

Description

The present invention relates to a label and to a method of producing labels.

It is frequently desirable to attach to a product a label which is in a folded configuration and which can be unfolded to reveal previously hidden surfaces which are printed with information relating to the product.

A known label for affixing to a container which includes a folded strip for carrying printed information is disclosed in the Applicant's EP-A-201353. The label described therein includes a folded longitudinal strip having a first panel which is wider than remaining panels, and which is folded so that the remaining panels are disposed between the first panel and a support web in the folded condition of the strip. A described embodiment employs tear lines in the first panel which are generally aligned with the longitudinal edges of the remaining panels so that on tearing the central part of the first panel, the remaining panels can be separated from the support web.

A further known label for affixing to a container is disclosed in the Applicant's EP-A-0087987. The label described therein has a folded strip including, on a panel which forms a front cover panel, an adhesive band for securement either to other panels or to a support web for carrying the label, the front cover panel being arranged to be torn to give access to the interior of the folded label.

US 2127081 discloses a folder for attachment to a container comprising a continuous strip of flexible material folded into a number of leaves and secured on the container by an adhesive provided on a small area of the folded strip.

The present invention aims to provide such a label for attachment to a product in a folded configuration and which can be unfolded to reveal previously hidden surfaces, and a method for producing such a label.

Accordingly, the present invention provides a label for attachment to a product, the label comprising a longitudinal strip which is divided into a series of panels by a plurality of transverse fold lines, the strip being folded about the transverse fold lines so that the panels of the strip overlie one another, the folded strip having a pair of weakened tear lines which divide the folded strip into a central portion and two opposed longitudinal edge portions, a support web which is coated on its rear face with a layer of pressure-sensitive adhesive and which is adhered by the self-adhesive rear face to a backing of release material, and a pair of opposed adhesive bands for adhering the respective two opposed longitudinal edge portions of the folded strip to the front face of the support web, the strip being maintained in a folded configuration

when the strip is adhered to the support web and the central portion being removable from the support web and the adhered longitudinal edge portions by tearing along the weakened tear lines, characterised in that the weakened tear lines extend through the overlying panels and divide the folded strip into a central portion and two opposed longitudinal edge portions which are each folded portions.

The present invention also provides a method of producing labels for attachment to a product, the method comprising the steps of:

(a) providing a folded longitudinal strip which is divided into a series of panels by a plurality of transverse fold lines and has been folded about the transverse fold lines so that the panels of the strip overlie one another;

(b) forming in the strip a pair of weakened tear lines which in the folded strip divide the folded strip into a central portion and two opposed longitudinal edge portions;

(c) providing a support web which is coated on its rear face with a layer of pressure-sensitive adhesive and which is adhered by the self-adhesive rear face to a backing of a release material; and

(d) adhering the two opposed longitudinal edge portions of the folded strip to the front face of the support web by a pair of respective opposed adhesive bands, the strip being maintained in a folded configuration when the strip is adhered to the support web and the central portion being removable from the support web and the adhered longitudinal edge portions by tearing along the weakened tear lines; characterised in that in step (b) the weakened tear lines are formed so as to extend through the overlying panels and divide the folded strip into a central portion and opposed longitudinal edge portions which are each folded portions.

Preferably, the strip is folded in turn about successive transverse fold lines so that the folded strip is in the form of a flattened tube.

In the preferred arrangement, the label further comprises a layer of adhesive which adheres the free edge of the free end panel of the folded strip to the panel against which the free end panel is folded thereby to maintain the strip in a folded configuration.

In an alternative preferred arrangement, the free end panel of the strip is shorter in the longitudinal direction than the panel against which the free end panel is folded thereby to expose an overlapping portion of the said panel and the free end panel and the overlapping portion are adhered to the support web by the pair of opposed adhesive bands thereby to maintain the strip in a folded configuration.

In a further alternative preferred arrangement, the free end panel of the folded strip is longer in the longitudinal direction than the remaining panels of the strip whereby a flap portion of the free end panel extends past the remainder of the strip and the flap portion and that panel which is adjacent the free end panel are adhered to the support web by the pair of opposed bands of adhesive thereby to maintain the strip in a folded configuration.

Embodiments of the present invention will now be described by way of example only with reference to the accompanying drawings, in which:-

Figure 1 is a perspective view of a longitudinal strip of paper, which forms part of a label in accordance with a first embodiment of the present invention;

Figure 2 is a side view of the strip of Figure 1 when folded and adhered to form a flattened tube;

Figure 3 is a plan view of the folded strip of Figure 2 which has been provided with lines of perforations;

Figure 4 is a plan view of a series of labels in accordance with the first embodiment of the present invention carried on a length of release backing material, each of the labels incorporating the folded strip of Figure 3;

Figure 5 is an end view along the line A-A of Figure 4 of one of the labels of Figure 4 carried on the length of release backing material;

Figure 6 is a side view of a label in accordance with a second embodiment of the present invention; and

Figure 7 is a side view of a label in accordance with a third embodiment of the present invention.

Referring to Figure 1, a longitudinal strip 2 of paper is divided into a series of panels 4, 6, 8, 10 by a plurality of transverse fold lines 12, 14, 16. The panels 4, 6, 8, 10 have substantially the same dimensions. The strip 2 is folded successively about the transverse fold lines 12, 14, 16 and in the same direction so as to form a flattened tube 18 which is shown in Figure 2. The inner face of the free end 20 of the end panel 10 (the fourth panel) which is on the outside of the flattened tube 18 is adhered by a band of adhesive 22 to the opposing outer face of that panel which is adjacent to the other end panel 4 (the second panel). In this way, the flattened tube 18 is held in its folded configuration by the band of adhesive 22.

Referring to Figure 3, the flattened tube 18 is provided with two weakened tear lines 24, 26 such as lines of perforations, which extend longitudinally along the strip 2 through each of the panels 4, 6, 8, 10 and are spaced from the respective longitudinal edges 28, 30 of the strip 2. The weakened tear lines 24, 26 thus divide the flattened tube 18 into a

major central portion 32 which is bounded by two minor longitudinal edge portions 34, 36. The weakened tear lines 24, 26 are preferably formed after the strip 2 has been folded by perforating the folded strip 2 in one action through each of the four overlaid panels 4, 6, 8, 10.

The perforation step may be carried out either before or after the end panel 10 has been adhered to the second panel 6 by the band of adhesive 22.

Figures 4 and 5 show a label 38 in accordance with the present invention. The label 38 is formed by adhering the end panel 10 of the flattened tube 18 to the front face of a support web 40 which is coated on its rear face by a layer of pressure-sensitive adhesive (not shown) and is carried on a backing of a release material 42. Only those parts of the end panel 10 which are comprised in the two longitudinal edge portions 34, 36 are adhered to the support web 40 by respective adhesive bands 44, 46 and the central portion 32 is not adhered directly to the support web 40.

In use, the label 38 is peeled off the release backing material 42 and is adhered by the self-adhesive support web 40 to a surface to be labelled, e.g. a container. The folded strip 2 is printed with information relating to the product which is labelled. When it is desired to access that information, a user removes the central portion 32 from the label 18 by tearing along the two weakened tear lines 24, 26, leaving the two longitudinal edge portions 34, 36 still adhered to the support web 40. The central portion 32 can then be unfolded and its contents read by the user. That part of the support web 40 which is initially covered by the central portion 32 may be printed with desired information or images and that printing is revealed when the central portion 32 is torn off as aforesaid. In addition, those parts of the support web 40 which initially are on either side of the central portion 32 may be printed with desired information or images.

In order to make the label 18 of the present invention, the longitudinal strip 2 is printed and then folded as described above along the transverse fold lines 12, 14, 16 to form the flattened tube 18. The flattened tube 18 is then perforated to form the two weakened tear lines 24, 26 and the fourth panel adhered to the second panel 6 by the band of adhesive 22. The perforation step may alternatively be carried out after the fourth panel 10 has been adhered to the second panel 6.

The resultant perforated and adhered flattened tube 18 is then adhered to a support web 40 to make the labels of the present invention.

In a first preferred arrangement, the labels of the present invention are made by either of the methods which are disclosed in British Patent Specification No. 2127378 published on 11th April 1984 in the name of David J. Instance.

In those methods, a length of pressure-sensitive stock, consisting of an elongate web of self-adhesive paper which is carried on a backing of release material 42 is passed, in turn, through a die-cutting station at which a succession of support webs 40 are cut from the elongate web and through an adhesive applying station at which a succession of pairs of adhesive bands 44, 46 are applied to the succession of support webs 40. The part of the elongate web which is outside the support webs 40 is removed as a waste web remnant either before or after the adhesive applying station. The succession of support webs 40 on the release backing material 42 then passes through a flattened tube applying station at which a succession of the flattened tubes 18 are applied to the succession of support webs 40 so that each flattened tube 18 is adhered to a respective support web by a respective pair of adhesive bands 44, 46. Each flattened tube 18 is aligned with respect to the respective support web 40 to which it is adhered so that the adhesive bands 44, 46 adhere the respective longitudinal edge portions 34, 36 to the support web 40. The resultant labels 36 on the release backing material 42 are wound up onto a reel from which they may subsequently be removed for application to containers.

In a second preferred arrangement, the labels of the present invention are made by a method which is similar to the method which is disclosed in my British Patent Specification No. 2122968 published on 25th January 1984 in the name of David J. Instance.

In the preferred method, a length of pressure-sensitive stock, consisting of an elongate web of self-adhesive paper which is carried on a backing of release material 42 is passed through an adhesive applying station at which a succession of pairs of adhesive bands 44, 46 are applied to a succession of areas of the elongate web which correspond to respective support webs 40. The pressure-sensitive stock is then passed to a flattened tube applying station at which a succession of the flattened tubes 18 are applied to the succession of the said areas of the elongate web. Each flattened tube 18 is aligned with respect to the respective area to which it is adhered so that in each resultant label the adhesive bands 44, 46 adhere the respective longitudinal edge portions 34, 36 to the support web 40. The elongate web/flattened tube assembly then passes through a die-cutting station at which a succession of support webs 40 are cut from the elongate web by a die-cutter, each support web 40 corresponding to a respective one of the said areas of the elongate web. If desired, the die-cutter may also cut through the flattened tubes 18 thereby to cut away from each flattened tube 18 the free longitudinal edge of each of the longitudinal edge

portions 34, 36 so that in the resultant label 38 the outer edge of each longitudinal edge portion 34, 36 coincides with the edge of that portion of the support web 40 to which it is adhered by the respective adhesive band 44, 46. The part of the elongate web which is outside the support webs 40, and, if appropriate, the cut-away parts of the longitudinal edge portions are removed as a waste web remnant after the die-cutting station. The resultant labels 38 on the release backing material 42 are wound up onto a reel from which they may subsequently be removed for application to containers.

In an alternative embodiment of the present invention which is shown in Figure 6, it is not necessary to adhere the fourth and second panels 10, 16 of the strip 1 by the band of adhesive 22. This is achieved by making the length of the fourth panel 10 in the longitudinal direction of the strip 2 less than that of the remaining panels 4, 6, 8, whereby an overlapping portion 4 of the second panel 6 is exposed so that the rear face of each of the longitudinal edge portions 34, 36 consists of respective edge parts of the fourth panel 10 and respective edge parts of the overlapping portion 48 of the second panel 6. In this way, when the longitudinal edge portions 34, 36 are adhered to the support web 40 the flattened tube 18 is maintained in its folded configuration. The central portion 31 may be removed from the support web 40 by tearing along the two weakened tear lines 24, 26.

In another alternative embodiment of the present invention which is shown in Figure 7, the strip 2 is not adhered by the band of adhesive 22. Instead, the free end panel 10 is longer in the longitudinal direction of the strip 2 than each of the remaining panels 4, 6, 8 so that when the strip 2 is folded a flap portion 50 of the free end panel 10 extends past the remainder of the strip 2. The flap portion 50 and the third panel 8 are adhered by their respective longitudinal edge portions 34, 36 to the support web 40 by the adhesive bands 44, 46, thereby to maintain the strip 2 in a folded configuration. The central portion 32 may be removed from the support web 40 by tearing along the two weakened tear lines 24, 26.

In a further alternative embodiment of the present invention the band of adhesive 22 is omitted and the flattened tube 18 is maintained in its folded configuration by layers of adhesive which are provided in the region of the longitudinal edge portions 34, 36 and thereby adhere the various panels 4, 6, 8, 10 of the strip 2 together. The layers of adhesive are formed by applying to the strip 2 prior to the folding step two lines of adhesive along the respective two longitudinal edges 28, 30. When the strip 2 is folded as described above, the lines of adhesive adhere together adjacent folded panels

so that in the flattened tube 18 the longitudinal edge portions consist of the adhered together edges of the panels of the strip 2.

Claims

1. A label for attachment to a product, the label comprising a longitudinal strip (2) which is divided into a series of panels (4,6,8,10) by a plurality of transverse fold lines (12,14,16), the strip being folded about the transverse fold lines (12,14,16) so that the panels (4,6,8,10) of the strip (2) overlie one another, the folded strip (2) having a pair of weakened tear lines (24,26) which divide the folded strip (2) into a central portion (32) and two opposed longitudinal edge portions (34,36), a support web (40) which is coated on its rear face with a layer of pressure-sensitive adhesive and which is adhered by the self-adhesive rear face to a backing of release material (42), and a pair of opposed adhesive bands (44,46) for adhering the respective two opposed longitudinal edge portions (34,36) of the folded strip (2) to the front face of the support web (40), the strip (2) being maintained in a folded configuration when the strip (2) is adhered to the support web (40) and the central portion (32) being removable from the support web (40) and the adhered longitudinal edge portions (34,36) by tearing along the weakened tear lines (24,26);

characterised in that the weakened tear lines (24,26) extend through the overlying panels (4,6,8,10) to divide the folded strip (2) into a central portion (32) and opposed longitudinal edge portions (34,36) which are each folded portions.

2. A label according to Claim 1 wherein the strip (2) is folded in turn about successive transverse fold lines (12,14,16) so that the folded strip is in the form of a flattened tube (18).

3. A label (38) according to Claim 2 further comprising a layer of adhesive which adheres the free edge of the free end panel (10) of the folded strip to the panel (6) against which the free end panel (10) is folded thereby to maintain the strip in a folded configuration.

4. A label according to Claim 2 wherein the free end panel (10) of the strip (2) is shorter in the longitudinal direction than the panel (6) against which the free end panel (10) is folded thereby to expose an overlapping portion (48) of the said panel (6) and the free end panel (10) and the overlapping portion (48) are adhered to the support web (40) by the pair of opposed adhe-

sive bands thereby to maintain the strip in a folded configuration.

5. A label according to Claim 2 wherein the free end panel (10) of the folded strip (2) is longer in the longitudinal direction than the remaining panels (4,6,8) of the strip (2) whereby a flap portion (50) of the free end panel (10) extends past the remainder of the strip (2) and the flap portion (50) and that panel (8) which is adjacent the free end panel (10) are adhered to the support web (40) by the pair of opposed bands (44,46) of adhesive thereby to maintain the strip (2) in a folded configuration.

6. A method of producing labels for attachment to a product, the method comprising the steps of:-

(a) providing a folded longitudinal strip (2) which is divided into a series of panels (4,6,8,10) by a plurality of transverse fold lines (12,14,16) and has been folded about the transverse fold lines (12,14,16) so that the panels of the strip (2) overlie one another;

(b) forming in the strip (2) a pair of weakened tear lines (24,26) which in the folded strip (2) divide the folded strip into a central portion (32) and two opposed longitudinal edge portions (34,36);

(c) providing a support web (40) which is coated on its rear face with a layer of pressure-sensitive adhesive and which is adhered by the self-adhesive rear face to a backing of a release material (42); and

(d) adhering the two opposed longitudinal edge portions (34,36) of the folded strip (2) to the front face of the support web (40) by a pair of respective opposed adhesive bands (44,46), the strip (2) being maintained in a folded configuration when the strip is adhered to the support web (40) and the central portion being removable from the support web and the adhered longitudinal edge portions by tearing along the weakened tear lines (24,26);

characterised in that in step (b) the weakened tear lines (24,26) are formed so as to extend through the overlying panels (4,6,8,10) and divide the folded strip into a central portion (32) and opposed longitudinal edge portions (34,36) which are each folded portions.

7. A method according to Claim 6 wherein the strip (2) is folded in turn about successive transverse fold lines (12,14,16) so that the folded strip is in the form of a flattened tube (18).

so that in the flattened tube 18 the longitudinal edge portions consist of the adhered together edges of the panels of the strip 2.

Claims

1. A label for attachment to a product, the label comprising a longitudinal strip (2) which is divided into a series of panels (4,6,8,10) by a plurality of transverse fold lines (12,14,16), the strip being folded about the transverse fold lines (12,14,16) so that the panels (4,6,8,10) of the strip (2) overlie one another, the folded strip (2) having a pair of weakened tear lines (24,26) which divide the folded strip (2) into a central portion (32) and two opposed longitudinal edge portions (34,36), a support web (40) which is coated on its rear face with a layer of pressure-sensitive adhesive and which is adhered by the self-adhesive rear face to a backing of release material (42), and a pair of opposed adhesive bands (44,46) for adhering the respective two opposed longitudinal edge portions (34,36) of the folded strip (2) to the front face of the support web (40), the strip (2) being maintained in a folded configuration when the strip (2) is adhered to the support web (40) and the central portion (32) being removable from the support web (40) and the adhered longitudinal edge portions (34,36) by tearing along the weakened tear lines (24,26);
characterised in that the weakened tear lines (24,26) extend through the overlying panels (4,6,8,10) to divide the folded strip (2) into a central portion (32) and opposed longitudinal edge portions (34,36) which are each folded portions.
2. A label according to Claim 1 wherein the strip (2) is folded in turn about successive transverse fold lines (12,14,16) so that the folded strip is in the form of a flattened tube (18).
3. A label (38) according to Claim 2 further comprising a layer of adhesive which adheres the free edge of the free end panel (10) of the folded strip to the panel (6) against which the free end panel (10) is folded thereby to maintain the strip in a folded configuration.
4. A label according to Claim 2 wherein the free end panel (10) of the strip (2) is shorter in the longitudinal direction than the panel (6) against which the free end panel (10) is folded thereby to expose an overlapping portion (48) of the said panel (6) and the free end panel (10) and the overlapping portion (48) are adhered to the support web (40) by the pair of opposed adhe-

sive bands thereby to maintain the strip in a folded configuration.

5. A label according to Claim 2 wherein the free end panel (10) of the folded strip (2) is longer in the longitudinal direction than the remaining panels (4,6,8) of the strip (2) whereby a flap portion (50) of the free end panel (10) extends past the remainder of the strip (2) and the flap portion (50) and that panel (8) which is adjacent the free end panel (10) are adhered to the support web (40) by the pair of opposed bands (44,46) of adhesive thereby to maintain the strip (2) in a folded configuration.
6. A method of producing labels for attachment to a product, the method comprising the steps of:-
 - (a) providing a folded longitudinal strip (2) which is divided into a series of panels (4,6,8,10) by a plurality of transverse fold lines (12,14,16) and has been folded about the transverse fold lines (12,14,16) so that the panels of the strip (2) overlie one another;
 - (b) forming in the strip (2) a pair of weakened tear lines (24,26) which in the folded strip (2) divide the folded strip into a central portion (32) and two opposed longitudinal edge portions (34,36);
 - (c) providing a support web (40) which is coated on its rear face with a layer of pressure-sensitive adhesive and which is adhered by the self-adhesive rear face to a backing of a release material (42); and
 - (d) adhering the two opposed longitudinal edge portions (34,36) of the folded strip (2) to the front face of the support web (40) by a pair of respective opposed adhesive bands (44,46), the strip (2) being maintained in a folded configuration when the strip is adhered to the support web (40) and the central portion being removable from the support web and the adhered longitudinal edge portions by tearing along the weakened tear lines (24,26);
characterised in that in step (b) the weakened tear lines (24,26) are formed so as to extend through the overlying panels (4,6,8,10) and divide the folded strip into a central portion (32) and opposed longitudinal edge portions (34,36) which are each folded portions.
7. A method according to Claim 6 wherein the strip (2) is folded in turn about successive transverse fold lines (12,14,16) so that the folded strip is in the form of a flattened tube (18).



8. A method according to Claim 7 further comprising the step of applying a layer of adhesive to the free end edge of the free end panel (10) of the folded strip (2), which layer of adhesive adheres that free end edge to the panel (6) against which the free end panel (10) is folded thereby to maintain the strip in a folded configuration.
9. A method according to Claim 7 wherein the free end panel (10) of the strip is shorter in the longitudinal direction than the panel against which the free end panel (10) is folded thereby to expose an overlapping portion (48) of the said panel (6) and the free end panel (10) and the overlapping portion (48) are adhered to the support web (40) by the pair of opposed adhesive bands (44,46) thereby to maintain the strip (2) in a folded configuration.
10. A method according to Claim 7 wherein the free end panel (10) of the folded strip is longer in the longitudinal direction than the remaining panels of the strip whereby a flap portion (50) of the free end panel extends past the remainder of the strip (2) and the flap portion (50) and that panel (8) which is adjacent the free end panel are adhered to the support web (40) by the pair of opposed bands (44,46) of adhesive thereby to maintain the strip (2) in a folded configuration.

Patentansprüche

1. Ein Etikett zur Befestigung an einem Erzeugnis mit einem Längsstreifen (2), der durch eine Mehrzahl von Querfaltlinien (12, 14, 16) in eine Reihe von Feldern (4, 6, 8, 10) unterteilt und um die Querfaltlinien (12, 14, 16) so gefaltet ist, daß die Felder (4, 6, 8, 10) des Streifens (2) übereinanderliegen, wobei der gefaltete Streifen (2) ein Paar abgeschwächter Reißlinien (24, 26) hat, die den gefalteten Streifen (2) in einen Mittelabschnitt (32) und zwei einander gegenüberliegende Längsrandabschnitte (34, 36) unterteilen, mit einem Trägerstreifen (40), der auf seiner Rückseite mit einer Schicht drucksensitiven Klebstoffs beschichtet und durch die selbstklebende Rückseite mit einer Abstützung aus Ablösematerial (42) verhaftet ist, und mit einem Paar einander gegenüberliegender Klebstoffbänder (44, 46) zur Verklebung der beiden jeweiligen einander gegenüberliegenden Längsrandabschnitte (34, 36) des gefalteten Streifens mit der Vorderseite des Trägerstreifens (40), wobei der Streifen (2) in einer gefalteten Konfiguration gehalten bleibt, wenn er mit dem Trägerstreifen (40) verklebt ist, und der Mittelabschnitt (32) vom Trägerstreifen (40) und von den verklebten Längsrandabschnitten (34, 36) durch Abreißen entlang den abgeschwächten Reißlinien (24, 26) ablösbar ist;
- dadurch gekennzeichnet, daß**
- sich die abgeschwächten Reißlinien (24, 26) durch die übereinanderliegenden Felder (4, 6, 8, 10) hindurcherstrecken und den gefalteten Streifen (2) in einen zentralen Abschnitt (32) und einander gegenüberliegende Längsrandabschnitte (34, 36) unterteilen, die jeweils gefaltete Abschnitte sind.
2. Ein Etikett nach Anspruch 1, bei dem der Streifen (2) der Reihe nach um aufeinander folgende Querfaltlinien (12, 14, 16) so gefaltet ist, daß der gefaltete Streifen in Gestalt eines abgeflachten Rohres (18) vorliegt.
3. Ein Etikett (38) nach Anspruch 2, weiterhin umfassend eine Schicht aus Klebstoff, welche die freie Kante des freien Endfeldes (10) des gefalteten Streifens mit dem Feld (6) verklebt, gegen welches das freie Endfeld (10) gefaltet ist, um hierdurch den Streifen in einer gefalteten Konfiguration zu halten.
4. Ein Etikett nach Anspruch 2, bei dem das freie Endfeld (10) des Streifens (2) in Längsrichtung kürzer als das Feld (6) ist, gegen welches das freie Endfeld (10) gefaltet ist, um hierdurch einen überlappenden Abschnitt (48) des Feldes (6) freizulegen, und wobei das freie Endfeld (10) und der überlappende Abschnitt (48) mit dem Trägerstreifen (40) durch das Paar der einander gegenüberliegenden Klebstoffbänder verhaftet sind, um hierdurch den Streifen in einer gefalteten Konfiguration zu halten.
5. Ein Etikett nach Anspruch 2, bei dem das freie Endfeld (10) des gefalteten Streifens (2) in Längsrichtung länger als die restlichen Felder (4, 6, 8) des Streifens (2) sind, so daß ein Laschenabschnitt (50) des freien Endfeldes (10) über den Rest des Streifens (2) hinausreicht, und wobei der Laschenabschnitt (50) und dasjenige Feld (8), welches dem freien Endfeld (10) benachbart ist, mit dem Trägerstreifen (40) durch das Paar der einander gegenüberliegenden Bänder (44, 46) aus Klebstoff verklebt sind, um hierdurch den Streifen (2) in einer gefalteten Konfiguration zu halten.
6. Ein Verfahren zum Herstellen von Etiketten zur Befestigung an einem Erzeugnis, umfassend die Schritte:
- (a) Bereitstellen eines gefalteten Längsstrei-



fens (2), der durch eine Mehrzahl von Quersfaltlinien (12, 14, 16) in eine Reihe von Feldern (4, 6, 8, 10) unterteilt und um die Quersfaltlinien (12, 14, 16) so gefaltet wurde, daß die Felder des Streifens (2) übereinanderliegen;

(b) Ausbilden eines Paares abgeschwächter Reißlinien (24, 26) im Streifen, die im gefalteten Streifen (2) den gefalteten Streifen in einen Mittelabschnitt (32) und zwei einander gegenüberliegende Längsrandabschnitte (34, 36) unterteilen;

(c) Bereitstellen eines Trägerstreifens (40), der auf seiner Rückseite mit einer Schicht drucksensitiven Klebstoffs beschichtet und durch die selbstklebende Rückseite mit einer Abstützung aus einem Ablösematerial (42) verhaftet ist;

(d) Verkleben der beiden einander gegenüberliegenden Längsrandabschnitte (34, 36) des gefalteten Streifens (2) mit der Vorderseite des Trägerstreifens (40) durch ein Paar jeweiliger einander gegenüberliegender Klebstoffbänder (44, 46), wobei der Streifen (2) in einer gefalteten Konfiguration gehalten bleibt, wenn der Streifen mit dem Trägerstreifen (40) verklebt ist, und der Mittelabschnitt vom Trägerstreifen und von den verklebten Längsrandabschnitten durch Abreißen entlang den abgeschwächten Reißlinien (24, 26) ablösbar ist;

dadurch gekennzeichnet, daß im Schritt (b) die abgeschwächten Reißlinien (24, 26) so ausgebildet werden, daß sie sich durch die übereinanderliegenden Felder (4, 6, 8, 10) hindurcherstrecken und den gefalteten Streifen in einen zentralen Abschnitt (32) und einander gegenüberliegende Längsrandabschnitte (34, 36) unterteilen, die jeweils gefaltete Abschnitte sind.

7. Ein Verfahren nach Anspruch 6, bei dem der Streifen (2) der Reihe um aufeinander folgende Quersfaltlinien (12, 14, 16) so gefaltet wird, daß der gefaltete Streifen in Gestalt eines abgeflachten Rohres (18) vorliegt.
8. Ein Verfahren nach Anspruch 7, weiterhin umfassend den Schritt des Aufbringens einer Klebstoffschicht auf die freie Endkante des freien Endfeldes (10) des gefalteten Streifens (2), wobei die Klebstoffschicht die freie Endkante mit dem Feld (6), gegen welches das freie Endfeld (10) gefaltet ist, verklebt, um hierdurch den Streifen in einer gefalteten Konfiguration zu halten.
9. Ein Verfahren nach Anspruch 7, bei dem das freie Endfeld (10) des Streifens in Längsrich-

tung kürzer als das Feld ist, gegen welches das freie Endfeld (10) gefaltet wird, so daß ein Überlappungsabschnitt (48) des Feldes (6) freigelegt wird, und wobei das freie Endfeld (10) und der Überlappungsabschnitt (48) mit dem Trägerstreifen (40) durch das Paar der einander gegenüberliegenden Klebstoffbänder (44, 46) verklebt werden, um hierdurch den Streifen (2) in einer gefalteten Konfiguration zu halten.

10. Ein Verfahren nach Anspruch 7, bei dem das freie Endfeld (10) des gefalteten Streifens in Längsrichtung länger als die übrigen Felder des Streifens ist, wodurch ein Laschenabschnitt (50) des freien Endfeldes über den Rest des Streifens (2) hinausreicht, und wobei der Laschenabschnitt (50) und dasjenige Feld (8), welches dem freien Endfeld benachbart ist, mit dem Trägerstreifen (40) durch das Paar der einander gegenüberliegenden Bänder (44, 46) aus Klebstoff verklebt werden, um hierdurch den Streifen (2) in einer gefalteten Konfiguration zu halten.

Revendications

1. Etiquette destinée à être fixée à un produit, cette étiquette comprenant une bande longitudinale (2) qui est divisée en une série de panneaux (4, 6, 8, 10) par une pluralité de lignes de pliage transverses (12, 14, 16), la bande étant pliée autour des lignes de pliage transverses (12, 14, 16) de sorte que les panneaux (4, 6, 8, 10) de la bande (2) se recouvrent mutuellement, la bande pliée (2) comprenant une paire de lignes de déchirure affaiblies (24, 26) qui divisent la bande pliée (2) en une partie centrale (32) et deux parties latérales longitudinales opposées (34, 36), une feuille support (40) revêtue sur sa face arrière d'une couche d'adhésif sensible à une pression et qui est collée par la face arrière auto-adhésive à un support en un matériau détachable (42), et une paire de bandelettes adhésives opposées (44, 46) destinées à coller les deux parties latérales longitudinales opposées respectives (34, 36) de la bande pliée (2) à la face avant de la feuille support (40), la bande (2) étant maintenue dans un état plié quand la bande (2) est collée à la feuille support (40) et la partie centrale (32) étant enlevable de la feuille support (40) et des parties latérales longitudinales collées (34, 36) par déchirure selon les lignes de déchirure affaiblies (24, 26); caractérisée en ce que les lignes de déchirure affaiblies (24, 26) s'étendent sur les panneaux en recouvrement (4, 6, 8, 10) pour diviser la bande pliée (2) en une partie centrale



(32) et des parties latérales longitudinales opposées (34, 36) qui sont chacune des parties pliées.

2. Etiquette selon la revendication 1, dans laquelle la bande (2) est pliée autour des lignes de pliage transverses successives (12, 14, 16) de sorte que la bande pliée est en forme de tube aplati (18). 5
3. Etiquette (38) selon la revendication 2, comprenant en outre une couche d'adhésif qui colle le bord libre du panneau d'extrémité libre (10) de la bande pliée au panneau (6) contre lequel le bord extrême libre (10) est plié, maintenant ainsi la bande en configuration pliée. 10 15
4. Etiquette selon la revendication 2, dans laquelle le panneau libre extrême (10) de la bande (2) est plus court dans la direction longitudinale que le panneau (6) contre lequel le panneau extrême libre (10) est plié, pour exposer ainsi une partie en débordement (48) du panneau (6), et dans laquelle le panneau extrême libre (10) et la partie en débordement (48) sont collés à la feuille support (40) par la paire de bandelettes adhésives opposées pour maintenir ainsi la bande en configuration pliée. 20 25
5. Etiquette selon la revendication 2, dans laquelle le panneau libre extrême (10) de la bande pliée (2) est plus long dans la direction longitudinale que les panneaux restants (4, 6, 8) de la bande (2), d'où il résulte qu'une partie de volet (50) du panneau extrême libre (10) s'étend au-delà du reste de la bande (2), et dans laquelle la partie de volet (50) et le panneau (8) qui est adjacent au panneau extrême libre (10) sont collés à la feuille support (40) par la paire de bandelettes opposées (44, 46) d'adhésif pour maintenir ainsi la bande (2) en configuration pliée. 30 35 40
6. Procédé de production d'étiquettes destinées à être fixées à un produit, comprenant les étapes suivantes : 45
 - a) prévoir une bande longitudinale pliée (2) qui est divisée en une série de panneaux (4, 6, 8, 10) par une pluralité de lignes de pliage transverses (12, 14, 16) et qui a été pliée autour des lignes de pliage transverses (12, 14, 16) de sorte que les panneaux de la bande (2) se recouvrent mutuellement ; 50
 - b) former dans la bande (2) une paire de lignes de déchirure affaiblies (24, 26) qui, dans la bande pliée (2), divisent la bande pliée en une partie centrale (32) et deux

parties latérales longitudinales opposées (34, 36) ;

c) prévoir une feuille support (40) qui est revêtue sur sa face arrière d'une couche d'un adhésif sensible à une pression et qui est collée par la face arrière auto-adhésive à un support en un matériau détachable (42) ; et

d) coller les deux parties latérales longitudinales opposées (34, 36) de la bande pliée (2) à la face avant de la feuille support (40) par une paire de bandelettes adhésives opposées respectives (44, 46), la bande (2) étant maintenue en configuration pliée quand la bande est collée à la feuille support (40) et la partie centrale étant enlevable de la feuille support et des parties latérales longitudinales collées par déchirure le long des lignes de déchirure affaiblies (24, 26) ;

caractérisé en ce que, à l'étape b), les lignes de déchirure affaiblies (24, 26) sont formées de façon à s'étendre sur les panneaux en recouvrement (4, 6, 8, 10) et divisent la bande pliée en une partie centrale (32) et des parties latérales longitudinales opposées (34, 36) qui sont chacune des parties pliées.

7. Procédé selon la revendication 6, dans lequel la bande (2) est pliée autour des lignes de pliage transverses successives (12, 14, 16) de sorte que la bande pliée est en forme de tube aplati (18).
8. Procédé selon la revendication 7, comprenant en outre l'étape consistant à appliquer une couche d'adhésif au bord extrême libre du panneau extrême libre (10) de la bande pliée (2), cette couche d'adhésif collant le bord extrême libre du panneau (6) contre lequel le panneau extrême libre (10) est plié, pour maintenir ainsi la bande à l'état plié.
9. Procédé selon la revendication 7, dans lequel le panneau extrême libre (10) de la bande est plus court dans la direction longitudinale que le panneau contre lequel le panneau extrême libre (10) est plié, pour exposer ainsi une partie en débordement (48) dudit panneau (6), et dans lequel le panneau extrême libre (10) et la partie en débordement (48) sont collés à la feuille support (40) par la paire de bandelettes adhésives opposées (44, 46) pour maintenir ainsi la bande (2) en configuration pliée.
10. Procédé selon la revendication 7, dans lequel le panneau extrême libre (10) de la bande pliée est plus long dans la direction longitudinale que les panneaux restants de la bande,



d'où il résulte qu'une partie de volet (50) du panneau extrême libre s'étend au-delà du reste de la bande (2), et dans lequel la partie de volet (50) et le panneau (8) qui est adjacent au panneau extrême libre sont collés à la feuille support (40) par la paire de bandelettes opposées (44, 46) d'adhésif pour maintenir ainsi la bande (2) en configuration pliée.

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