There is provided a container for consumer goods comprising an outer housing. The outer housing comprises a box and a lid hinged to the box along a hinge line and pivotable about the hinge line between an open position and a closed position. Further, the container comprises an inner package of consumer goods within the outer housing. The inner package comprises an access opening through which consumer goods can be removed when the lid of the outer housing is in the open position. The container further comprises a reclosable flap occluding the access opening of the inner package. In addition, the container comprises at least one activatable adhesive element provided on a surface of the reclosable flap, on a surface of the lid or on both. The at least one adhesive element can be selectively activated and the reclosable flap can be affixed to the lid by the at least one activated adhesive element, such that upon opening the lid the reclosable flap is lifted off the inner package to at least partly reveal the access opening.

As mentioned in the first aspect, there is provided a container for consumer goods comprising: an outer housing comprising: a box; and a lid hinged to the box along a hinge line and pivotable about the hinge line between an open position and a closed position; an inner package of consumer goods within the outer housing comprising an access opening through which consumer goods can be removed when the lid of the outer housing is in the open position; and a reclosable flap occluding the access opening of the inner package; wherein the container comprises at least one activatable adhesive element provided on a surface of the reclosable flap, on a surface of the lid or on both; and wherein the at least one adhesive element can be selectively activated and the reclosable flap can be affixed to the lid by the at least one activated adhesive element, such that upon opening the lid the reclosable flap is lifted off the inner package to at least partly reveal the access opening; wherein the inner package is received in a first portion of the volume internally defined by the outer housing; and wherein the container comprises a further inner package of consumer goods within a second portion of the volume internally defined by the outer housing adjacent the first volume portion, the further inner package comprising an access opening through which consumer goods can be removed when the lid of the outer housing is in the open position, and a reclosable flap occluding the access opening of the further inner package, the reclosable flap of the further inner package in the second volume portion being permanently affixed to the lid of the outer housing.

In contrast to known containers wherein consumer goods are provided in an inner package with an access opening occluded by a reclosable flap and the inner package is received within a hinge lid box, containers according to the present invention comprise an activatable adhesive element provided on the reclosable flap, on the lid or on both. In other words, the adhesive element is supplied to the consumer in an inactive or deactivated state (that is, a non-tacky state) but can be activated so that the reclosable flap can be attached to the lid by the adhesive element. Thus, the container may be selectively configured by the consumer such that, upon opening, the lid lifts the reclosable flap off the remainder of the inner

package, thereby exposing the access opening and allowing removal of the consumer goods from the inner package.

The bond between the reclosable flap and the lid is created by the consumer during use of the container and not during the manufacture of the container. This greatly simplifies the manufacturing process, because most of the issues encountered with known containers relating to the precise application of adhesive to the blank and to the automated affixing of the reclosable flap to the lid are substantially eliminated. Therefore, manufacture of the container is advantageously made comparatively quicker, easier. At the same time, more cost-effective and less complex packaging apparatus may be used.

Containers according to the present invention offer the consumer the opportunity to verify personally the quality of the sealing of the inner package upon opening the container for the first time. Further, the consumer is advantageously given the freedom to choose whether to create the bond between the lid and the reclosable flap, so that the opening and reclosing of the flap is made “automatic”, or to manually open and reclose the flap every time.

In addition, the consumer is advantageously offered the opportunity to choose when to create the bond between the lid and the reclosable flap. Thus, when two (or more) bundles are provided in separate packages within a same hinge lid box, the consumer may choose to delay the first opening of a given package and the creation of a connection between the reclosable flap

back panels, and so forth. As an alternative, in its simplest form, the reinforcement frame may consist of a single front panel.

Alternatively, the reinforcement frame may be provided on the outside of the inner package and the side walls of the reinforcement frame overlie the sides of the inner package. Advantageously, a reinforcement frame with a large surface area increases the structural strength of the container. The increased structural strength provided by the reinforcement frame allows a secure closing of the reclosable flap. This is particularly advantageous for subsequent closing operations when the container is no longer full.

As mentioned in the first aspect, the inner package is received in a first portion of the volume internally defined by the outer housing and the container comprises a further inner package of consumer goods within a second portion of the internal volume of the outer housing. The further inner package comprises an access opening through which consumer goods can be removed when the lid of the outer housing is in the open position. A reclosable flap occludes the access opening of the further inner package.

As mentioned in the first aspect, the reclosable flap of the further inner package in the second compartment is permanently affixed to the lid of the outer housing.

Preferably, the reclosable flap of the further inner package comprises a self-adhesive reclosable sticker covering the access opening of the further inner package and extending beyond the periphery of the access opening of the further inner package. Further, the self-adhesive reclosable sticker is at least partially releasably affixed to the further inner package by a removable adhesive provided on a first area of the inner surface of the self-adhesive reclosable sticker.

Thus, the consumer may selectively activate one adhesive element when opening the corresponding inner package for the first time, thus making opening of said inner package automatic with every opening of the lid. At a subsequent time, the consumer may activate the further adhesive element when accessing the content of the further inner package for the first time.

In some embodiments, the first and the second inner packages are immediately adjacent. In other embodiments, the container may comprise a partition element at least partly separating the first and the second portions of the volume internally defined by the outer housing, so that the first and the second inner packages are also separated and spaced apart. By way of example, the container may comprise a partition wall extending across the inner volume of the outer housing substantially parallel to the side walls of the box portion of the outer housing. In more detail, the partition wall may be provided in the box portion. As an alternative, the partition wall may be provided in the lid portion, such that a single, pivotable lid portion internally defines two distinct volume portions.