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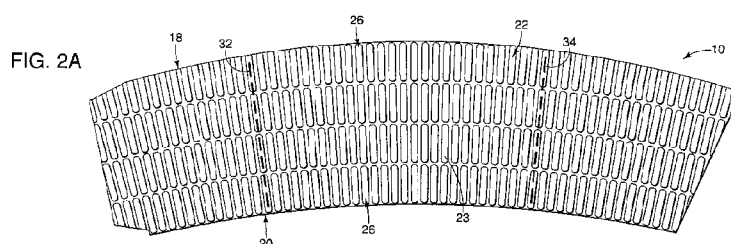
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(54) Title: PROTECTIVE SLEEVE



(57) Abstract: A container (12) and a sleeve (10) for a container are disclosed that employ unique air channels to divert heat from a hot beverage via hot air escaping upward and downward. The surface of the container and sleeve include raised images, depressed images (22), or a combination of both which are generally aligned in substantially vertical columns. The space between the columns (26) defines the air channels. The air channels are substantially uninterrupted and facilitate the upward and downward escape of hot air. The images are applied, such as by embossing and/or debossing, which facilitates manufacturing material efficiency and therefore reduces material costs and environmental waste. A blank for a container or sleeve and a method of making a sleeve are also disclosed.

