame. For example, the indicium may be stamped out of the inner frame. This may reveal the consumer goods or inner liner through the inner frame.

That is, the indicium may be integral with the inner frame (for example, cut out of the inner frame) or may be separate and applied to the inner frame (for example, printed on the inner frame).

If the at least one indicium comprises more than one indicium, the indicia may be formed on the inner frame by the same or by different mechanisms.

In one embodiment, the container further comprises an inner package of smoking articles within the box, wherein the inner frame is between the front wall of the inner package and the front wall of the box. In that embodiment, the at least one indicium may be formed by at least one cut out in the inner frame, such that the inner package is visible through the at least one indicium cut out. The inner package may be substantially a different colour from the inner frame. This may create an aesthetically pleasing appearance for the consumer.

In one embodiment, the adhesive label comprises at least one further indicium positioned such that the at least one further indicium is visible when the lid is in the open position. For example, the adhesive label may include the at least one further indicium on an outer surface. Any features described in relation to the at least one indicium may also be applicable to the at least one further indicium.

If at least one further indicium is provided, the combination of the at least one indicium and the at least one further indicium may be required to convey information to the consumer. If at least one further indicium is provided, the container may comprise a further removable adhesive label positioned such that the at least one further indicium is not visible to the consumer until the further adhesive label is removed.

A plurality of adhesive labels may be provided on the inner frame, which may be the same or a different size and shape to each other. If intended for the purposes of decorating the exterior of the container, the plurality of adhesive labels may be provided with the same or different graphics or text to each other. If more than one indicium is provided on the inner frame, each indicium may have a corresponding adhesive label. Alternatively, there may be a different number of adhesive labels and indicia. A single adhesive label may be provided for a plurality of indicia, such that none of the indicia are visible to the consumer until the adhesive label is removed.

The container may take any suitable form for housing consumer goods. For example, the container may be a hinge-lid container having one or more hinge lids connected to a box housing the consumer goods. Alternatively, the container may be a slide and shell container having an inner slide for housing the consumer goods mounted within an outer shell. Where the container is a slide and shell container, the outer shell or the inner slide may comprise one or more hinge lids. Whatever the form of the container, the adhesive label may be adapted to be automatically removed when a consumer opens the lid. Thus, the act of a consumer moving the lid to the open position may automatically reveal the at least one indicium or part of the at least one indicium to the consumer.

The container, inner frame, inner liner and outer wrapper may be formed from any suitable materials including, but not limited to, cardboard, paperboard, plastic, metal, or combinations thereof. Preferably, the container is formed from one or more folded laminar cardboard blanks. Preferably, the cardboard has a weight of between about 100 grams per square metre and about 350 grams per square metre.

Preferably, the inner liner is formed of metal foil or metallised paper.

Preferably, the outer wrapper is a transparent polymeric film of, for example, high or low density polyethylene, polypropylene, oriented polypropylene, polyvinylidene chloride, cellulose film, or combinations thereof and the outer wrapper is applied in a conventional manner. The outer wrapper may include a tear tape. In addition, the outer wrapper may be printed with images, consumer information or other data.

Containers according to the invention may be in the shape of a rectangular parallelepiped, with right-angled longitudinal and right-angled transverse edges. Alternatively, the container may comprise one or more rounded longitudinal edges, rounded

transverse edges, bevelled longitudinal edges or bevelled transverse edges, or combinations thereof. For example, the container according to the invention may comprise, without limitation:

- one or two longitudinal rounded or bevelled edges on the front wall, and/or one or two longitudinal rounded or bevelled edges on the back wall.

- one or two transverse rounded or bevelled edges on the front wall, and/or one or two transverse rounded or bevelled edges on the back wall.

- one longitudinal rounded edge and one longitudinal bevelled edge on the front wall, and/or one transverse rounded edge and one transverse bevelled edge on the back wall.

- one or two transverse rounded or bevelled edges on the front wall and one or two longitudinal rounded or bevelled edges on the front wall.

- two longitudinal rounded or bevelled edges on a first side wall or two transverse rounded or bevelled edges on the second side wall.

Where the container comprises one or more rounded edges and is made from one or more laminar blanks, preferably the blanks comprise three, four, five, six or seven scoring lines or creasing lines to form each rounded edge in the assembled container. The scoring lines or creasing lines may be either on the inside of the container or on the outside of the container. Preferably, the scoring lines or creasing lines are spaced from each other by between about 0.3 mm and 4 mm.

Preferably, the spacing of the creasing lines or scoring lines is a function of the thickness of the laminar blank. Preferably, the spacing between the creasing lines or scoring lines is between about 0.5 and about 4 times larger than the thickness of the laminar blank.

Where the container comprises one or more bevelled edge, preferably the bevelled edge has a width of between about 1 mm and about 10 mm, preferably between about 2 mm and about 6 mm. Alternatively, the container may comprise a double bevel formed by three parallel creasing or scoring lines that are spaced such that two distinct bevels are formed on the edge of the container.

Where the container comprises a bevelled edge and is made from one or more laminar blanks, the bevel may be formed by two parallel creasing lines or scoring lines in the laminar blank. The creasing lines or scoring lines may be arranged symmetrically to the edge between a first wall and a second wall. Alternatively, the creasing lines or scoring lines may be arranged asymmetrically to the edge between the first wall and the second wall, such that the bevel reaches further into the first wall of the container than into the second wall of the container.

Alternatively, the container may have a non-rectangular transversal cross section, for example polygonal such as triangular or hexagonal, or oval, semi-oval, circular or semi-circular.

Containers according to the invention find particular application as packs for elongate smoking articles such as, for example, cigarettes, cigars or cigarillos. It will be appreciated that through appropriate choices of the dimensions thereof, containers according to the invention may be designed for different numbers of conventional size, king size, super-king size, slim or super-slim cigarettes.

Through an appropriate choice of the dimensions thereof, containers according to the invention may be designed to hold different total numbers of smoking articles, or different arrangements of smoking articles. For example, through an appropriate choice of the dimensions thereof, containers according to the invention may be designed to hold a total of between ten and thirty smoking articles.

The smoking articles in the container may be arranged in different collations, depending on the total number of smoking articles. For example, the smoking articles may be arranged in a single row of six, seven, eight, nine or ten. Alternatively, the smoking articles may be arranged in two or more rows. The two or more rows may contain the same number of smoking articles. For example, the smoking articles may be arranged in: two rows of five, six, seven, eight, nine or ten; three rows of five or seven; or four rows of four, five or six. Alternatively, the two or more rows may include at least two rows containing different number of smoking articles to each other. For example, the smoking articles may be arranged in: a row of five and a row of six (5-6); a row of six and a row of seven (6-7); a row of seven and a row of eight (7-8); a middle row of five and two outer rows of six (6-5-6); a middle row of five and two outer rows of seven (7-5-7); a middle row of six and two outer rows of five (5-6-5); a middle row of six and two outer rows of seven (7-6-7); a middle row of seven and two outer rows of six (6-7-6); a middle row of nine and two outer rows of eight (8-9-8); or a middle row of six with one outer row of five and one outer row of seven (5-6-7).

Containers according to the present invention may hold smoking articles of the same type or brand, or of different types or brands. In addition, both filterless smoking articles and smoking articles with various filter tips may be contained, as well as smoking articles of differing length (for example, between about 40 mm and about 180 mm), diameter (for example, between about 4 mm and about 9 mm). In addition, the smoking articles may differ in strength of taste, resistance to draw and total particulate matter delivery. Preferably, the dimensions of the container are adapted to the length of the smoking articles, and the collation of the smoking articles. Typically, the outer dimensions of the container are

between about 0.5 mm to about 5 mm larger than the dimensions of the bundle or bundles of smoking articles housed inside the container.

The length, width and depth of containers according to the invention may be such that, in the closed position, the resultant overall dimensions of the container are similar to the dimensions of a typical disposable hinge-lid pack of twenty cigarettes.

Preferably, containers according to the invention have a height of between about 60 mm and about 150 mm, more preferably a height of between about 70 mm and about 125 mm, wherein the height is measured from the top wall to the bottom wall of the container.

Preferably, containers according to the invention have a width of between about 12 mm and about 150 mm, more preferably a width of between about 70 mm and about 125 mm, wherein the width is measured from one side wall to the other side wall of the container.

Preferably, containers according to the invention have a depth of between about 6 mm and about 100 mm, more preferably a depth of between about 12 mm and about 25 mm wherein the depth is measured from the front wall to the back wall of the container (comprising the hinge between box and lid).

Preferably, the ratio of the height of the container to the depth of the container is in between about 0.3 to 1 and about 10 to 1, more preferably between about 2 to 1 and about 8 to 1, most preferably between about 3 to 1 and 5 to 1.

Preferably, the ratio of the width of the container to the depth of the container is in between about 0.3 to 1 and about 10 to 1, more preferably between about 2 to 1 and about 8 to 1, most preferably between about 2 to 1 and 3 to 1.

As well as housing a bundle of smoking articles, the container may further comprise other consumer goods, for example matches, lighters, extinguishing means, breath-fresheners or electronics. The other consumer goods may be attached to the outside of the container, contained within the container along with the smoking articles, in a separate compartment of the container or combinations thereof.

The exterior surfaces of containers according to the invention may be printed, embossed, debossed or otherwise embellished with manufacturer or brand logos, trade marks, slogans and other consumer information and indicia.

A further aspect of the invention is directed to the use of an adhesive label to cover an indicium provided on an inner frame of a container for consumer articles comprising a box and a lid, the inner frame comprising a first portion mounted within the box and a second portion extending outside the box, and the inner frame comprising a front wall, the front wall having a cut out extending from the top edge of the front wall, wherein the second portion of the inner frame underlies the lid when the lid is in the closed position and wherein the at

least one indicium is positioned transversely adjacent the cut out.

According to a further aspect of the invention, there is provided a method of using an adhesive label to cover an indicium provided on an inner frame of a container for consumer articles comprising a box and a lid, the inner frame comprising a first portion mounted within the box and a second portion extending outside the box, and the inner frame comprising a front wall, the front wall having a cut out extending from the top edge of the front wall, wherein the second portion of the inner frame underlies the lid when the lid is in the closed position, and wherein the at least one indicium being positioned transversely adjacent the cut out.

The invention will be further described, by way of example only, with reference to the accompanying drawings in which:

Figure 1 shows a front view of a container according to an embodiment of the present invention, with an adhesive label in place on the front wall of the inner frame; and

Figure 2 shows the container of Figure 1, with the adhesive label almost entirely removed from the front wall of the inner frame.

Figure 1 shows a container 100 according to an embodiment of the invention. The container 100 is a rectangular parallelepiped and comprises a box 101 and a lid 103 that is hinged to the box 101 along a hinge line extending substantially horizontally along the back wall of the container 100. The box 101 comprises a box front wall 105, a box left side wall, a box right side wall 107, a box back wall and a box bottom wall.

An inner frame 109 is mounted within the box 101 of the container 100. The inner frame 109 comprises an inner frame front wall 111, an inner frame left side wall and an inner frame right side wall 113 which are connected to the inner surface of the box front wall 105, box left side wall and box right side wall 107, respectively. In this embodiment, the front wall 111 of the inner frame 109 includes a cut out 115 at the top free edge of the front wall.

A bundle of cigarettes 117 is housed in the inner frame 109 in the box 101 of the container 100. The cut out 115 in the front wall 111 of the inner frame 109 facilitates removal of the cigarettes 117 from the box 101. The bundle of cigarettes 117 may be wrapped in an inner liner (not shown). The overall size and construction of the box 101, lid 103 and inner frame 109 are substantially the same as that of a known hinge lid cigarette pack.

In Figure 1, the lid 103 is in an open position. The upper side of the box 101 is open to provide an upper opening through which the cigarettes 117 can be removed. The lid 103 has a lid front wall 119, a lid left side wall, a lid right side wall 121, a lid back wall and a lid top wall. When the lid 103 is in the closed position, the container 100 is closed, and the free edges of the walls of the lid 103 abut the free edges of the walls of the box 101. In the

closed position, the walls of the lid 103 therefore form extensions of the corresponding walls of the box 101 to define the walls of the container 100.

The terms “front”, “back”, “upper”, “lower”, “side”, “top”, “bottom” and other terms used to describe relative positions of the components of containers 100 according to the

invention refer to the container in an upright position with the lid 103 at the top end and the hinge line on the back. The terms "left" and "right" are used with reference to side walls of the container 100 when the container is viewed from the front in its upright position. When the container in the upright position is open, the cigarettes 117 contained in the inner frame 109 in the box 101 may be removed from the upper end of the container 100.

Prior to first opening, the container 100 is wrapped in an outer wrapper (not shown) formed of a transparent film, in the conventional manner.

In the embodiment of Figure 1, a removable adhesive label 123 is affixed to the front wall 111 of the inner frame 109. The label 123 includes a portion 125 without adhesive, to facilitate removal of the label 123 by a consumer. The portion 125 has a different appearance from the remainder of the label 123, to allow a consumer to easily identify the portion 125 without adhesive.

Figure 2 shows the container 100 of Figure 1, with the adhesive label 123 almost entirely removed from the front wall 105 of the inner frame 109. The label 123 has been peeled away by a consumer gripping the portion 125 of the label 123. Removal of the label 123 has revealed an indicium 127 (shown schematically in Figure 2) which may comprise a discrete element or repeating elements or patterns.

The adhesive on the label 123 is preferably such that the label 123 can be removed from the front wall 105 of the inner frame 109 and then reapplied one or, more preferably, a plurality of times.

The container 100 may be filled and assembled using conventional apparatus and methods, modified to include a conventional machine for adding the removable adhesive label 123 to the inner frame 109.

CLAIMS

1. A container for consumer goods, comprising:

an outer housing comprising a box, and a lid movable between a closed position and an open position;

an inner frame having a first portion mounted within the box and a second portion extending outside the box, wherein the second portion of the inner frame underlies the lid when the lid is in the closed position, the inner frame comprising a front wall, the front wall having a cut out extending from the top edge of the front wall; and

a removable adhesive label affixed to the second portion of the inner frame;

wherein the inner frame comprises at least one indicium at least partially covered by the adhesive label, the at least one indicium being positioned transversely adjacent the cut out.

2. A container according to claim 1 wherein the cut out in the front wall comprises between about 30 percent and about 90 percent of the width of the front wall.

3. A container according to any of the preceding claims, wherein the adhesive label has substantially the same appearance as the inner frame.

4. A container according to any of the preceding claims, wherein the adhesive label comprises a resealable adhesive.

5. A container according to any of the preceding claims, wherein the adhesive label comprises a portion, adjacent an edge of the label, without adhesive.

6. A container according to any of the preceding claims, wherein the at least one indicium is printed on the inner frame.

7. A container according to any of the preceding claims, wherein the at least one indicium is debossed on the inner frame.

8. A container according to any of the proceeding claims, further comprising an inner package of smoking articles within the box, wherein the inner frame is between the front wall of the inner package and the front wall of the box.

9. A container according to claim 8 wherein the at least one indicium is formed by at least one cut out in the inner frame, such that the inner package is visible through the at least one indicium cut out.

10. A container according to claim 8 or claim 9 wherein the inner package is substantially a different colour from the inner frame.

11. Use of an adhesive label to cover an indicium provided on an inner frame of a container for consumer articles comprising a box and a lid, the inner frame comprising a first portion mounted within the box and a second portion extending outside the box, and the inner frame comprising a front wall, the front wall having a cut out extending from the top edge of the front wall, wherein the second portion of the inner frame underlies the lid when the lid is in the closed position and wherein the at least one indicium is positioned transversely adjacent the cut out.

12. A method of using an adhesive label to cover an indicium provided on an inner frame of a container for consumer articles comprising a box and a lid, the inner frame comprising a first portion mounted within the box and a second portion extending outside the box, and the inner frame comprising a front wall, the front wall having a cut out extending from the top edge of the front wall, wherein the second portion of the inner frame underlies the lid when the lid is in the closed position, and wherein the at least one indicium being positioned transversely adjacent the cut out.