CLAIMS

1. A container (1) for consumer goods, comprising:

an outer housing comprising a hinged lid (3) rotatable between open and closed positions;

an inner package (5) of consumer goods within the outer housing comprising an access opening (6) through which consumer goods can be removed, the access opening being covered by a reclosable flap (8), wherein the reclosable flap is attached to the hinged lid such that a portion of the reclosable flap is substantially coplanar with a planar wall of the hinged lid when the hinged lid moves between the open and closed positions; and

an indicium (118) provided by a printing medium;

wherein the hinged lid (3) comprises a first lid panel (32) attached to the reclosable flap (8), characterised in that the first lid panel is movable relative to a second lid panel (31) during movement of the hinged lid between the open and closed positions, wherein the planar wall of the hinged lid is provided by the first lid panel (32);

wherein the indicium is provided at the portion of the reclosable flap that is coplanar with the planar wall, and wherein the indicium (118) is provided at a position on the reclosable flap (8) that is offset from the access opening (6) when the hinged lid (3) is in the closed position.

2. The container of claim 1, wherein the indicium (118) is embedded in the reclosable flap (8).

3. The container of claim 1 or claim 2, wherein the indicium (118) is provided at an inner surface of the reclosable flap (8).

4. The container of claim 1 or claim 2, wherein the indicium (118) is provided at an outer surface of the reclosable flap (8).

5. The container of any of the preceding claims, wherein a protective layer is arranged to cover the printing medium to prevent egression of compounds therefrom to the consumer goods within the inner package.

6. The container of any preceding claim, wherein the indicium (118) is text, a symbol, an image, a pattern, or a combination thereof.

7. A method of forming a container (1) for consumer goods, comprising the steps of:

providing an inner package (5) of consumer goods comprising an access opening (6) through which consumer goods can be removed;

providing a reclosable flap (8) to cover the access opening of the inner package, wherein the reclosable flap comprises an indicium (118) provided by a printing medium;

providing a blank and folding it about the inner package for forming an outer housing with a hinged lid (3); and

attaching the reclosable flap (8) to the hinged lid (3) by attaching the reclosable flap to a first lid panel (32),

characterised in that the step of forming the outer housing from the blank comprises a step of forming the hinged lid in a way such that the first lid panel can move relative to a second lid panel (31) when the container is in use, wherein a planar wall of the hinged lid is provided by the first lid panel;

wherein the reclosable flap (8) is attached to the hinged lid (3) such that at least the portion of the reclosable flap with the indicium (118) is substantially coplanar with the planar wall of the hinged lid when the hinged lid moves between an open and a closed position, and wherein the indicium is provided at a position on the reclosable flap that is offset from the access opening (6) when the hinged lid is in the closed position.