CLAIMS

1. A method for putting place an insert (30) in a cavity (21) formed in a foil product (2), where the insert (30) is cut out of film (3) and then placed in said cavity, characterised in that, after placing the foil (2) on a support surface, the following sequence of steps is carried out:

a) making the cavity (21) by punching the foil (2) by means of a tubular cutting punch (50) comprising an inner pusher (51), with a cutting edge (52) in the shape to be given to the cavity and the insert, wherein the punch (50) is lowered orthogonally to the foil, so that its edge (52) goes through the thickness of the foil and cuts a slug (20) out of it,

b) lifting the punch (50) with the slug (20) held inside the punch, so as to clear a space between the top side of the foil and the punch that is sufficient for placing the (3),

c) without moving the foil (2), bringing the film (3) between the foil (2) and the edge (52) of the punch, with the film set against the foil,

d) lowering the punch (50) once again so as to cut the insert (30) out of the film (3) and then pushing the insert cut in this way into the cavity (21) with the pusher (51),

e) removing the punch (50), then the pusher (51), with the insert (30) remaining held in place in the cavity (21).

2. The method according to claim 1, characterised in that the step below is carried out after step (e):

f) without moving the film (3), moving the foil (2) to bring a new cavity (21) cutting area opposite the punch,

then resuming the sequence of steps (a) to (f), passing the punch (50), in step (a), through the hole (32) formed in the film (3) when the insert (30) is cut in step (d).

3. The method according to claim 1, characterised in that when the punch is raised in step (b), the slug (20) is held inside the punch (50) and acts as the intermediate part between the pusher and the insert, to push the insert in its cavity during the step (e)

4. The method according to claim 3, characterised in that the slug (20) is held inside the punch (50) by a vacuum against the pusher (51).

5. The method according to claim 3, characterised in that the slug (20) is ejected out of the punch and removed after the step (e).

6. The method according to any of the foregoing claims, characterised in that the support surface on which the foil (2) is placed is a support substrate (12) associated with the foil (2) in a fixed manner.

7. A device for putting in place an insert (30) cut out of film (3), in a cavity (21) formed in foil (2), in accordance with the method defined in any of the foregoing claims, wherein the device comprises:

- at least one assembly (10) for cutting and placing comprising a tubular cutting punch (50) that moves in the axial direction and a pusher (51) that slides inside the punch,

- supply means (14) to supply the foil (2) on a support table (12),

- displacement means to displace the foil before the punch, perpendicular to the centre line of the punch,

- second supply and feed means (15) to supply the film (3) between the punch (50) and the foil (2) and to make the film move independently from the displacement of the foil,

- control means to control, in a coordinated manner, the displacements of the punch (50) and the pusher (51) and the displacements of the foil (2) and the film (3).

8. The device according to claim 7, characterised in that it comprises third supply means (13) to supply a support substrate (1), in a coordinated manner with the supply of the foil, wherein the displacement means are arranged to simultaneously displace the assembly made up of the substrate (1) and the foil (2) applied on said substrate.

9. The device according to claim 7, characterised in that the pusher (51) comprises holding means (53) to temporarily hold a slug (20) cut by the punch (50) inside the punch.

10. The device according to claim 9, characterised in that said holding means comprise vacuum holes (53) formed in the pusher (51) that open out onto its front side (54).

11. The device according to claim 9, characterised in that the pusher comprises heating means.