

E-COMMERCE SHIPPING PACKAGING AND REUSABLE BAG

Field of the invention

[0001] This application generally relates to packaging. In particular, aspects of the invention relate to a universal packaging that may be reused.

Background

[0002] Internet commerce has changed the way people live and shop. Merchants provide virtual stores on the Internet to showcase their goods. At the same time, portable devices with internet connectivity bring consumers to these merchants. The convenience of mobile devices enables users to purchase goods around the globe and have the goods delivered safely to the consumers.

[0003] This convenience is without costs. Setting aside the cost of transportation, the impact and environmental waste footprint of the packaging of the goods is substantial. For example, existing packaging means such as envelopes, pouches, boxes, polyethylene shipping envelopes, etc., are frequently used. Different materials are used for these packaging. Shippers who wish to reduce costs typically use a variety of lightweight materials, such as foam boards, paper boards, and plastics for the packaging. However, other than purely paper-based materials, many of the plastic-based materials may not be recycled easily.

[0004] Moreover, in terms of branding, brand owners typically have little control over branding on the shipping packaging. For example, brand owners typically contract a shipper who then handles the logistics and shipping. As such, the choice of packaging is left with the shipper and the most branding that may be available is a sticker or other temporary branding means.

[0005] Furthermore, more and more government entities are reducing single-use grocery plastic bags. As such, either the consumers need to purchase those single-use ones on the spot or have to bring bags to the stores.

[0006] Therefore, improvement over the existing practice is desirable to overcome the shortcomings of the existing approaches.

Summary of the invention

[0007] Aspects of the invention overcome the existing practices by providing a reusable packaging that serve both as a shipping packaging and a container or bag

for everyday use. In one embodiment, the reusable packaging may have an appearance of an envelope. In another embodiment, the reusable packaging may be turn to a reversible container or bag through a pull tab. In a further embodiment, the reusable packaging may include shoulder straps or loops on the inside. In yet another embodiment, the reusable envelope may have two edges that can adjustably open so that a surface thereof may further accommodate add-on items, such as modular compartments. In one example, the interior of the reusable envelope may include attachment means, such as a hook and loop engagement system.

Brief description of the drawings

[0008] Persons of ordinary skill in the art may appreciate that elements in the figures are illustrated for simplicity and clarity so not all connections and options have been shown. For example, common but well-understood elements that are useful or necessary in a commercially feasible embodiment may often not be depicted in order to facilitate a less obstructed view of these various embodiments of the present disclosure. It may be further appreciated that certain actions and/or steps may be described or depicted in a particular order of occurrence while those skilled in the art may understand that such specificity with respect to sequence is not actually required. It may also be understood that the terms and expressions used herein may be defined with respect to their corresponding respective areas of inquiry and study except where specific meanings have otherwise been set forth herein.

[0009] FIG. 1 and FIG. 1a are diagrams illustrating a first surface of one embodiment of a reusable packaging according to some embodiments.

[0010] FIG. 2 is a diagram illustrating a second surface of one embodiment of a reusable packaging according to some embodiments.

[0011] FIG. 3 is a perspective view of an embodiment of the reusable packaging showing the interior thereof according to some embodiments.

[0012] FIG. 4 is another diagram illustrating another embodiment of the reusable packaging showing a pull tab according to some embodiments.

[0013] FIGS. 4a and 4b are diagrams illustrating the removal of flaps according to some embodiments.

[0014] FIG. 4c is a diagram illustrating different lining materials may be used according to some embodiments.

[0015] FIGS. 4d and 4e are diagrams illustrating another embodiment of the flaps according to some embodiments.

[0016] FIGS. 5-6 are diagrams illustrating reversing process according to some embodiments.

[0017] FIGS. 7, 7a and 7b are diagrams showing an opened packaging exposing the interior surfaces and additional accessories/compartments according to some embodiments.

[0018] FIGS. 8a through 8i are diagrams illustrating a packaging having a gusset and external straps or tapes according to some embodiments.

[0019] FIGS. 9a to 9d illustrate another set of embodiments of the packaging according to some embodiments.

[0020] FIGS. 10a and 10b illustrate another set of embodiments of the packaging according to some embodiments.

[0021] FIGS. 11a and 11b illustrate yet another set of embodiments of the packaging according to some embodiments.

Detailed Description

[0022] Embodiments may now be described more fully with reference to the accompanying drawings, which form a part hereof, and which show, by way of illustration, specific exemplary embodiments which may be practiced. These illustrations and exemplary embodiments may be presented with the understanding that the present disclosure is an exemplification of the principles of one or more embodiments and may not be intended to limit any one of the embodiments illustrated. Embodiments may be embodied in many different forms and should not be construed as limited to the embodiments set forth herein; rather, these embodiments are provided so that this disclosure may be thorough and complete, and may fully convey the scope of embodiments to those skilled in the art. Among other things, the present invention may be embodied as methods, systems, computer readable media, apparatuses, or devices. Accordingly, the present invention may take the form of an entirely hardware embodiment, an entirely

software embodiment, or an embodiment combining software and hardware aspects. The following detailed description may, therefore, not to be taken in a limiting sense.

[0023] FIG. 1 illustrates one embodiment of a reusable packaging 100 according to some embodiments. In one embodiment, the packaging 100 may be in a form of a container having a body with two members. In one embodiment, the two members may include a first member and a second member. In one example, the first member and the second member may be sheets or walls of the container, such as the packaging 100. In one embodiment, each member may include four edges, an interior surface, an exterior surface.

[0024] In one embodiment, the packaging 100 may take a form of an envelope, a delivery packaging or a pouch. In another embodiment, the packaging 100 may be able to be converted or reused as a case, a cooler, an envelope, a delivery package, a tote bag, a backpack with drawstring, a pouch, or a shoulder bag. In another embodiment, the packaging 100 may also be converted to a vertically hanging container system, a garment bag, etc.

[0025] As illustrated in FIG. 1, the packaging 100 may include a first surface 102. In one example, the first surface 102 may be a first exterior surface of the packaging 100 that a consumer sees having a shipping label, an air bill, or a packing slip 104 on the first surface 102. In one embodiment, such label or slip may be inserted into a pocket 106 in FIG. 1a, as shown by an arrow 130. In one embodiment, the pocket 106 may have one opening side (e.g., top side 106a) while three other sides (106b, 106c, 106d) thereof may be affixed on the first surface 102. In one embodiment, the opening side 106a of the pocket 106 may include a sealing mechanism, such as a zipper, a snap, or the like. In one embodiment, materials used for the pocket 106 may be made of recyclable materials such as recyclable plastics.

[0026] Referring to FIG. 1 again, the packaging 100 may further include a first primary flap 108 extending from one edge 110 of the envelope 100. In one embodiment, the first primary flap 108 may engage with the edge 110 via stitching so that the first primary flap 108 may be removed or separated from the envelope 100. In another embodiment, the first primary flap 108 may be of the same material as the envelope 100 but may include a weakened area 120. In one embodiment, the weakened area 120 may include a perforated line where a perforation is used so that

the perforation assists in separating the first primary flap 108 from the edge 110. In another embodiment, the weakened area 120 may include a perforated area 120 where portions of the material may be removed so that the weakened area assists in separating the first primary flap 108 from the edge 110. In another embodiment, the first primary flap 108 may be removed by cutting away by a pair of scissors or a knife. See also FIGS. 4a and 4b for illustrations of how the first primary flap 108 may be removed. It is to be understood that other methods to remove the first primary flap 108 from the edge 110 may be used without departing from the scope and spirit of the invention.

[0027] In one embodiment, the first primary flap 108 may include an adhesive on one side so that it may bond with a second primary flap 114 engaging an edge 118 of the packaging 110, as seen in FIG. 2. In one embodiment, the second primary flap 114 may also include another adhesive so that the first and second primary flaps 118 and 114 may be secured together. For example, the first primary flap 118 and the second primary flap 114 may each have a side facing each other and the adhesive may be provided on the facing sides.

[0028] In one embodiment, as shown in FIG. 4c, the first primary flap 404 may include the adhesive one side while there is no second primary flap in such an embodiment. In such an example, the packaging may use bubble packaging in the interior. In another embodiment, the interior lining may further include other cushioning materials such as felt fabric, or the like. In one embodiment, the interior protective lining may be removable so that once the packaging 100 is in a reversed state, the protective lining is removed without being exposed, which may not be aesthetically pleasing. In such an embodiment, a connection or an engagement between the first primary flap 404 and the first edge may be severed using a pair of scissors or a knife. As such, the first primary flap 404 may remain on the packaging 100 after the packaging is opened.

[0029] In a further embodiment as shown in FIG. 4d and FIG. 4e, the second primary flap 406 may be provided. However, a first primary flap 408 is folding toward the second primary flap 406 to create or maintain a seal. To open the seal, the consumer may pull a strip or a tear-away tab 410 to break the first primary flap 408 into two portions or parts via weakened areas 412. In doing so, the packaging 100 may be opened and the consumer may retrieve the items inside. In another

embodiment, the first primary flap 408 and the second primary flap 406 may be further removed according to the discussion herein and in references to at least FIGS. 3, 4a and 4b.

[0030] In one embodiment, the second primary flap 114 may also engage with the edge 118 via stitching so that the second primary flap 114 may be removed or separated from the envelope 100. In another embodiment, the second primary flap 114 may be of the same material as the envelope 100 but may include a weakened area 122. In one embodiment, the weakened area 122 may include a perforated line where a perforation is used so that the perforation assists in separating the second primary flap 114 from the edge 110. In another embodiment, the weakened area 122 may include a perforated area where portions of the material may be removed so that the weakened area assists in separating the second primary flap 114 from the edge 110. It is to be understood that other methods to remove the second primary flap 114 from the edge 110 may be used without departing from the scope and spirit of the invention.

[0031] In one embodiment, as the packaging 110 may be used as the shipping packaging from a merchant and when a consumer receives the packaging 110, the first primary flap 108 and the second primary flap 114 are sealed to protect the contents thereof. Upon receiving the packaging 110, the consumer may remove the first and second primary flaps 108 and 114 to remove the contents from the interior of the packaging 110.

[0032] In one embodiment, if the consumer finds the contents incorrect, unusable, or objectionable for any reason, the consumer may wish to return the contents to the merchant. Instead of using another packaging, the consumer may use the same packaging 110 to return the contents to the merchant by using a first secondary flap 112 on the edge 110 and a second secondary flap 116 on the edge 118, as shown in FIGS. 1 and 2. In one embodiment, the first secondary flap 112 and the second secondary flap 116 may be first folded to the interior of the packaging 110 (as shown as dashed lines in FIGS. 1 and 2) so the consumer may flip the flaps 112 and 116 to the positions as the flaps 108 and 114.

[0033] In one embodiment, a second surface 124 of the packaging 100 may include a return address of the merchant imprinted thereon. In another embodiment,

the return address may be printed on a removable label or in a pouch, similar to the pocket 106 on the first surface 102.

[0034] In another embodiment, referring to FIG. 3, a perspective view showing the interior of the packaging 100. According to FIG. 3, the first and second primary flaps 108 and 114 are shown in their initial position while the first secondary flap 112 is in its folded position. In one aspect, the packaging 100 may be a reusable bag, as discussed in FIGS. 1 and 2. In another aspect, the packaging 100 may be a reversible bag. In one embodiment, the reversed bag 100 may include a set of handle attaching to the edges 110 and 118, respectively. In one embodiment, a handle 302 may be attached to the edge 110 underneath or behind the first secondary flap 112. Similarly, another handle (not shown) may be attached to the edge 118 underneath or behind the second secondary flap 116. In another embodiment, handles, such as the handle 302, may be stitched to the first surface 102 or the second surface 124. In another embodiment, the handles may stamped (via heat press) to the first surfaces 102 and 124. In yet another embodiment, an enclosing mechanism 304 may be added. In one example, the enclosing mechanism 304 may include a zipper, a set of buttons, a set of magnets, or the like.

[0035] In one embodiment, to assist the reversal of the packaging, a further pull tab 306 may be stitched or permanently secured at another edge of the packaging 100. In one embodiment, the tab 306 may be disposed at an edge 308, and the edge 308 may be opposite to the edges 110 and 118. In yet another embodiment, the tab 306 may include a loop. In a further embodiment, the tab 306 may be a tag or a string. In another embodiment, the edge 308 may be opposite to an opening created by the edges 110 and 118.

[0036] Referring to FIGS. 5-6, diagrams illustrate an exemplary process to reverse the packaging 100. In one embodiment, as shown in FIG. 5, the consumer may insert a hand to the interior of the packaging 100 to pull the tab 306 in the direction as shown by an arrow 502. In this approach, the consumer may continue to pull the tab 306 via further direction of 504 so that the interior of the packaging 100 becomes the exterior of the packaging 100, as shown in FIG. 6.

[0037] In one embodiment, the first and second secondary flaps 112 and 116 may be flipped in a direction 602 if desirable. In one embodiment, the first and

second secondary flaps 112 and 116, similar to the first and second primary flaps 108 and 114, may be removed via a weakened area as described above.

[0038] Therefore, aspects of the invention provide a solution to the long-felt need described above. In particular, the shipping packaging received by the consumer may be used for returns and for a convenient bag for everyday use. In addition, aspects of the invention provide the returning sealing in one place as part of the packaging 100. Some of the existing practices may include a small padlock that can lock zipper handles to secure the return. However, the consumer may easily lose the lock during the opening process. Furthermore, the zipper and lock combination is cost prohibitive for mass production and for the shippers or merchants. Aspects of the invention provide the first and second primary flaps and first and second secondary flaps to enable easy and convenient shipping and returns. Moreover, reversibility enables the packaging 100 to become a bag for grocery or other items.

[0039] In another embodiment, the interior of the packaging 100 may include a surface suitable for printing or stitching. For example, the merchant may wish to allow the consumer to show the packaging 100 after it is reversed.

[0040] In yet another embodiment, the packaging 100 may be opened to expose the interior surfaces of the packaging 100 by opening three sides thereof. For example, referring now to FIG. 7, an opened packaging 700 showing the interior surfaces according to some embodiments. In one embodiment, the packaging 700 may start in a closed state similar to that of the packaging 100 in FIG. 1 or FIG. 3 where three edges or sides of the packaging 100 is relatively permanent in its seal so that there is only one opening provided for putting the item into the packaging 100. In one embodiment, as shown in FIG. 7, the packaging 700 may be opened (e.g., as shown by arrows 730, 732, and 734) on three edges, 702, 704, and 706. In other words, the bonding on the edges 702 and 706 may be removable or releasable. For example, based on FIGS. 1 and 3, the edge 704 is opened by design. The bonding for the edge 702 or 706 may be removed or lessened when the consumer removes the first and second secondary flaps—indicating that the consumer does not wish to return the merchandise or items in the packaging 700 and would like to use the packaging 700 as an everyday bag for groceries or the like.

In one embodiment, by removing the bonding between the edges of 702 and 706, interior surfaces 708 and 710 are exposed.

[0041] Aspects of the invention overcome the challenges and shortcomings of the prior approaches by providing a convenient yet elegant solution for reusing the packaging 100 as a return. The returning sealing mechanisms, which include the first and second secondary flaps, are part of the packaging and not as an external elements or pieces that the consumer may misplace or may be disposed of.

[0042] In one embodiment, as seen in FIG. 7a, the interior surfaces 708 and 710 may include one or more storage compartments 736 affixed thereon. In one example, the compartments 736 may be stitched or otherwise securely affixed to the interior surfaces 708 and 710. In one embodiment, the compartments 736 may be pockets with resealable mechanisms, such as zippers. In another embodiment, the interior surfaces 708 and 710 may include a zippered or buttoned pocket 738. It is to be understood that other additional storage means may be provided on the interior surfaces 708 and 710.

[0043] The interior surface of the first member and the interior surface of the second member may include a male portion of a male-female fastener system to receive a female portion of the male-female fastener system. For example, the male-female fastener system includes a hook and loop fastener system, and the male portion includes a hook and the female portion includes a loop. In one embodiment, the interior surfaces 708 and 710 may include a hook and loop system (e.g., Velcro®) that enables attachments of items or external compartments, such as those compartments 712, 714 and 716 as shown in FIG. 7b. In another embodiment, other accessories may be added, such as a folding hanger 808 in FIG. 8c may be inserted into a tab 718 for hanging clothes.

[0044] In yet another embodiment, the hook and loop system of the interior surfaces 708 and 710 may only be a portion of the interior surfaces 708 and 710. In another embodiment, the interior surface 708 or 710 may also include the tab 718 that may hold a hook 720 so that the packaging 700 may be hanged and that the compartments 712, 714 and 716 may hold items for the consumer.

[0045] In yet a further embodiment, referring now to FIGS. 8a through 8f, the packaging 800 may include a gusset 802 and external straps or tapes according to some embodiments. For example, the packaging 800 may include the gusset 802

so to create a width to the packaging 800 and also enable the packaging 800 to stand upright. In such embodiment, the packaging 800, when reversed, may create a upright bag for the consumer. In some embodiments, one of the edges may further include a recess zipper or button strips or the like to create hidden pocket. For example and as an illustration purpose only, the packaging 800 may include

materials that are double panels so that each surface (e.g., first and second surface) may include two pieces of fabric or material. Such construction enables the reversible packaging, when opened as shown in FIGS. 7, 8c and 8d, the edge may expose the hidden zipper, button strips, or other adhesive devices so that the consumer may insert items therein.

[0046] In another embodiment, referring now to 8b and 8d, clasps or a belt and buckle system 812 may be used. In one aspect, the belt and buckle system 812 may include a lock that may also meet the standards for a lock under transportation security administration (TSA). In such an embodiment, a packaging 814 may first include a set of tapes 810, along with the belt and buckle system 812, to secure the items therein when sending to the consumer. Once the consumer receives it, after removing the tapes 810, the belt and buckle system 812 remains thereon and may be used for returning the packaging 814. If the consumer decides to keep the packaging 814, three sides of the packaging 814 may be opened leaving just one side or edge of the packaging 814 intact. In one alternative embodiment, two of the three edges may be bonded using a zipper or a strip of buttons to return the packaging 814 in its original state. It is to be understood that other fastener mechanisms may be used.

[0047] In a further embodiment, FIGS. 8e and 8f illustrate diagrams where packaging 820 may include a belt and buckle system on the interior of the packaging 820. In another embodiment, a packaging 824 may include a magnetic strip system 828 for securing the opening of the packaging 824. For example, the system 828 may include a strip of magnet 826 and an lock stick or strip 830 that is designed with grooves on the magnet 826 and protrusions or notches on the strip 830 so that to open the packaging 824, the consumer may be instructed to pull or slide the strip 830 to break the seal.

[0048] In another embodiment, FIGS. 8g to 8i illustrate another set diagrams of belt and buckle systems according to some embodiments. For example, FIG. 8g may illustrate a packaging 832 in its initial state or shipped state. In another embodiment, the packaging 832 may be in the state as received by the consumer. In this embodiment, the packaging 832 may have an appearance of an envelope with a seal 834 at an edge.

[0049] In one embodiment, the same packaging 832, once the seal 832 is removed or broken, may be reversed into a reversed state as shown in FIG. 8h. As previously discussed earlier, a belt and buckle system 836 may be included in an interior of a packaging, such as the packaging 832. Of course, at the initial state in FIG. 8g, the belt and buckle system 836 may not be visible to the consumer. The belt and buckle system 836 may then be revealed itself upon reversal. In addition, as seen in FIG. 8h, a first surface 838 may reveal the belt and buckle system 836. In another embodiment, due to the construction of the packaging 832, parts or portions of the packaging 832 may be rolled or folded.

[0050] In a further embodiment, as shown in FIG. 8i, a diagram illustrates a second surface 842 of the packaging 832. For example, the packaging 832 may include belt loops 844 on the first surface 838 as shown in FIG. 8h and loops 846 on the second surface 842. With the belt and buckle system 836, the consumer may put both arms behind the belt and buckle system 836 so that the packaging 832 may become a backpack.

[0051] FIGS. 9a to 9d illustrate another set of embodiments of the invention. For example, a packaging 900 of FIG. 9a may be one of the packaging envelope as discussed before. In this example, the packaging 900 may include the primary flaps 902 to seal the packaging 900. In another embodiment, the packaging 900 may include a snap 904 on one of the interior surfaces of the packaging 900. As shown in FIG. 9a, the snap 904 appears to be on the exterior or outward facing surface. However, it is meant to be on one of interior surfaces. In one embodiment, the packaging 900 may be in landscape direction/mode, instead of only in portrait direction/mode as shown in FIG. 9a.

[0052] In one embodiment, upon reversing a landscape mode of the packaging 900, according to FIG. 9b, the snap 904 is revealed and a flap 906 may be revealed upon reversing the packaging 900. In one example, the flap 906 may be attached to one of the edges of the packaging 900. In yet another embodiment, a button 908 may be disposed on the flap 906 so that the button may snap to the snap 904. As such, the button 908 and the snap 904 may be positioned in a corresponding position on the flap 906 and the first surface, respectively. In another embodiment, the packaging 900 may include a cover button 910 that may be decorative or indicative of the button 908. In another embodiment, the packaging

900 may be in a landscape direction as in FIG. 9d. In such an embodiment, the reversed packaging 900 may be used as a jewelry pouch or envelope.

[0053] In yet another embodiment, FIGS. 10a and 10b illustrate a further aspect of the packaging according to some embodiments. Similar to some of the above discussions, a packaging 1000 may be in a form of an envelope and may include flaps 1002 to seal the packaging 1000 before the consumer receives it. Upon reversing it, the packaging 1000 may include drawstring straps 1004 so that the consumer may wear the packaging 1000 on her back. In another embodiment, the packaging 1000 may further include indicators 1006 to indicate existence of the draw strings inside or that the strings may be passed through.

[0054] In alternative embodiment, aspects of the invention may be in a form for housing larger items, such as shoes, etc. In such construction, as seen in FIG. 11a and 11b, the packaging 1100 may resemble a cuboid with a first panel 1102 having a shipping label panel 1110 to open the packaging 1100. In one embodiment, the panel 1102 may disengage with three sides of the packaging 1100. In another embodiment, the panel 1102 may disengage by one or more approaches such as via at least a zipper. In one embodiment, a lock 1104 may be provided to secure the panel 1102. In another embodiment, zip-tight may be used to secure the panel 1102. As shown in FIG. 11b, with the panel 1102 in an open position and in a reversed state, a handle 1108 may be provided. In one aspect, the reversed state is indicated in FIG. 11b based on the fact that the shipping label panel 1110 is now on the interior of the panel 1102.

[0055] In some embodiments, the packaging illustrated in at least one of the figures as discussed may be constructed with panels or sheets of recyclable materials that may be bound together on their edges using heat stitch or hand stitching. For example, the materials may include anti-bacterial or anti-viral material or treatment or materials with such treatment on the fabric, washable material, waterproof or water repellant to some extent. In some embodiments, the packaging may include a surface anti-bacterial or anti-viral film that may be removed after the consumer receives the packaging. In some other embodiments, the loop or pull tab 306 may also be affixed to the interior edge of the packaging via heat stitch or hand stitching.

[0056] In some embodiments, the packaging illustrated in at least one of the figures as discussed may take a number of shapes and configurations such as one side may be operably open while three other sides are fixedly closed, or three sides may be operably open while one side is fixedly closed.

[0057] In some embodiments, the operably open side may include a total of four flaps or lips for sealing. These four flaps or lips or portions thereof may be optionally removable, re-engageable with the packaging. In some embodiments, the operably open side may include closure mechanism such as hook and loop systems (e.g., Velcro®), string tie, snap, tape, flap and buckle.

[0058] In some embodiments, the packaging may further include a zipper or other tamper-proof lock or seal.

[0059] In some embodiments, the first surface or the first outer surface may include a tag or pocket thereon that is pocket shaped. In some embodiments, they may be removable (e.g., stitched or adhesive) by the consumer upon receiving the packaging.

[0060] In some embodiments, the interior of the packaging may include one or more hanging pocket. In some embodiments, the pocket may include a zipper or a button or other closure mechanism.

[0061] Moreover, in some embodiments, similar to FIG. 4c, the packaging may further include additional lining such as foam, bubble pack, cushion, insulation inlay for further protection of fragile items, or the like. In some embodiments, a portion of the packaging may include premium materials such as leather or the like. In another embodiment, aluminum lining (e.g., for cooler bag) or foam inlay (e.g., for insulation/fragile items) may be used. It is also to be understood that one or more layers of the material or lining may be used without departing from the scope and spirit of the invention.

[0062] In some embodiments, aspects of the invention have the external appearance of a typical shape of a shipping packaging, except for some specific branding. For example, there may be no handle on outside of the packaging. However, in a reversed state of the packaging, the packaging may include: a set of handle/strap, drawstrings, over the shoulder strap, or the like. In some embodiments, the handle or strap may be permanently affixed or removably attached. In some embodiments, the packaging may be personalized, both on the

interior and exterior surfaces, such as a commissioned print from an artist, or merchant's own customization, embroidery, or the like. In some embodiments, branding options may further include providing a tracking identifier, such as a barcode, a quick response (QR) code or the like to access return information, receipt information, other products by the merchant, promotions, or the like.

[0063] In one example, the packaging supplier may include the QR code with the packaging so that the packaging is directly shipped to the supply chain or factory of the merchant. The QR code may direct a reader or consumer to a website with information of how this packaging goes from the packaging supplier to the end user or consumer. In such an example, the supplier may provide the packaging to the merchant at its factories or distribution centers. Personnel at these locations may directly place the merchandize into the packaging and seal the packaging (e.g., in envelope form or sealed state) for shipping to consumers for e-commerce, online, or direct sales. In another embodiment, if the merchandize is to be picked up at a physical store aspect, the information may indicate that the packaging is to be in a bag form (e.g., reversed state) so that the merchandize is in the bag. As such, the consumer may then reverse the bag back to the envelope form if the consumer wishes to return the merchandize directly to the merchant at its warehouses.

[0064] In yet another embodiment, the tracking identifier may be a radio frequency identification (RFID) or the like so that a user (e.g., merchant or consumer) may track it and identify the packaging upon receipt using mobile devices such as their smartphones, smart watches, or other portable device. In such an example, the RFID may be embedded in the packaging or in one of the flaps. Initially, the RFID may provide a status information, such as when the packaging may be shipped. Once one of the flaps is removed, the RFID may provide another set of status, such as the packaging may be received or bag is opened. Once another flap is removed, the status may indicate that the packaging is returned.

[0065] In a further aspect, mobile devices may include or have installed software to read, identify, or process the information from the QR code or other identifier included in the packaging. For example, the mobile device may include a camera and imaging processing hardware to identify the patterns on the QR code and interpret it to provide a link or to drive an application (e.g., app) installed thereon to provide the information to the user.

[0066] In some embodiments, other accessories may be included, such as inner pouch or "bag in a pocket" design, where the packaging may be folded to a pocket for easy carrying. In some embodiments, an outer hook (e.g., placed at center or corner of the bag on the inner enclosed sides may be used as a multi-purpose storage system and may be used for hanging/drying, etc.

[0067] It may be understood that the present invention as described above may be implemented in various forms and materials suitable for carrying out aspects of the invention. Based on the disclosure and teachings provided herein, a person of ordinary skill in the art may know and appreciate other ways and/or methods to implement the present invention using hardware, software, or a combination of hardware and software.

[0068] The above description is illustrative and is not restrictive. Many variations of embodiments may become apparent to those skilled in the art upon review of the disclosure. The scope embodiments should, therefore, be determined not with reference to the above description, but instead should be determined with reference to the pending claims along with their full scope or equivalents.

[0069] One or more features from any embodiment may be combined with one or more features of any other embodiment without departing from the scope embodiments. A recitation of "a", "an" or "the" is intended to mean "one or more" unless specifically indicated to the contrary. Recitation of "and/or" is intended to represent the most inclusive sense of the term unless specifically indicated to the contrary.

[0070] While the present disclosure may be embodied in many different forms, the drawings and discussion are presented with the understanding that the present disclosure is an exemplification of the principles of one or more inventions and is not intended to limit any one embodiments to the embodiments illustrated.

[0071] Further advantages and modifications of the above described system and apparatus may readily occur to those skilled in the art.

[0072] The disclosure, in its broader aspects, is therefore not limited to the specific details, representative system and apparatuses, and illustrative examples shown and described above. Various modifications and variations may be made to the above specification without departing from the scope or spirit of the present disclosure, and it is intended that the present disclosure covers all such

modifications and variations provided they come within the scope of the following claims and their equivalents.

CLAIMS

What is claimed is:

1. A returnable packaging apparatus comprising:

a body having a first member and a second member, each of the first member and the second member having four edges, an interior surface, and an exterior surface;

wherein three of the four edges of each of the first and the second members are engaged to each other;

a first primary flap engages the remaining edge of the first member;

a second primary flap engages the remaining edge of the second member;

a hook engages the first or the second member;

a sealable transparent pocket engages the exterior surface of the first member;

wherein the first primary flap is configured to engage the second primary flap to enclose an item within the four edges of the first member and the second member;

in response to a removal of the first primary flap and the second primary flap, the interior surface of the first member and the interior surface of the second member are exposed; and

wherein the interior surface of the first member and the interior surface of the second member include a male portion of a male-female fastener system to receive a female portion of the male-female fastener system.

2. The returnable packaging apparatus of claim 1, wherein the male-female fastener system comprises a hook and loop fastener system, and the male portion comprises a hook and the female portion comprises a loop.

3. The returnable packaging apparatus of claim 1, wherein the hook engages the interior surface of the first or the second member.