

A METHOD, DEVICE AND APPARATUS FOR DELIVERING PROMOTION AND ADVERTISING

ABSTRACT

The present invention relates to a method and system for delivering messages, such as advertising messages. Printed labels are provided on drinks container lids, such as takeaway coffee container lids. Providing printed labels has the advantage that the lid does not need to be changed to provide a different message. Only the printed label has to be changed. To facilitate placement of the printed labels on the lids, the present invention also provides a labelling machine (10) which includes delivery apparatus (11) for delivering lids to a labelling position. The delivery apparatus (11) includes a picker arrangement (27) arranged to pick individual lids (12) from a magazine (28) and place them on a conveyer (16) for the delivery to the labelling point (13). It also includes a stacker apparatus (14) for stacking the lids into a magazine (28) for ease of distribution.

FIGURE 2