

"Removable Portion of A Label"

Technical field

This invention relates to a label.

- 5 The invention has particular application to labels and labelling methods which include a frangible or severable portion.

The invention is particularly suited for use in the wine industry.

Background of Invention

- 10 It is known for adhesive labels to be attached to wine bottles and the like. My International patent Application PCT/AU02/01224, the contents of which are included herein by this reference, discloses such a wine label and the present invention relates to inventive improvements in the label disclosed therein.

15 Summary of Invention

The present invention aims to provide an alternative to known labels and labelling methods.

This invention in one aspect resides broadly in a label for affixing to a container of produce, the label including:-

- 20 a front portion for carrying labelling indicia;
 an adhesive backing substantially covering one side of the front portion;
 a non-stick backing sheet affixed to the adhesive backing, and
 a token for identifying the produce;
 a portion of the front portion constituting the token and being readily severable
25 from the front portion when the label is affixed to the container, a portion of the
 backing sheet being removable from the adhesive backing such that another portion
 of the backing sheet remains attached to the token;
 wherein the backing sheet is cut through such that the other portion of the
 backing sheet which remains attached to the token is smaller than the token, the
30 adhesive where the larger token extends beyond the smaller other portion of the
 backing sheet being less adhesive than the adhesive backing.

It is preferred that the token forms an edge portion extending around the other portion of the backing sheet remaining attached to the token.

It is also preferred that the adhesive on the edge portion is stamped to render it less adhesive.

5 In another aspect this invention resides broadly in a method of labelling produce in a container with a label as defined above.

In another aspect this invention resides broadly in a roll of labels as defined above for affixing to a container of produce.

10 **Description of Drawings**

In order that this invention may be more easily understood and put into practical effect, reference will now be made to the accompanying drawings which illustrate a preferred embodiment of the invention, wherein:-

FIG 1 is a perspective view of a label in accordance with the invention on a
15 wine bottle;

FIG 2 is a perspective view of the label of FIG 1 showing the token partially removed;

FIG 3 is a cross-sectional elevation through the label of FIG 1 as seen along
AA;

20 FIG 4 is a perspective view of the rear of the label with the non-stick backing affixed:

FIG 5 is a perspective view of the rear of the label with the non-stick backing removed;

FIG 6 is a perspective view of the front of the label with the token intact, and

25 FIG 7 is a perspective view of the front of the label with the token removed.

Description of Preferred Embodiment of Invention

As can be seen in FIG 1, a wine label 10 is affixed to a bottle 12 and has a tear-out token 14 which can be readily removed for collection or future reference by
30 peeling back a tab 15, as best seen in FIG 2.

FIG 3 is a cross-sectional elevation through the label along line AA seen in FIG 1 and illustrates the composition of label 10 as including a front portion 16 for carrying labelling indicia and an adhesive backing 18. Front portion 16 has a token

14 for identifying the wine and as seen in FIG 2, is readily severable from the front portion 16 when the label 10 is affixed to the bottle.

Label 10 also includes a non-stick backing sheet 17,19 affixed to adhesive backing 18. The backing sheet has a paper or paper-like substrate 17 and a non-stick layer 19 in known manner. Perforations 20 in front portion 16 facilitate the severing of token 14 from the front portion. Perforations 20 do not extend into the backing sheet 17 affixed to adhesive backing 18 by non-stick layer 19.

Backing sheet 17 is cut through at 21 internally of perforations 20, such that a portion 22 of backing sheet 17 remains attached to token 14 when the remainder 24 of backing sheet 17 is removed from adhesive backing 18 for affixing label 10 to bottle 12. Cut 21 is within the perforation 20 so that a thin strip 25 of adhesive remains affixed to the underside of the edge of token 14.

The adhesive on strip 25 is of lesser adhesiveness than the remainder of adhesive backing 18. In practice the adhesive on strip 25 is deadened by stamping this strip with a suitably shaped stamp or die, whereby the adhesiveness of this portion 25 of adhesive backing 18 is reduced.

In use, as best seen in FIGS 4 – 7, a wine or other produce in a container is labelled in according with the present invention with a label 10 having a front portion 16 for carrying labelling indicia and having a token 14 for identifying the wine, an adhesive backing 18, and a non-stick backing sheet 17 affixed to adhesive backing 18. As seen in FIG 5, portion 24 of backing sheet 17 is removed from adhesive backing 18 such that another portion 22 of backing sheet 17 remains attached to token 14. Label 10 is affixed to the bottle by the adhesive backing 18 exposed when portion 24 of backing sheet 17 is removed. As seen in FIGS 6 and 7, token 14 is readily severable from front portion 16 when label 10 is affixed to the bottle, leaving portion 23 of label 10 remaining affixed to the bottle.

It will be appreciated that the edge portion 25 of reduced adhesiveness is attached to the container less aggressively than the remainder of label 10, thereby facilitating the removal of token 14 together with the backing sheet portion 22.

It will of course be realised that whilst the above has been given by way of an illustrative example of this invention, all such and other modifications and variations hereto, as would be apparent to persons skilled in the art, are deemed to fall within the broad scope and ambit of this invention as is herein set forth.

Claims

1. A label for affixing to a container of produce, the label including:-
a front portion for carrying labelling indicia;
5 an adhesive backing substantially covering one side of the front portion;
a non-stick backing sheet affixed to the adhesive backing, and
a token for identifying the produce;
a portion of the front portion constituting the token and being readily severable
from the front portion when the label is affixed to the container, a portion of the
10 backing sheet being removable from the adhesive backing such that another portion
of the backing sheet remains attached to the token;
wherein the backing sheet is cut through such that the other portion of the
backing sheet which remains attached to the token is smaller than the token, the
adhesive where the larger token extends beyond the smaller other portion of the
15 backing sheet being less adhesive than the adhesive backing.
2. A label as claimed in claim 1, wherein the token forms an edge portion
extending around the other portion of the backing sheet remaining attached to the
token.
- 20 3. A label as claimed in claim 1, wherein the adhesive on the edge portion is
stamped to render it less adhesive.