

[54] **REMOVABLE REUSABLE LABELS**
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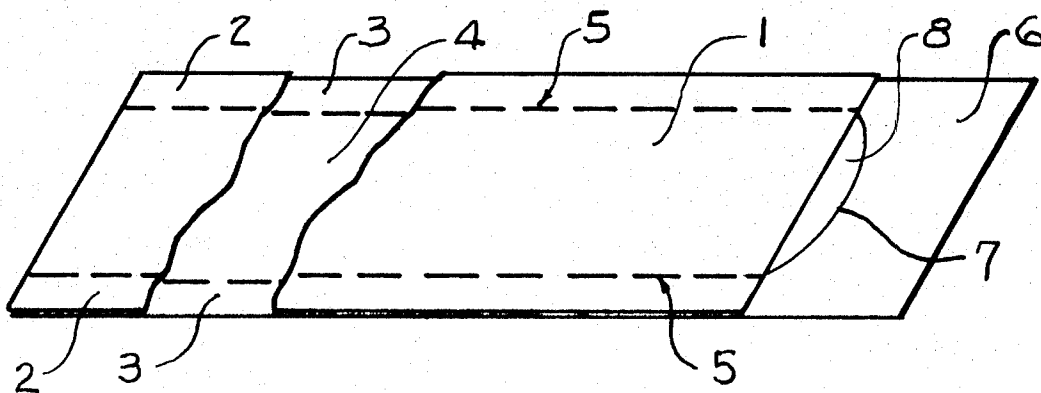
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[52] **U.S. Cl.** **40/2**
 [51] **Int. Cl.** **A44c 3/00**
 [58] **Field of Search**..... 40/2, 22, 125 A

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[57] **ABSTRACT**
 A reusable label comprising a sheet with pressure sensitive undercoating, said undercoating being protected with separably attached backing paper which is extended somewhat beyond one end of the label to form a tab. Perforations through both label and backing paper and a slit in the backing paper tab are furnished to provide means of conveniently detaching separable portions of backing paper and/or label, whereby the label can be initially affixed as required and a portion thereof subsequently detached for reuse.

4 Claims, 7 Drawing Figures



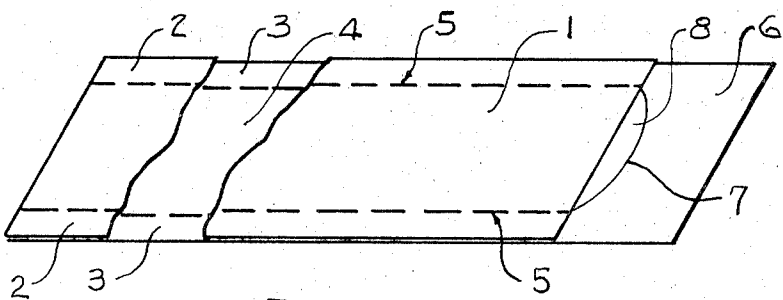


FIG 1

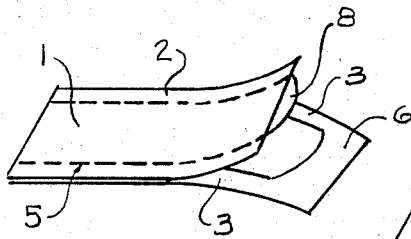


FIG 2

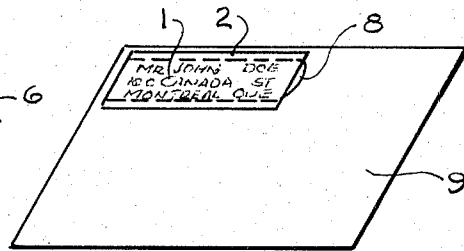


FIG 3

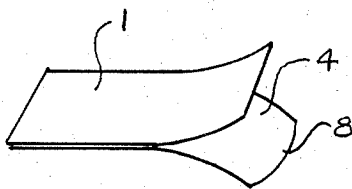


FIG 5

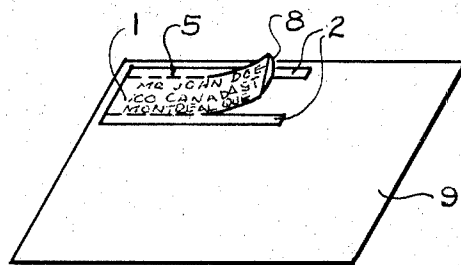


FIG 4

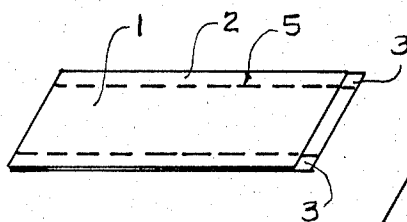


FIG 7

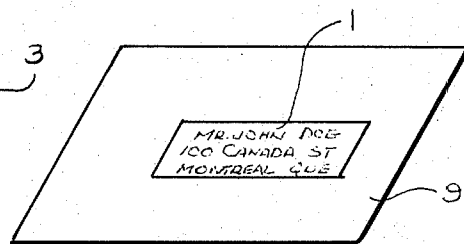


FIG 6

REMOVABLE REUSABLE LABELS

BACKGROUND OF THE INVENTION

The present invention relates to improvements to removable reusable labels. One form of a reusable label employs two or more superimposed sheets with pressure sensitive adhesive applied to one surface of each sheet, the sheets being separably attached to each other. In this construction the upper face of each label must have a high gloss or wax surface if separation of the labels is to be achieved. This being the case, the union of the two labels is at best unreliable, particularly when exposed to the rigors of the mail. The insecurity of this form of attachment can be illustrated by observing what little effort is required to separate the backing paper from any pressure sensitive adhesive label.

In the present invention the reusable label consists of a single sheet of paper or other suitable material, one side of which is coated with pressure sensitive adhesive and protected with separable backing paper. For initial use, backing paper along two sides of label is stripped off along perforations which penetrate both label and backing paper. The adhesive thus exposed provides the bond for securely attaching the label to letter or package. Subsequent removal of the reusable portion of the label is achieved by detaching along said rows of perforations.

DRAWINGS AND DESCRIPTION

In drawings illustrating embodiments of the invention,

FIG. 1 is a front view of the label

FIG. 2 is a view of the label with outer strips of backing paper partially removed.

FIG. 3 is view of label attached to letter as a return address.

FIG. 4 is a view of return address label partially removed from letter.

FIG. 5 is a view of detached label with backing paper partially removed.

FIG. 6 is a view of detached label reused as a mailing address.

FIG. 7 is a view of label with alternative tab design.

The label illustrated in FIG. 1 comprises a sheet with pressure sensitive adhesive undercoating, said sheet being divided by two rows of perforations 5, into central portion 1 and two outer strips 2. Backing paper covers the adhesive coating of label and extends somewhat beyond one end to form tab 6. Perforations 5 which penetrate both label and backing paper divide backing paper into central portion 4 and outer portions 3. Slit 7 is cut in tab 6 and extends in a slight arc immediately beyond end of label, terminating at each row of perforations 5. Slit 7 creates short tab 8 in that portion of backing paper under central removable section of label. Tab 8 has three functions as illustrated in FIGS. 2, 4 and 5.

FIG. 2 shows backing paper partially removed from the two edge strips 2 of label. This is best done by grasping tabs 6 and 8 and gently pulling in opposite directions. The backing paper tears off along perforations 5 leaving central and edge portions 1 and 2 of label still intact. Backing paper 4 also remains attached to central portion 1 of label to prevent adhesive engagement in this area.

FIG. 3 illustrates initial use of label affixed to letter 9 as a return address. The label is securely attached by adhesive along two edge strips 2.

FIG. 4 illustrates detachment of reusable portion 1 of label from envelope 9. To perform this operation, backing paper tab 8 is lifted, to initiate detachment of central portion of label together with its associated backing paper.

FIG. 5 illustrates central portion 1 of label after detachment from envelope, with backing paper partially stripped off. Here again tab 8 proves useful in initiating removal of backing paper. This can be a frustrating and exasperating exercise without a leading edge on either label or backing paper to grasp. With the backing paper removed the label can be reused as required.

FIG. 6 illustrates the label being used as a mailing address on an envelope.

FIG. 7 illustrates a label similar in every respect to FIG. 1 except for the extended tab. In FIG. 7 the tab is simply a short extension of the backing paper with perforation 5 jointly piercing the label and backing paper, and continuing to end of tab. In this design backing paper edge strips 3 are detached individually rather than in one operation as is the case previously described.

The labels as described herein could be manufactured in various forms namely rolls, strips or packs. Rolls or strips would be adaptable for typing on individual addresses, whereas packs would be adaptable to preprinting.

The embodiments of the invention in which an exclusive property or privilege is claimed are defined as follows:

1. A reusable label comprising a sheet, coated on one side with pressure sensitive adhesive, said adhesive being covered with separably attached backing paper, said sheet and backing paper being jointly pierced by two rows of perforations thereby dividing the sheet and backing paper into a major central portion, bordered on each of two opposite sides by a relatively narrow strip, said backing paper being extended somewhat beyond one end of sheet to form a generous tab, said tab being slit in a slight arc immediately beyond end of label to form a shallow tab extending beyond end of central portion of label, said slit terminating at the end of each row of said perforations to effectively divide backing paper into two separably portions, one covering the adhesive on said outer strips and one covering the adhesive on central portion of label, said tabs being adapted for pulling in opposite directions for the purpose of simultaneously detaching the two outer strips of backing paper preparatory to initial application of said label.

2. The re-usable label of claim 1, wherein said sheet is adapted to receive markings from a marking device.

3. The re-usable label of claim 1, wherein said major central portion is of a substantially rectangular configuration.

4. A re-usable label comprising a sheet coated on one side with pressure-sensitive adhesive, said adhesive being covered with separably attached backing paper, said sheet and backing paper being jointly pierced by two rows of perforations thereby dividing said sheet and said backing paper into a major central portion bordered on each of two opposite sides by a relatively narrow strip, said backing paper being extended some-

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what beyond one end of said sheet to form a generous tab, said tab having two slits therein, one of said slits extending from one of said rows of perforations to the edge of said tab, the other of said slits extending from

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the second of said rows of perforations to the end of said tab, thereby dividing said tab into a major central tab, and two marginally located tabs.

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