cover flap is outwardly convex relative to the inner package. The outward bulging cover flap may prevent easy access to the extraction opening and thus hinder the removal of the smoking articles.

EP 2 366 637 discloses a further hinge-lid packet. The hinge-lid packet disclosed in EP 2 366 637 comprises a cup-shaped rigid cardboard outer container and a sealed inner package housed inside the container. The sealed inner package encloses a bundle of cigarettes and has a cigarette extraction opening at its top and front, where the extraction opening is closed by a reclosable sealing panel. The reclosable sealing panel is provided with a flap in the form of a grip tab which enables the user to open the sealing panel simultaneously with the lid, and then close the sealing panel without closing the lid. The lid may then be closed in a separate operation. The outer container has an open top end and a cup-shaped lid joined to the rear wall of the container along a hinge.

It is an object of the present invention to avoid this disadvantage of the prior art pack.

According to the present invention there is provided a container of consumer goods comprising: an outer housing comprising: a box; and a lid hinged to the box along a hinge line extending across a back wall of the outer housing; an inner package enclosing the consumer goods having an access opening; and an adhesive label. A resealable adhesive is provided on a first portion of an inner surface of the adhesive label and an opposed outer surface of the adhesive label is permanently attached to an inner surface of a front wall of the lid of the outer housing at a location at least ~~30~~ 50 percent of the height of the front wall from the lower edge of the front wall. The resealable adhesive is provided such that movement of the lid of the outer housing between a closed position and an open position simultaneously moves the adhesive label between a closed position and an open position.

In the closed position the adhesive label covers the access opening of the inner package and is releasably attached to the inner package by the resealable adhesive. In the open position the adhesive label is at least partially detached from the inner package and the access opening of the inner package is at least partially uncovered. The outer surface of the adhesive label is permanently attached to the inner surface of the front wall of the lid of the outer housing such that the adhesive label is inwardly concave throughout movement between the closed position and the open position.

The term “convex” in connection with the adhesive flap is used throughout the specification to indicate that the adhesive label bulges in a direction towards the outside of the lid. The term “concave” in connection with the adhesive label is used throughout the specification to indicate that the adhesive label is bulges in a direction towards the inside of the lid.

Advantageously, by providing a resealable adhesive label that is permanently attached to the inner surface of the lid front wall according to the invention, the adhesive label is biased

to stay within the lid during the opening and closing of the lid, such that any obstruction of the opening can be advantageously avoided. Furthermore, the risk of improper folding or wrinkling of the adhesive label, in particular after repeated opening and closing, is significantly reduced or eliminated, as the label is biased towards a simple C-shape instead of a more complicated S-shape. Furthermore, the risk of the label being damaged is reduced since it is not loose, but substantially contained within and protected by the lid of the container during use.

The term “C-shaped” is used herein to refer to a shape that has the form of a curve without an inflexion point. The term “S-shaped” is used herein to refer to a shape that has the form of a curve with one inflexion point. The term “U-shaped” is used herein to refer to a shape that comprises three parts, wherein the first part and the third part are parallel to each other and extend in the same direction perpendicular to the second part.

The adhesive label provided for sealing the cover layer over the access opening comprises a resealable adhesive, such that the label can be removed from a surface of the inner package and reattached to the same surface a number of times. This allows for repeated opening and closing of the inner package in order to access the consumer goods individually. The resealable adhesive will preferably provide sufficient adhesion for the label to be reattached at least as many times as there are consumer goods in the inner package so that it can be used to reseal the inner package until the container is empty. Advantageously, this may allow the consumer goods to be protected in the container more effectively.

Suitable resealable adhesives are known to the skilled person and a wide variety of adhesives are commercially available from a number of suppliers. The selection of a suitable adhesive may depend upon the material forming the wrapper or package to which the adhesive label is sealed or resealed during use.

Preferably, the curvature of the adhesive label relative to the lid of the outer housing is substantially constant throughout movement between the closed position and the open position. Advantageously, having such a substantially constant curvature may reduce the risk of the label becoming damaged due to fatigue or the like.

In contrast to the cover flap of the hinge-lid packs disclosed in WO-A-2008/142540, the outer surface of the adhesive label of containers according to the present invention is permanently attached to the inner surface of the front wall of the lid of the outer housing such that the adhesive label is inwardly concave throughout movement between the closed position and the open position. This advantageously reduces the risk of the cover flap becoming stuck due to the resealable adhesive provided on the first portion of the inner surface of the adhesive label coming into contact with the lid.

~~Preferably~~As mentioned above, the outer surface of the adhesive label is permanently attached to the front wall of the lid of the outer housing at a location at least 50 percent of the

height of the front wall. Yet more preferably, the outer surface of the adhesive label is permanently attached to the front

CLAIMS:

1. A container of consumer goods comprising:

an outer housing comprising:

a box; and

a lid hinged to the box along a hinge line extending across a back wall of the outer housing;

an inner package enclosing the consumer goods having an access opening; and

an adhesive label,

wherein a resealable adhesive is provided on a first portion of an inner surface of the adhesive label and an opposed outer surface of the adhesive label is permanently attached to an inner surface of a front wall of the lid of the outer housing such that movement of the lid of the outer housing simultaneously moves the adhesive label between a closed position and an open position,

characterised in that the outer surface of the adhesive label is permanently attached to the inner surface of the front wall of the lid of the outer housing at a location at least ~~30~~50 percent of the height of the front wall from the lower edge of the front wall, such that the adhesive label is inwardly concave throughout its movement.

2. A container according to claim 1 wherein the curvature of the adhesive label relative to the lid of the outer housing is substantially constant throughout movement between the closed position and the open position.

~~3. A container according to claim 1 or 2 wherein the outer surface of the adhesive label is permanently attached to the front wall of the lid of the outer housing at a height of at least 50 percent of the total height of the lid front wall.~~

~~4~~3. A container according to any preceding claim wherein a lower end portion of the outer surface of the adhesive label is permanently attached to a lower end portion of the inner surface of the front wall of the lid.

~~5~~4. A container according to any preceding claim wherein the ratio of the height of the hinge line of the outer housing to the height of the inner package is between about 0.95 and about 1.00.

~~6~~5. A resealable package according to claim 5 wherein the height of the hinge line of the outer housing is substantially equal to or greater than the height of the inner package.

~~7~~6. A resealable package according to any preceding claim wherein a second portion of the inner surface of the adhesive label located at the lower end of the adhesive label is substantially free of adhesive.

~~8~~7. A container according to any preceding claim wherein the inner package comprises one or more lines of weakness defining an access portion and wherein a third portion of the inner surface of the adhesive label is attached to the access portion of the inner package such that first opening of the lid of the outer housing at least partially separates the access portion of the inner package from the remainder of the inner package along the one or more lines of weakness to create the access opening in the inner package.

~~9~~8. A package according to claim 8 wherein the access portion of the inner package is partially separated from the remainder of the inner package along the one or more lines of weakness on first opening of the lid of the outer housing such that the access portion of the inner package remains attached to the remainder of the inner package during subsequent opening and closing of the lid of the outer housing.

~~10~~9. A package according to claim ~~8~~7 or ~~9~~8 wherein the resealable adhesive provided on the first portion of the inner surface of the adhesive label extends about substantially the entire periphery of the access portion of the inner package.

~~11~~10. A container according to any preceding claim wherein in the closed position the resealable adhesive provided on the first portion of the inner surface of the adhesive label extends about substantially the entire periphery of the access opening of the inner package.

~~12~~11. A container according to any preceding claim further comprising an inner frame within the inner package.

~~13~~12. A container according to claim ~~12~~11 wherein the inner frame is a U-shaped inner frame having a front wall and a pair of opposed side walls.

~~14~~13. A container according to any preceding claim wherein the consumer goods are smoking articles.