CLAIMS

1. A hinge lid container for consumer articles comprising:
a box; and
a hinge lid connected to the box along a hinge line and pivotable about the hinge line between a closed position and an open position,
wherein the hinge lid comprises a first lid wall and a lid flap depending from the first lid wall along an edge fold line, the lid flap being folded inward towards the inner surface of the first lid wall;
wherein the container is at least partially formed from a laminar cardboard blank having a thickness (T) and a weight of between 100 grams per square metre and 350 grams per square metre, the laminar blank defining an edge fold portion of the container connecting the first lid wall and the lid flap;
the inner surface of the edge fold portion defining an ablation area (A) having a length in the longitudinal direction of the edge fold portion and a width (W) extending transversely to said length;
wherein the ablation area (A) comprises two or more ablated zones each having a residual thickness that is less than about 50 percent of the thickness (T) of the laminar blank, the two or more ablated zones extending in parallel along a substantially straight line across the edge fold portion of the container, and wherein the two or more ablated zones have a combined width of at least about 2 times the thickness (T) of the laminar blank.

2. A container according to claim 1, wherein the width (W) of the ablation area is at least about 0.5 mm.

3. A container according to any one of the preceding claims, wherein the width (W) of the ablation area is less than about 2 mm.

4. A container according to any one of the preceding claims, wherein each of the one or more ablated zones has a residual thickness of less than about 30 percent of the thickness (T) of the laminar blank.

5. A container according to any one of the preceding claims, wherein each of the one or more ablated zones has a residual thickness of at least about 5 percent of the thickness (T) of the laminar blank.

6. A container according to any one of the preceding claims, wherein the container has a spring-back force of less than about 80 grams per centimetre between the lid front wall and the lid flap.

7. A laminar cardboard blank for forming a container for consumer articles, the blank having a thickness (T) and a weight of between 100 grams per square metre and 350 grams per square metre and comprising:
a box-defining blank portion for forming a box portion of the container; and
a lid-defining blank portion for forming a lid portion of the container;
the lid-defining blank portion comprising a lid front wall panel for forming a front wall of the lid and a lid flap panel depending from the lid front wall panel along an edge fold line;
wherein the laminar blank defines an edge fold portion hingedly connecting the lid front wall panel and the lid flap panel;
one surface of the edge fold portion defining an ablation area (A) having a length in the longitudinal direction of the edge fold portion and a width (W) extending transversely to said length;
wherein the ablation area (A) comprises two or more ablated zones having a residual thickness that is less than about 50 percent of the thickness (T) of the laminar blank, the two or more ablated zones extending in parallel along a substantially straight line across the edge fold portion of the container, and wherein the two or more ablated zones have a combined width of at least about 2 times the thickness (T) of the laminar blank.

8. A container for consumer articles comprising a first wall and a second wall depending from the first wall along an edge fold portion, the first wall being folded about the edge fold portion towards the inner surface of the second wall by an angle greater than 90 degrees;
wherein the container is at least partially formed from a laminar blank having a thickness (T), the laminar blank defining an edge fold portion of the container hingedly connecting the wall and the flap;
the inner surface of the edge fold portion defining an ablation area (A) having a length in the longitudinal direction of the edge fold portion and a width (W) extending transversely to said length;

wherein the ablation area (A) comprises one or more ablated zones having a residual thickness that is less than about 50 percent of the thickness (T) of the laminar blank and wherein the one or more ablated zones have a combined width of at least about 1.5 times the thickness (T) of the laminar blank.

9. A container according to claim 8, wherein the width (W) of the ablation area is at least about 0.5 mm.

10. A container according to claim 8 or 9, wherein the width (W) of the ablation area is less than about 2 mm.