SLIDE AND SHELL CONTAINER WITH HINGED FLAP

The present invention relates to a slide and shell container with a hinged flap, which finds particular application as a container for smoking articles such as cigarettes.

It is known to package smoking articles and other consumer goods in containers comprising an outer shell and an inner slide or tray in which the consumer goods are housed and which is slidable within the outer shell. To remove consumer goods from such containers, a consumer slides the inner slide from an initial position within the outer shell to an open position in which the inner slide projects outwardly from the outer shell. Slide and shell containers in which the consumer goods are housed in an inner slide having a hinged lid that covers an open end of the inner slide are also known.

Graphics and text are typically applied to the exterior of packaging for consumer goods in order to communicate information to the consumer. However, packs of smoking articles are typically relatively small in size, and so have limited visible exterior surface area for displaying such information. It is known to include additional panels on packs of smoking articles in order to increase the surface area available for displaying graphics and text and hence the amount of information that may be communicated to a consumer.

It would be desirable to provide slide and shell containers for consumer goods, in particular smoking articles, having substantially the same external appearance as known slide and shell containers, but with additional surface areas that may carry, for example, supplementary brand, advertising, promotional or product information.

According to the first aspect of the present invention, there is provided a slide and shell container comprising: an outer shell having a first wall with an aperture provided therein; an inner slide housing a plurality of smoking articles, the inner slide being slidable within the outer shell between a closed position in which the interior of the inner slide is inaccessible and an open position in which the interior of the inner slide is accessible; and wherein the inner slide comprises a box portion and a lid portion connected to the box portion along a hinge line about which the lid portion is pivotable when the inner slide is in the open position, characterized by a hinged flap connected to the inner slide that protrudes through the aperture in the first wall of the outer shell, wherein the hinged flap is pivotable between a first position in which the flap rests against the first wall of the outer shell and a second position in which the flap is hinged outwardly from the first wall of the outer shell upon slidable movement of the inner slide between the closed and open positions, and wherein slidable movement of the inner slide from the closed position to the open position causes the hinged flap to be pivoted from the first position to the second position.

There is disclosed~~According to the present invention there is provided~~ a slide and shell container comprising: an outer shell having a first wall with an aperture provided therein; an inner slide slidable within the outer shell between a closed position in which the interior of the inner slide is inaccessible and an open position in which the interior of the inner slide is accessible; and a hinged flap connected to the inner slide. The hinged flap protrudes through the aperture in the first wall of the outer shell. The hinged flap is pivotable from a first position in which the flap rests against the first wall of the outer shell to a second position in which the flap is hinged outwardly from the first wall of the outer shell. This is caused by slidable movement of the inner slide from the closed position to the open position.

The hinged flap rests against the first wall of the outer shell in the first position. However, when a consumer slides the inner slide from the closed position to the open position, in order to access consumer goods housed in the inner slide, the flap is automatically pivoted from the first position to the second position in which it is hinged outwardly from a first wall of the outer shell. This exposes the inner surface of the flap and also the outer surface of the first wall of the outer shell that is covered by the flap when the flap is in the first position.

CLAIMS:

1. A slide and shell container comprising:

an outer shell having a first wall with an aperture provided therein;

an inner slide housing a plurality of smoking articles, the inner slide being slidable within the outer shell between a closed position in which the interior of the inner slide is inaccessible and an open position in which the interior of the inner slide is accessible; and

a hinged flap connected to the inner slide that protrudes through the aperture in the first wall of the outer shell,

wherein the hinged flap is pivotable between a first position in which the flap rests against the first wall of the outer shell and a second position in which the flap is hinged outwardly from the first wall of the outer shell upon slidable movement of the inner slide between the closed and open positions, and

wherein the inner slide comprises a box portion and a lid portion connected to the box portion along a hinge line about which the lid portion is pivotable when the inner slide is in the open position.

2. A container according to claim 1 wherein the hinged flap is connected to the box portion of the inner slide.

3. A container according to claim 1 or 2 wherein the flap is of substantially the same dimensions as the first wall of the outer shell.

4. A container according to any of claims 1 to 3 wherein the flap partially covers the outer surface of the first wall of the outer shell in the first position.

5. A container according to any preceding claim wherein the flap is integral with the inner slide.

6. A container according to any preceding claim further comprising retention means for preventing removal of the inner slide from the outer shell.

7. A container according to any preceding claim further comprising a pull tab connected to the inner slide, which, in use, may be grasped and pulled on by a consumer in order to slide the inner slide within the outer shell from the closed position to the open position.

8. A container according to any preceding claim wherein the hinged flap comprises two or more integral, foldably connected, overlying sub-panels.

9. A container according to any preceding claim wherein the hinged flap and the inner slide are formed from a single one-piece laminar blank and the hinged flap is formed from two panels affixed to one another in an overlying registered relationship.

10. A container according to any preceding claim wherein the hinged flap is connected to a wall of the inner slide parallel and adjacent to the first wall of the outer shell.

CLAIMS:

1. A slide and shell container comprising:

an outer shell having a first wall with an aperture provided therein;

an inner slide housing a plurality of smoking articles, the inner slide being slidable within the outer shell between a closed position in which the interior of the inner slide is inaccessible and an open position in which the interior of the inner slide is accessible; and wherein the inner slide comprises a box portion and a lid portion connected to the box portion along a hinge line about which the lid portion is pivotable when the inner slide is in the open position,

characterized by

a hinged flap connected to the inner slide that protrudes through the aperture in the first wall of the outer shell,

wherein the hinged flap is pivotable between a first position in which the flap rests against the first wall of the outer shell and a second position in which the flap is hinged outwardly from the first wall of the outer shell upon slidable movement of the inner slide between the closed and open positions, and

wherein slidable movement of the inner slide from the closed position to the open position causes the hinged flap to be pivoted from the first position to the second position.

2. A container according to claim 1 wherein the hinged flap is connected to the box portion of the inner slide.

3. A container according to claim 1 or 2 wherein the flap is of substantially the same dimensions as the first wall of the outer shell.

4. A container according to any of claims 1 to 3 wherein the flap partially covers the outer surface of the first wall of the outer shell in the first position.

5. A container according to any preceding claim wherein the flap is integral with the inner slide.

6. A container according to any preceding claim further comprising retention means for preventing removal of the inner slide from the outer shell.

7. A container according to any preceding claim further comprising a pull tab connected to the inner slide, which, in use, may be grasped and pulled on by a consumer in order to slide the inner slide within the outer shell from the closed position to the open position.

8. A container according to any preceding claim wherein the hinged flap comprises two or more integral, foldably connected, overlying sub-panels.

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10. A container according to any preceding claim wherein the hinged flap is connected to a wall of the inner slide parallel and adjacent to the first wall of the outer shell.