consumer goods cannot be removed from the compartment and an open position in which consumer goods can be removed from the compartment. The container further includes a magnetic closure comprising a first magnetic material provided on the moveable portion and a second magnetic material provided on the second folded blank. Each of the first and second magnetic materials has a thickness of between about 0.1 millimetres and about 0.4 millimetres, and the first and second magnetic materials are arranged to overlap each other when the moveable portion is in the closed position so that the magnetic closure releasably retains the moveable portion in the closed position. At least one of the first and second magnetic materials is a magnetisable material, wherein only a portion of the magnetisable material is magnetised.

The present invention also provides a method of forming such a container. Accordingly, the present invention provides a method of forming a container for consumer goods, the method comprising a first step of providing first and second laminar blanks. A first magnetic material is applied on the first laminar blank, the first magnetic material having a thickness of between about 0.1 millimetres and about 0.4 millimetres. A second magnetic material is applied on the second laminar blank, the second magnetic material having a thickness of between about 0.1 millimetres and about 0.4 millimetres. The first and second laminar blanks are folded to form first and second folded blanks, wherein one of the folded blanks is substantially contained within the other folded blank. The folded blanks co-operate to form a container comprising a compartment for receiving consumer goods. At least a portion of the first folded blank is moveable relative to the second folded blank between a closed position in which consumer goods cannot be removed from the compartment and an open position in which consumer goods can be removed from the compartment. The first magnetic material is applied on the moveable portion defined by the first folded blank and the first and second magnetic materials are arranged to overlap each other when the moveable portion is in the closed position so that the first and second magnetic materials form a magnetic closure that releasably retains the moveable portion in the closed position. The first and second magnetic materials are magnetisable materials, wherein the first and second magnetisable materials are unmagnetised during the applying steps.

The term “magnetic material” is used herein to describe a material which is able to interact with a magnetic field, including both paramagnetic and ferromagnetic materials. A magnetisable material may be a paramagnetic material, such that it only remains magnetised in the presence of an external magnetic field. Alternatively, a magnetisable material may be a material which becomes magnetised in the presence of an external magnetic field and which

remains magnetised after the external field is removed (a ferromagnetic material, for example). The term “magnetic material” as used herein encompasses both types of magnetisable material, as well as material which is already magnetised.

bringing one or both of the first and second magnetic materials into proximity of a permanent magnet or an electromagnet, for example.

In the present invention where at least one of the first and second magnetic materials is applied to the blanks as an unmagnetised magnetisable material, the magnetisation step magnetises only a portion of the magnetisable material to form the magnetic closure. Advantageously, this arrangement can eliminate the need for accurate registration between the steps of applying the magnetic material and folding the blanks, since the magnetic closure is formed only after the folding step has been completed. For example, at least one of the first and second magnetic materials can be applied as an unmagnetised magnetisable material over an entire surface of the respective blank, which can minimise or eliminate the need for registration with the blanks during the application step. After the folding step has been completed, the exact location of the magnetic closure is determined and the appropriate portion of the magnetisable material is magnetised to form the closure.

The first and second magnetic materials will function together as a magnetic closure if only one of the magnetic materials is magnetised, provided the other magnetic material comprises a magnetisable material. In those embodiments in which both the first and the second magnetic materials are magnetised, the magnetic fields of the two magnetic materials must be arranged to reinforce each other when the moveable portion is in the closed position so that the two magnetic materials are attracted to each other.

To minimise the visual impact of the first and s

econd magnetic materials provided on the container, one or both of the magnetic materials can be applied to the blanks in the form of a composition having a colour which matches the colour of the blank or matches a design provided on the blank in the region onto which the magnetic material is applied. The colour of the composition may be the same as the colour on the blank or may contrast the surrounding colour on the blank; preferably, the magnetic materials appear to form part of the overall design of the blank.

As an alternative to providing a composition having the required colour, one or more inks having the appropriate colour can be printed or otherwise applied over one or both of the magnetic materials after they have been applied to the blanks. Therefore, in some embodiments, the method further comprises a step of printing at least one ink onto at least one of the first and second magnetic materials after the applying step. Similarly, in some embodiments, the container may comprise at least one ink applied over at least one of the first and second magnetic materials. In some embodiments a primer may be applied to the magnetic material to facilitate the application of the printed ink onto the magnetic material.