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INT CL **A63F, A63H, B42D, G09F**
Other: **Online: EPODOC, WPI**

(54) Abstract Title: **A foldable sheet of card**

(57) A sheet of card or paper is cut along parallel lines at opposing sides (22) of its central region (20) and along a midline (24) of its central region, and is folded (at lines 26) and fastened in its peripheral region (30) as to form a first pair of flaps (32) which overlie the central region (20). These first flaps (32) may be folded outwardly to reveal the underlying surface which has a second pair of flaps (34). These second flaps (34) may be folded outwardly to reveal an underlying surface including a third pair of flaps (36). These third flaps (36) may be folded outwardly to reveal an underlying surface including a fourth pair of flaps (38), and these fourth flaps (38) may be folded outwardly to reveal the first pair of flaps (32). The item may find use in advertising as a mailer, which is manipulable to successively expose additional information or illustrations on the various sections of its surface.

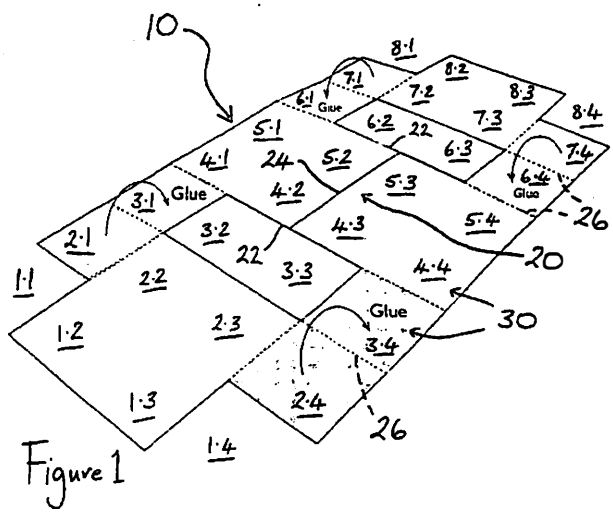


Figure 1

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Original Printed on Recycled Paper

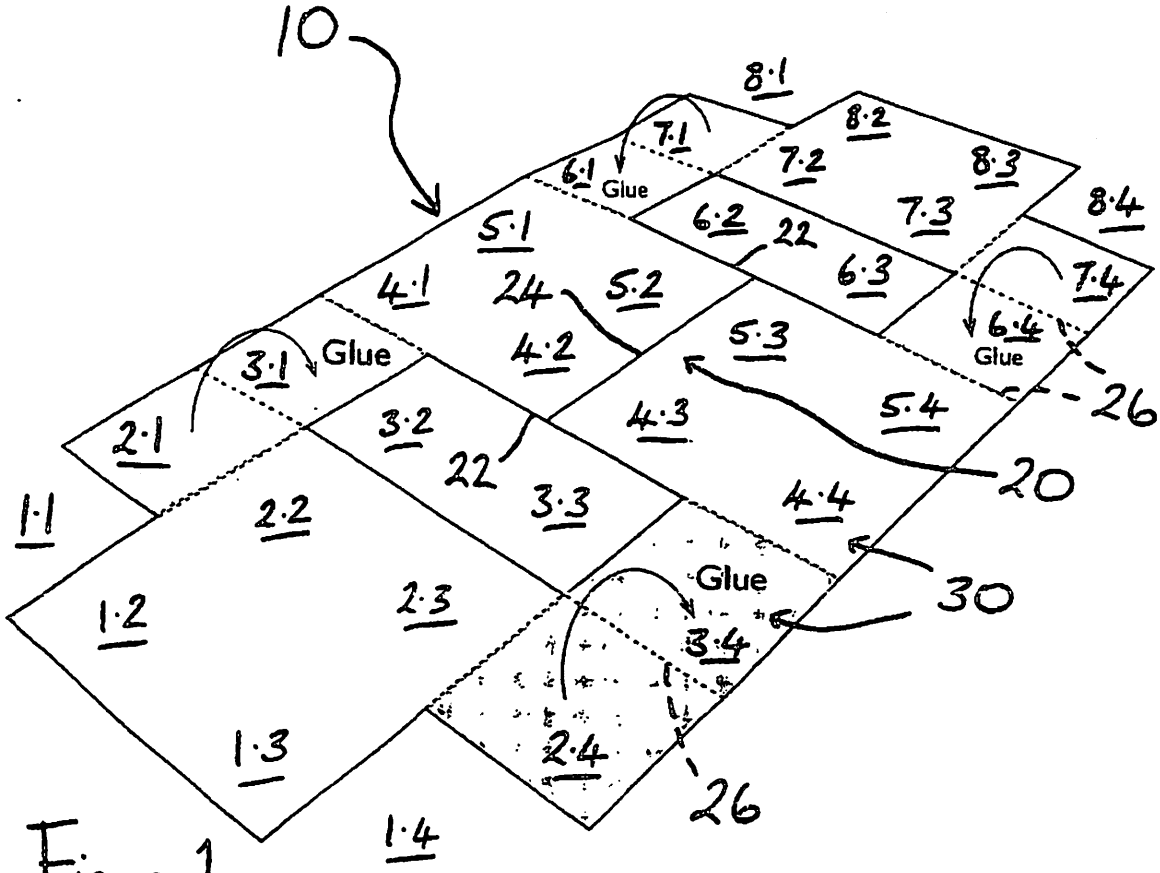


Figure 1

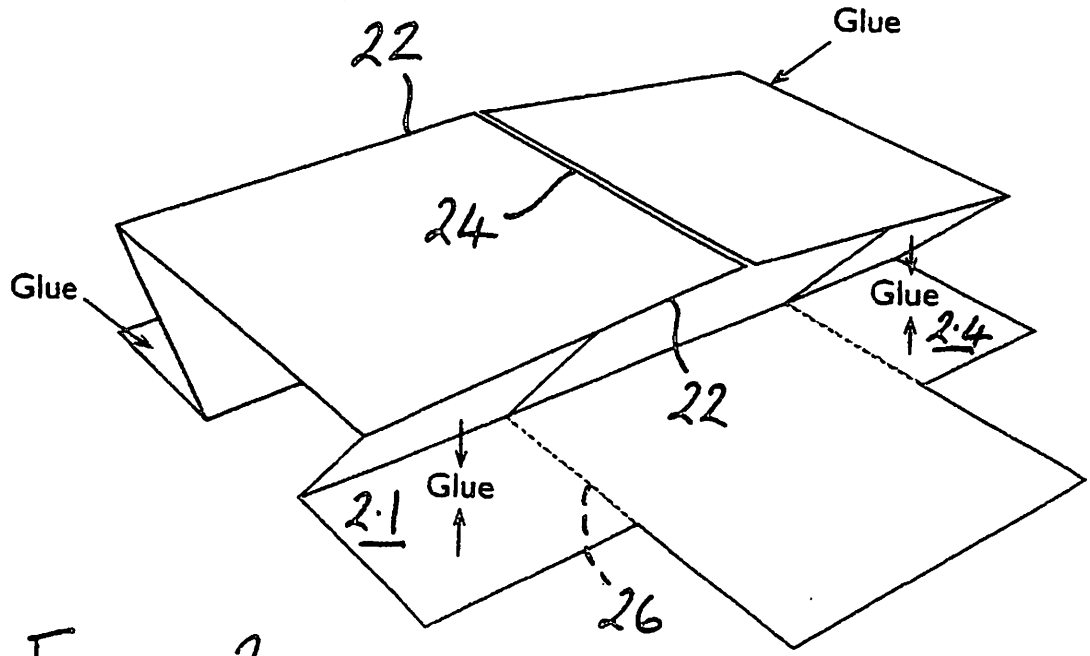


Figure 2

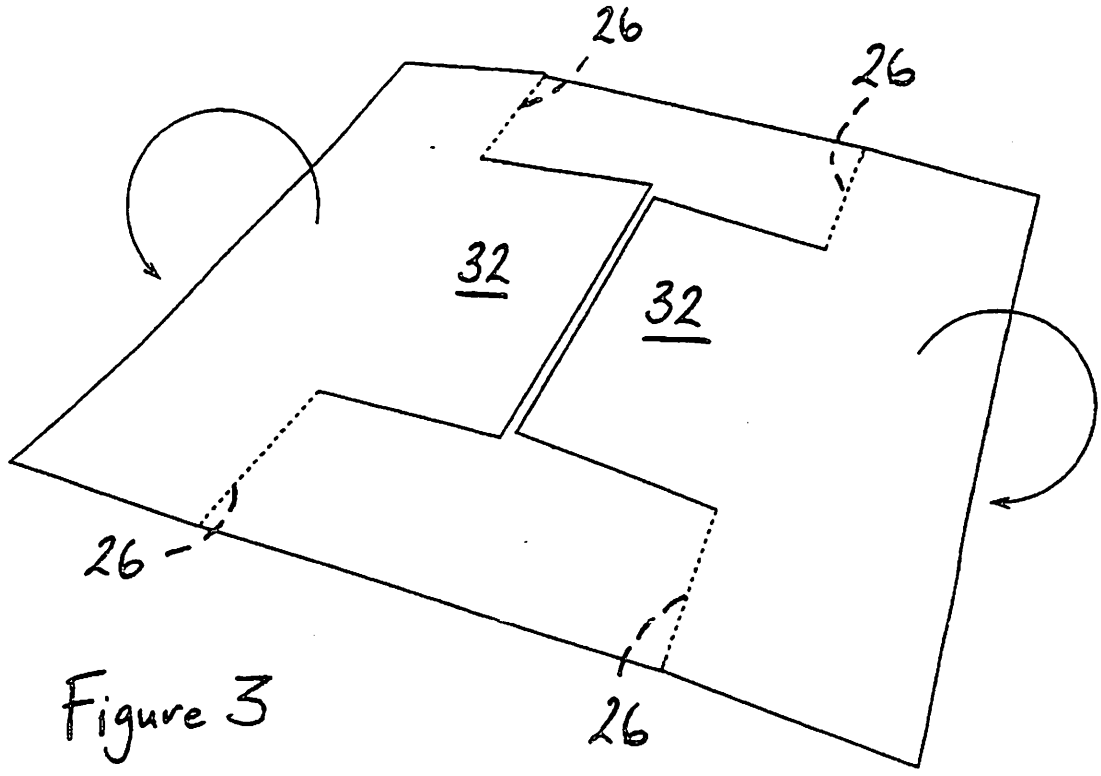


Figure 3

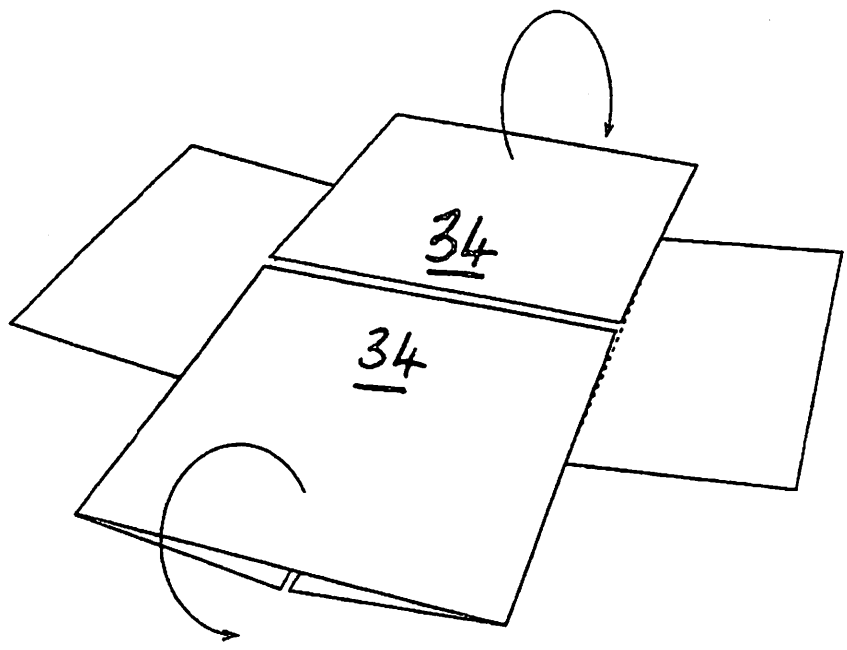


Figure 4

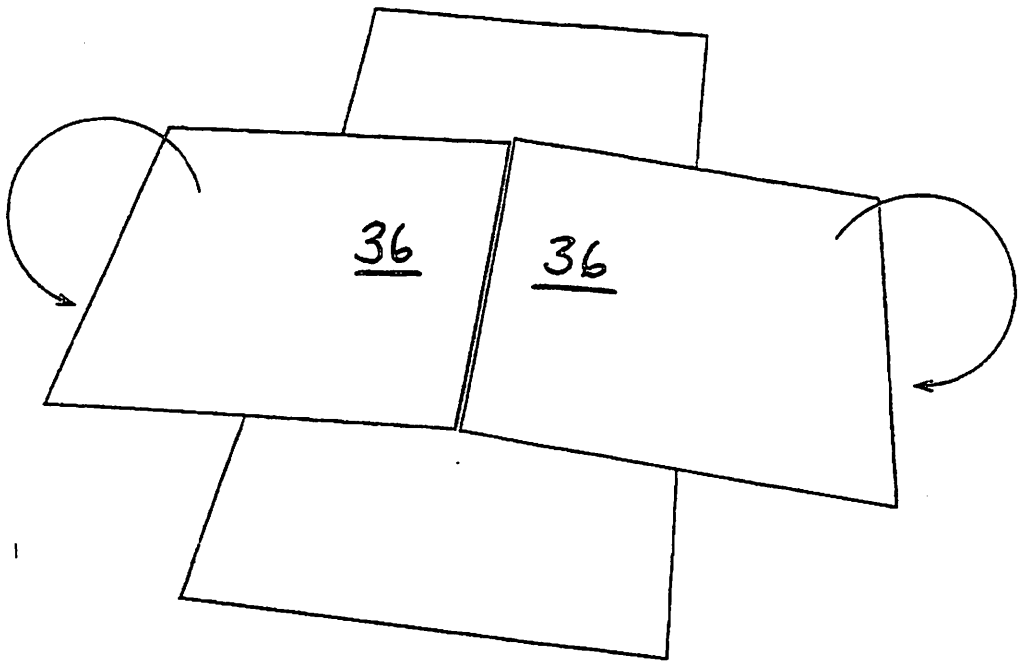


Figure 5

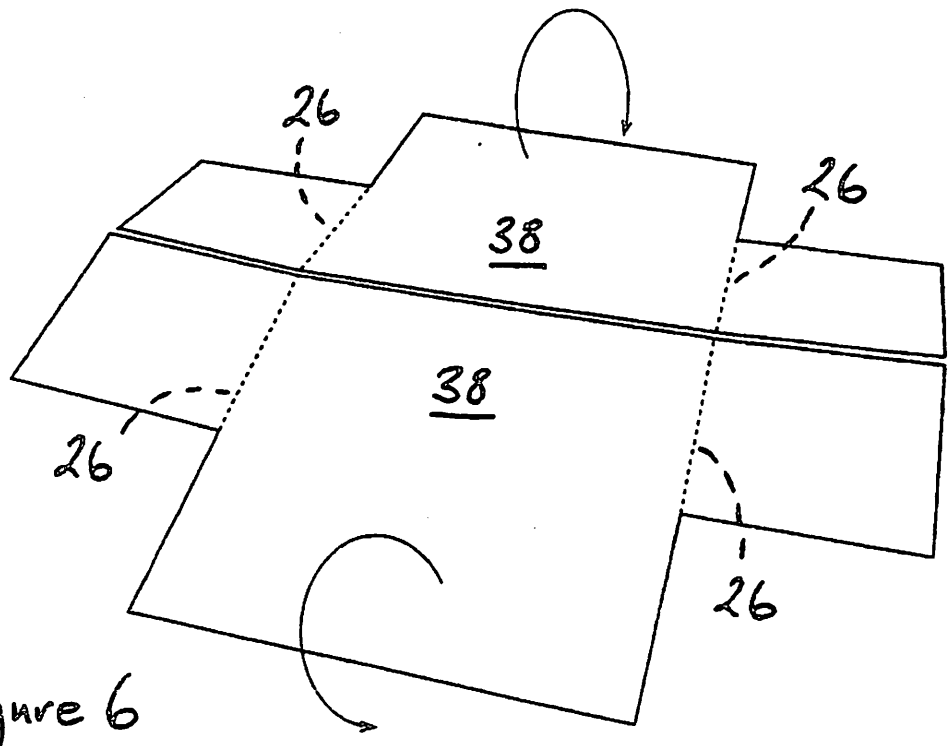


Figure 6

STATIONERY ITEM

The present invention concerns an item of stationery which is particularly suitable for use as a mailer, that is to say an item which is typically sent through the mail to provide information, particularly of an advertising nature.

A stationery item in accordance with the present invention comprises a sheet of card or the like having a central region and a surrounding peripheral region, which sheet is cut along substantially parallel lines at opposing sides of its central region and along a midline of its central region between said parallel cuts, and is folded and fastened in its peripheral region in such a manner as to provide a pair of first flaps having opposing free edges, which first flaps overlie the central region and may be folded outwardly to reveal an underlying surface including a pair of second flaps having opposing free edges, these second flaps being capable of being folded outwardly to reveal an underlying surface including a pair of third flaps having opposing free edges, these third flaps being capable of being folded outwardly to reveal an underlying surface including a pair of fourth flaps having opposing free edges, these fourth flaps being capable of being folded outwardly to reveal an underlying surface comprising the pair of first flaps once again.

Therefore, the initial cutting, folding and fastening is such as to allow the opening of centrally positioned flaps four times in sequence, in each case revealing additional surfaces of the sheet which may carry any desired indicia, such as different pieces of written information and/or illustrations.

The invention will be described further, by way of example, with reference to the accompanying drawings, in which:

Figure 1 is a perspective view of a sheet of card which has been appropriately cut and is to be folded and fastened to provide a preferred practical embodiment of the stationery item in accordance with the invention;

Figure 2 is a perspective view of the same sheet of card turned through approximately 90° and inverted and showing where the initial folding and the fastening takes place;

Figure 3 is a perspective view of the assembled stationery item produced from the folding and fastening operation illustrated in figures 1 and 2, this view being comparable to figure 1 but turned through approximately 90°;

Figure 4 is a perspective view of the same item as in figure 3 after it has been folded as indicated in figure 3;

Figure 5 shows the same item again, after it has been folded further, as indicated in figure 4; and

Figure 6 shows the same item again, after it has been folded further, as indicated in figure 5.

Referring firstly to figure 1, a preferred practical embodiment of the stationery item of the invention is made from a single rectangular sheet of card 10. This is notionally divided into eight equal strips along its length and four equal strips across its width, resulting in thirty two substantially square sections. For ease of reference, these sections are indicated in figure 1 by reference numerals 1 to 8 indicating the position of each along the length of the card 10 and by subsidiary reference numbers .1 to .4 indicating the position of each across the width of the card 10.

The four central sections (4.2, 4.3, 5.2, 5.3) which are the fourth and fifth sections along the length of the card 10 and the second and third sections across the width of the card 10 define a central region designated generally as 20, while the remainder of the card 10, surrounding the central region 20 is designated generally as the peripheral region 30.

The four corner sections (1 1, 1.4, 8.1, 8.4) are cut away.

Substantially parallel cuts are made along opposing sides 22 of the central region 20 and the entire sections (3.2, 3.3. 6.2, 6.3) adjacent these cut edges 22 are also removed from the card 10. A further cut 24 is made lengthwise of the card 10 across the midline of the central region 20, between the cut edges 22.

Fold lines 26 are formed between sections of the peripheral region 30, as indicated by the broken lines in figure 1 (and the other figures).

Adjacent sections remaining at each end of the peripheral region 30 of the card 10 adjacent the longer side edges (sections 2.1, 3.1; 2.4, 3.4; 6.1, 7.1; and 6.4, 7.4) have adhesive applied. The card is then folded over between lengthwise strips 2 and 3 and lengthwise strips 6 and 7, respectively, as indicated in figure 1, and also as viewed from a different angle in figure 2, so that the aforesaid sections are glued together.

Figure 3 shows the resulting, completed stationery item. As mentioned above, the item is shown in figure 3 from the same side as in figure 1, but turned through approximately 90°. The end sections 1.2, 1.3; 8.2, 8.3 of the card 10 define a pair of first flaps 32 which have opposing free edges and which overlie the central region 20 of the card 10. These first flaps 32 can be opened to reveal the central region 20, including any printed matter or other indicia thereon. As the first flaps 32 are lifted and swung outwards folding occurs along the fold lines 26 shown in figure 3 between the original lengthwise strips 1 and 2, and 7 and 8, respectively, resulting in the cruciform configuration shown in figure 4.

Referring to figure 4, the revealed central region 20 defines a further pair of flaps, which may be termed second flaps 34. These second flaps 34 have opposed free edges in the centre of the item, but perpendicular to the opposed free edges of the first flaps 32. These second flaps 34 may be lifted and swung outwards, as indicated in figure 4. This results in folding along fold lines 26 between the original widthwise strips .1 and .2, and .3 and .4, respectively, resulting in the further cruciform configuration shown in figure 5.

Referring to figure 5, the further central area of the item which has been revealed, again defines a further pair of flaps, which may be termed third flaps 36. These third flaps 36 have opposed free edges in a direction perpendicular to those of the preceding second flaps 34. These third flaps 36 may again be lifted and swung outwards, as indicated in figure 5. This results, again, in folding along the fold lines 26 between the original lengthwise strips 1 and 2, and 7 and 8, respectively, and results in the final cruciform configuration shown in figure 6.

Referring to figure 6, the further central area of the item which has been revealed, again defines a further pair of flaps, this time extending across the entire length of the item, which may be termed fourth flaps 38. Once again, these flaps 38 have opposing free edges in a direction perpendicular to those of the preceding third flaps 36. When these

final flaps 38 are folded back, the original configuration, substantially square in outline, shown in figure 3, is once again obtained, with the first flaps 32 once again in the centre of the top surface.

It will be appreciated that as the stationery item is manipulated, upon each folding back of the respective pairs of flaps 32, 34, 36, 38, different sections of the original card are exposed in the central area, below the just opened flaps. Each of these sequentially exposed sections may carry different indicia, or indeed the same or similar over again, but potentially generating interest to the recipient of the item.

In each case, the surface of the respective flaps 32, 34, 36, 38 which has previously been visible on the top of the item and in a central area is, upon opening and folding back of the respective flaps moved to the under surface of the item at an edge adjacent area thereof.

Of course, the sequence of flap opening may commence from any of the various configurations, and may just as well be undertaken starting from the underside of the item as illustrated in the drawings.

The illustrated embodiment is considered to be most practical for commercial production of the item by cutting, folding and fastening by adhesive as already described.

However, the invention is not limited to the specific details of the illustrated embodiment, and variations in detail are possible. In particular, the shape of the initial card may differ. It need not be rectangular, and could be square, polygonal or even circular. The corner sections need not be cut away. If they are cut away, the portion removed need not be square. It could be triangular or an irregular shape providing a curving or undulating or jagged corner section to the completed item. Furthermore, sections of card adjacent the central region need not be cut away, although that is preferred to facilitate later manipulation. The only requirement is for parallel cuts lines at each side of the central region as well as the connecting midline cut between these. Another possibility is fastening of the relevant peripheral sections in a different manner to that mentioned, for example by use of fastening devices (e.g. staples) instead of adhesive. It is also possible to use paper or other suitable sheet material instead of card for production of the item.